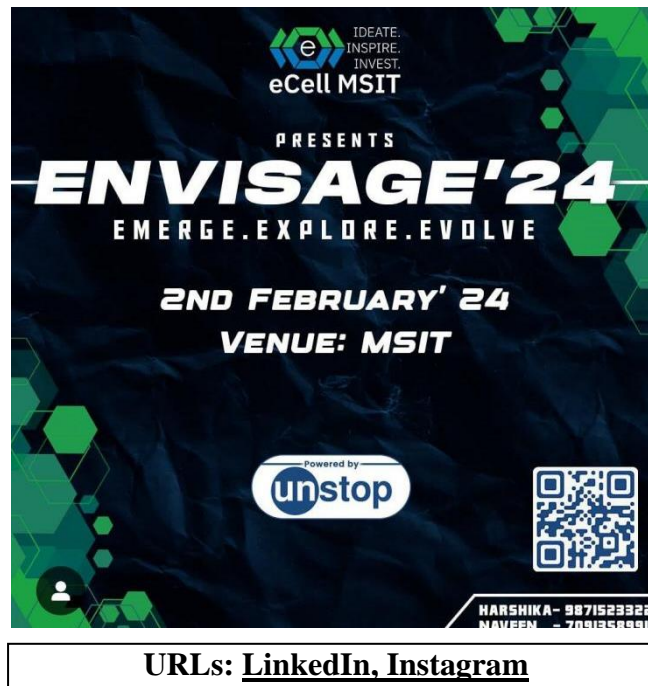


ENVISAGE'24

Place: MSIT
19th January and 2nd February

eCell MSIT organised its flagship event Envisage, an ideation event for start-up teams to showcase their ideas and concepts. It is a 3-stage event which is the ultimate destination to find a million-dollar idea. This event encourages young entrepreneurs to present their Ideas to the masses and receive support for the ideas.



Highlights of the Session:

1. What is Envisage:

Envisage'24 is a flagship event organised by eCell MSIT for start-up teams to showcase their ideas and concepts. It is a 3-stage event which is the ultimate destination to find the million-dollar start-up ideas.

2. The Envisage'24 orientation:

On 19th January, the participants of the event were introduced to the concept of this event and explained about the 3-stage event. First round was carried out online where the teams were told to identify a problem in the sector and summarise on why they chose that problem.

The second round will be held offline on the 2nd February where the students would provide the solution, USP and thorough marketing research.

3. The 1st Round:

The event commenced with the participating teams choosing a market sector, where they were required to identify three problems and submit their solutions within the word limit of 600-1000 words via a Google form by 28th of January. The results of the 1st round were announced on 29th of January.

4. Seminar on innovation business models:

A seminar pertaining to innovation of business models was conducted on 2nd of February before the official commencement of the second round of the event. Ms Palakh Khanna, a young entrepreneur, was the speaker of the event, who very graciously presented to the participants her entrepreneurship journey and gave valuable insights pertaining to start ups.

5. The Offline Round:

The second round of the Envisage'24 event officially commenced on 2nd February and expected the selected students from the 1st round to choose 1 problem from their previously identified problem and develop a business idea, and prepare a presentation for pitching their ideas to the judges. The participants were given a time limit of 1 hr to direct a promotional video to aid with their presentation. The second round officially commenced after the preceding seminar.

