



A Constituent of Peoples Empowerment Group

ISB&M



International School of Business & Media
Bangalore

MSME TECHNOLOGY CENTRE, BENGALURU
A Government of India Society, Ministry of MSME

In association With

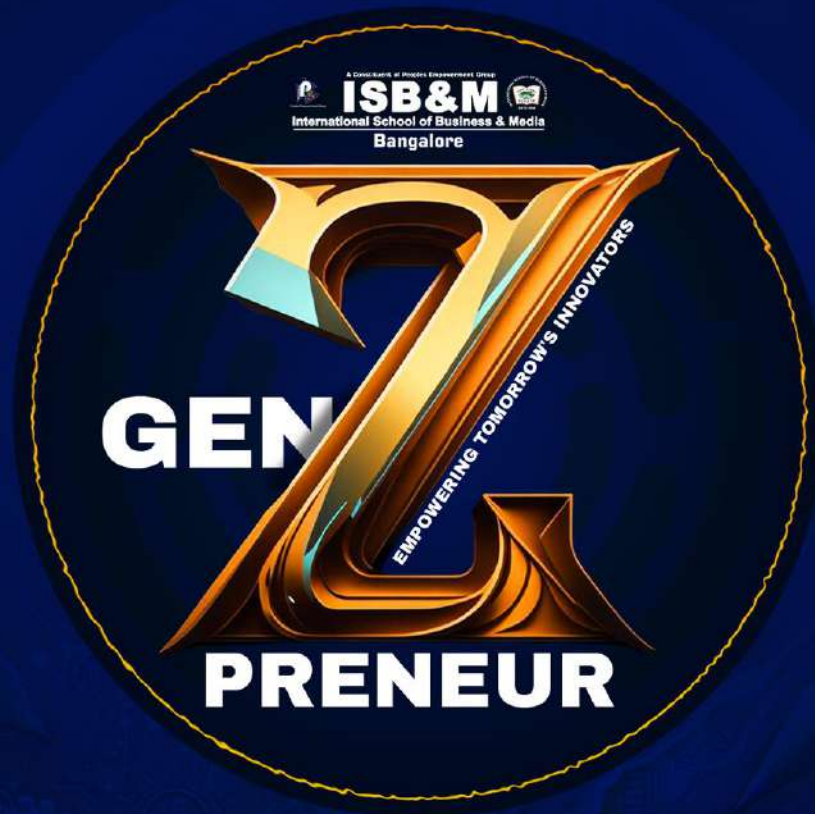
|| Jai sri gurudev ||



Sri Adichunchanagiri Shikshana Trust®

SJB INSTITUTE OF TECHNOLOGY

(A CONSTITUENT INSTITUTION OF BGS & SJB GROUP IN INSTITUTION & HOSPITALS)



CONCLAVE 2025

21,22 | FEB | 2025 | 10:00 AM

BGS & SJB Auditorium
SJB Institute of Technology

No.67, BGS Health & Education City, Dr.Vishnuvardhan Rd, Kengeri,
Bengaluru, Karnataka 560060

WHY INNOVATION IS IMPORTANT?

WHAT SHOULD WE DO AS A RESPONSIBLE COMMUNITY?



WHY SHOULD WE BE CONCERNED ABOUT ALL THESE?

Innovation is the lifeblood of progress, igniting transformative ideas that shape a brighter, more sustainable future in our ever-evolving world. As a responsible community, we hold the power to inspire change, unite brilliant minds, and champion groundbreaking solutions that leave a lasting legacy. By joining this prestigious conclave, you unlock unparalleled opportunities to connect with visionaries, gain exclusive insights, and position yourself at the forefront of a revolution that redefines possibilities. Be the changemaker the world.

Established in 2000, ISB&M has emerged as a leading institution in management education with campuses in Pune (Nande and Mulshi), Kolkata, and Bangalore. With AICTE-approved, career-driven programs, ISB&M emphasizes academic rigor, skill development, and industry readiness. Boasting a strong alumni network of over 9,000 professionals excelling globally, ISB&M is a preferred choice for nurturing leadership talent. Each campus offers state-of-the-art infrastructure, experienced faculty, and a vibrant learning environment, making it a hub for innovation and excellence.

The Bangalore campus, the focus of this event, is in an industrial hub with lush green surroundings and cutting-edge facilities, including modern computer labs, e-libraries, and an amphitheatre. It attracts a diverse student body from across India, creating a dynamic, collaborative environment. Known for its holistic approach, the Bangalore campus balances rigorous academics with extracurricular activities, promoting creativity, leadership, and adaptability. Students are prepared to excel in competitive environments, equipped with innovative thinking and professional acumen.

ABOUT INTERNATIONAL SCHOOL OF BUSINESS & MEDIA





ABOUT SJB INSTITUTE OF TECHNOLOGY

SJB Institute of Technology (SJBIT), Kengeri, Bangalore, is one of India's leading Engineering and Management institutions, providing quality education since 2001. Known for its world-class academics, state-of-the-art infrastructure, and excellent internship and placement opportunities.

SJBIT is committed to the overall development of students. The institute instill values like excellence, honesty, integrity, teamwork, and innovation while nurturing ethics and principles to develop skilled professionals and responsible citizens. SJBIT equips students with technical expertise, analytical skills, and confidence through exceptional placement training, technical skill enrichment programs, and soft skills development. With its emphasis on holistic growth and cutting-edge education, SJBIT prepares graduates to excel in industries, defense, government sectors, and beyond, ensuring a bright and prosperous future for every student.

**AN EXTRAORDINARY ENTREPRENEURIAL EVENT UNLOCKING
PASSION, POTENTIAL, AND OPPORTUNITIES.**



**UNLEASH YOUR ENTREPRENEURIAL SPIRIT AT THE GENZPRENEUR CONCLAVE!
GET READY FOR AN ELECTRIFYING EXPERIENCE!**

Join the ultimate pan-India platform for students and aspiring entrepreneurs, designed to ignite ideas, fuel innovation, and shape tomorrow's leaders. The GenZPreneur Conclave immerses you in India's vibrant entrepreneurial ecosystem, offering inspiring guest talks, hands-on workshops, and expert mentorship to equip you with real-world skills and innovative strategies. This is your chance to showcase your vision, connect with like-minded peers, and impress investors eager to back the next big idea. Transform your ambitions into reality, refine your ideas, and embrace this launchpad to success. Dream big, act bold, and lead fearlessly. Your journey begins here.

ABOUT THE EVENT AND THE OBJECTIVE

The GenZPreneur Conclave is an inspiring and dynamic platform tailored for students with entrepreneurial dreams and groundbreaking ideas. Designed to spark creativity and cultivate leadership, this extraordinary event features interactive guest talks, expert mentorship, and immersive workshops that bridge the gap between academic learning and real-world business challenges. Organized in collaboration with the MSME Technology Centre Bengaluru a Government of India Society, Ministry of MSME. the event underscores the importance of empowering micro, small, and medium enterprises as vital contributors to economic growth and innovation. The Ministry of MSME plays a pivotal role in fostering entrepreneurship, supporting startups, and promoting sustainable business practices across the nation.

It's a golden opportunity to connect with visionary peers, learn from accomplished industry leaders, and even attract potential investors for your ventures. For students, it's a transformative journey blending theory with practice, innovation with action, and passion with purpose. For the college, it showcases an unwavering commitment to nurturing entrepreneurial talent and fostering leadership. Guest speakers and judges find a fulfilling avenue to mentor rising stars and shape the future of innovation. Together, the GenZPreneur Conclave ignites creativity, drives excellence, and inspires the leaders of tomorrow.

OUR KNOWLEDGE & MEDIA PARTNERS



**STARTUP
KARNATAKA**



**Karnataka Digital
Economy Mission**



NETWORK
BANGALORE CHAPTER
ENGAGE-CONTRIBUTE-INSPIRE



POWERED BY IKP



FOUNDATION

...Fueling Dreams

Business Standard

MORE PARTNERS ARE COMING IN



THE EVENT (DETAILS AND RULES)

OVERVIEW :

- The GenZPreneur program guides participants through a structured journey of ideation, business modelling, validation, developing a detailed project report (BUSINESS MODEL CANVAS), creating an investor pitch deck etc.
- Pre-day session featuring entrepreneurship guidance will be held virtually
- On the event day there would be guest talks by entrepreneurs, practical workshop followed by actual idea pitching, delivering detailed business plans by students.
- Real-world assessments will be done by selected judges on the basis of innovation, feasibility, market opportunity and presentation skills.
- Cash prizes and potential investments will be given with the aim of fostering innovation, market adaptability, and investor-ready business models.

NOTE – The GenZPreneur Conclave unites and MSME technology Centre Bengaluru a Government of India Society, Ministry of MSME, Bengaluru (Government Of India), Angel Investors, Entrepreneurs, Venture Capitalist, Funding Agencies and Executives across the country, sharing invaluable insights and experiences to inspire, guide, and empower the next generation of innovative and ambitious leaders.

THEME OF IDEAS (DOMAIN)

1. Sustainability & Green Tech
2. Smart Living & Urban Innovation
3. Healthcare and MedTech (wearables, telemedicine)
4. Clean Energy (EVs, renewable solutions)

For the first round of shortlisting in GenZPreneur, submit a PPT OF (8 SLIDE) including the following (online submission)

- ✚ Problem Statement : Clearly define the issue your idea addresses.
- ✚ Real-World Relevance : Explain the practical impact of your idea.
- ✚ Expected Outcomes : Outline the potential results or benefits.
- ✚ Revenue Generation Plan : Describe how your idea will generate revenue.
- ✚ Business Name : Provide the name of your business.
- ✚ Target Market : Define your target audience or customer base.
- ✚ Marketing Strategy : Briefly explain how you will reach your audience.
- ✚ Pricing Model : Present your pricing strategy for the product/service.
- ✚ Profit Projections : Provide realistic estimates of your expected profits.

AFTER COLLECTING APPLICATIONS

- SUPER GEN-ZERS: The teams will be shortlisted for the next round.
- Communication of selection will be done via email.

RULES AND REGULATIONS

► TEAM COMPOSITION

- ✓ Team size: 2-5 members.
- ✓ Members must belong to the same institute; no cross-institute teams are allowed.
- ✓ No student can be a part of more than one team.

► PRESENTATION REQUIREMENTS

- ✓ Teams must bring their own devices and any support systems required for presenting. The site will only have projectors, display screens, speakers, mics and wi-fi
- ✓ Participants must report 1 hour prior to the event for the organizers to check the synchronization of original idea in the deck to be presented.
- ✓ Formal Attire (Full sleeves shirt and trousers), branded attires (representing the idea to be presented) and college attires (in case college prescribe uniform) would be acceptable for participants in the event.
- ✓ All students should carry their college ID Cards.

► SUBMISSION GUIDELINES

- ✓ Participants must Scan the bar code given on the Brochure then fill the google form, upload the PPT and then make the payments
- ✓ Subject format for submission: NAME OF THE COLLEGE_GROUP
NAME_GP

► CODE OF CONDUCT

- ✓ Use of unethical behaviour or foul language will result in disqualification
- ✓ Decisions made by the judges will be final and binding for all participants.
- ✓ THERE WILL BE A BOOTCAMP ORGANIZED FOR ALL PARTICIPANTS TO GUIDE THEM ON HOW TO PRESENT THEIR PITCH.



ROUND 1 : THE IDEA SPARK

► PITCH PRESENTATION

- ✓ Teams present their business ideas to the panel of judges, focusing on key aspects such as innovation, feasibility, market potential, and the business model with financial transparency
- ✓ Judges evaluate the effectiveness of the presentation and the team's ability to clearly communicate their ideas.

► JUDGES' ASSESSMENT

- ✓ Each idea is scored based on predefined criteria including innovation, feasibility, market opportunity, and presentation skills.
- ✓ Teams that fail to meet expectations or provide unclear or incomplete responses are eliminated from the competition.

ROUND 2 : THE SPARK OF GENIUS

► DELIVERABLES

- ✓ Teams present a comprehensive plan covering market analysis, competitor insights, strategies for new entrants, implementation roadmap, revenue model and scalability.

► JUDGING FOCUS

- ✓ Depth of market knowledge, execution feasibility, and resilience against competition.

► KEY EVALUATION CRITERIA

- ✓ Market Adaptability
- ✓ Customer Focus
- ✓ Problem-Solving Agility
- ✓ Scalability & Social Impact

Please note that parameters are subject to change and are not limited to only the above guidelines

► WINNER SELECTION

- ✓ Teams are chosen for their ability to excel and adapt in a competitive market landscape.



3RD ROUND: THE ULTIMATE CHALLENGE (BASED IN REAL WORLD ASPECT)

► CRITERIA FOR THE THIRD ROUND

- ✓ **Q&A SESSION** : Teams must participate in an interactive Q&A session, addressing queries from the judges to demonstrate clarity, feasibility, and depth of their business ideas.
- ✓ **OVERALL BUSINESS FEASIBILITY** : Means how practical and successful a business idea can be in the real world. It checks if the idea solves an actual problem and has a clear target market. It looks at how the business can grow over time and whether it can make enough money to stay profitable. The plan should also be realistic, using the resources available. Lastly, it considers how the idea is better or different from what's already in the market.
- ✓ **JUDGES' DECISION** : The final selection will be entirely at the discretion of the judges, based on their assessment of the teams' performance

IMPORTANT MILESTONES

- ✓ **Pre-Session Workshops**: Interactive workshops will be conducted before each elimination round to guide and prepare participants.
- ✓ **Idea Submission Policy**: Once the PPT is submitted, teams are not allowed to change their idea. However, they may refine and improve it during the course of the event.
- ✓ **Funding Opportunities**: The possibility of securing funding for business ideas will depend entirely on the discretion of the investor.

OFFERING FOR THE STUDENTS

**CHANCE FOR GETTING A POTENTIAL INVESTMENT
FOR THE BUSINESS IDEA**



★ REWARD ★

★
1st Prize
75,000

★
2nd Prize
50,000

★
3rd Prize
25,000



REGISTRATION

only
Rs 499/-
Per team

(team name, members name, college,
word document, idea theme)

THEME OF IDEAS (DOMAIN)

- ✓ Sustainability & Green Tech
- ✓ Smart Living & Urban Innovation
- ✓ Healthcare and MedTech (wearables, telemedicine)
- ✓ Clean Energy (EVs, renewable solutions)

LAST DATE FOR REGISTRATION

14th.FEB.2025

FOR MORE DETAILS : 99458 86393 (AVAILABLE 24/7),
91118 20198 (5PM TO 9PM), 98106 94887
EMAIL : genzpreneur@isbmb.ac.in



SCAN THIS TO FILL
THE REGISTRATION

CONCLUSION -: The GenZPreneur Conclave is a transformative journey for aspiring entrepreneurs, offering unparalleled exposure to innovation, mentorship, and real-world business challenges. In collaboration with the esteemed partner, the and MSME technology centre bengaluru a Government of India Society, Ministry of MSME. this event takes entrepreneurial empowerment to the next level, providing students with unique opportunities to refine their ideas and connect with industry stalwarts. Through interactive sessions, structured competitions, and the chance to secure investments, participants are equipped to unleash their potential and create impactful ventures. Emphasizing creativity, adaptability, and leadership, the conclave fosters a thriving entrepreneurial ecosystem, inspiring the leaders of tomorrow to build sustainable and successful futures with confidence and purpose.