

# What is INNOTHON?

Innothon is an initiative by Bombay Management Association (BMA) for our corporate member organizations to provide a platform for crowd sourcing of ideas, for any critical issues being faced by the organization or which can help the organization stay ahead of the competition.

BMA will utilize young brains from MBA colleges for collaborating with the teams from sponsoring organizations to brainstorm and find solutions to any given pressing challenge/complex problem being faced by the organization.

## BMA Innothon Vision

Innothon is an attempt of management students to evolve innovative solutions for the problem statements provided by India Inc. under the guidance of academicians and practicing leaders.

It is a tripartite collaborative venture of managers & leaders from the industry; professors and the students of top notch management institutions of Mumbai, designed and empowered by BMA to innovate and provide sustainable solutions for business problems in a cost effective manner with an ease of implementation.

**32 Teams**

**8 Problem Statements**

**PRIZE MONEY:**

**WINNER TEAM: INR 25,000**

**RUNNER UP TEAM: INR 15,000**

**SIX CONSOLATION PRIZES: INR 10,000**



**Hackathon for Management Students**



Day #	Date	Milestone
Day 0	Sunday, 29/9/2019	Kick-off: Orientation Meet (all stakeholders) + GD + Consulting training (for participating
Day 5	Friday, 4/10/2019	Approach Note
Day 25	Saturday, 19/10/2019	Progress Report 1
Day 42	Tuesday, 5/11/2019	Progress Report 2 (main)
Day 52	Friday, 15/11/2019	Progress Report 3
Day 60	Saturday, 23/11/2019	Final Presentation by each team to the <i>participating organization</i> + Final round selected teams to external jury

**SEPTEMBER 29, 2019**  
**SIES NERUL**

# How It Works?

## Registration

Register your organization as a Sponsor. Participation fees for the corporate will be INR 2 lacs.

## Orientation

Orient Leadership team of the Sponsor on the principles and methodology for the Innothon.

## Problem Definition

Create a small cross functional team in sponsoring organization and facilitate creating a baseline view for the specific problem statement & framing specific goals & approach for the initiative.

## Innothon Team Creation

Each Sponsor's problem statement will have four teams working on it for creative competitiveness. Each team will comprise of 4 students (volunteers), 1-2 corporate members from Sponsoring organization and one Academician as mentor. In a time-boxed scenario, teams are expected to work collaboratively to come up with novel solutions: they must brainstorm, prioritize, and make feasible prototypes and pitch their solution.

BMA will facilitate to connect the student team and faculty with the organizational team so that they can work together during the preparation period.

## Approach Note

The teams start working on the Sponsor's problem statement. They would ideate, develop and submit an approach note.

## Progress Report

Each team submits a progress report on the solution being developed.

## Presentation

All teams showcase & present their innovative solution to a panel of jury. This is an elimination round. For Qualifying round, the Jury will comprise of two members from Sponsoring organization, one independent corporate member, one member from consulting Co. and One Academician.

## Grand Finale

Top 8 teams from the would give the final presentation. For final round of judging eight winning teams, the jury will be three corporate members, one consulting co. and one academician.

For details contact Ms. Mamta Khalsa at 9011384510 [mamta@bma-india.com](mailto:mamta@bma-india.com) or  
Ms. Laxmi Gupta at M- 7738149513 or [laxmi.gupta@bma-india.com](mailto:laxmi.gupta@bma-india.com)

