

AN AUTONOMOUS INSTITUTION

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Institution's Innovation Council

IIC Calendar Activity Level 3

Title: B-Plan Pitch - Business Plan Poster Presentation Organizing Secretary: Dr. P. Sanjay, Dean Research, IIC-Convener IIC Student Coordinator: Deepak V Date: 12.5.2025 to 15.05.2025 Time: 2.00 PM - 04.30 PM Venue: Lecture Hall 3



Objectives:

- 1. To foster creativity and entrepreneurial thinking among medical students.
- 2. To provide a platform for students to pitch healthcare-related innovations.
- 3. To enhance communication and presentation skills through real-time pitching.
- 4. To promote interdisciplinary collaboration and problem-solving.

Participant Details:

The competition had 12 participants from all the phases of MBBS.

Programme Overview:

The Business Plan Poster Presentation Competition was organized on 15.05.2025 between 2.00 PM and 4.30 PM at Lecture Hall 3. A total of 12 participants from all phases of MBBS formed teams of two (solo entries were also permitted). Each team designed and presented a digital poster showcasing their innovative business idea within a 5 minutes time slot. The event encouraged students to ideate, design, and pitch innovations such as diagnostic tools, healthcare apps, or service-based solutions to realworld medical problems. Posters were evaluated based on clarity of the problem statement, feasibility and financial clarity of the proposed solution, overall poster content, design, presentation skills and delivery. The winners and runners-up were felicitated by the management.

Outcome:

1. Students developed and presented unique business models addressing healthcare challenges.

2. Enhanced awareness and interest in healthcare entrepreneurship among MBBS students.

3. Participants improved their skills in poster design, financial planning, and pitching.

4. The event served as a stepping stone for students to take their ideas further through incubation under IIC.

Way Forward:

Moving forward, the Institute Innovation Council will continue to conduct various IIC Calendar Activities aimed to promote innovation, research and entrepreneurship.







Orgen CycleBytes O

CYCLE-SYNCED SNACK BOXES

Curated to match each menstrual cycle phase

HOW IT WORKS

- Scan QR code in-store
- Answer questions, phase calculated based on phase data
- Snack boxes tailored for Menstrual; Follicular; Ovulation; Luteol

WHAT'S INSIDE THE BOX

MENSTRUAL

Iron a magnesium Ragi & dates ladoos Flaxseed trail mix

OVULATION

Antioxidants, folate Pomegranatejaggery bites Vitamin B, zinc Roasted chana & sunflower seeds Moringa spirulina bar LUTEAL

FOLLICULAR

Choco-peanut protein ball Pumpkin seed trail mix

INVESTMENT BREAKDOWN

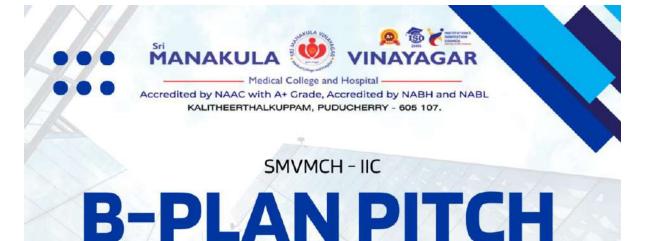
- Initial investment ₹6-7 lakhs
- Curated & nutritious snacks
- Branding & sampling
- Website + QR-based tracking system



WHY CYCLEBYTES?

- India's first cyclesynced snack box
- Tech-enabled QR code phase detection
- Nutritionist-curated, hormone-aligned snacks
- Traditional Ingredients, modem packaging
- · Eco-friendly branding





POSTER PRESENTATION COMPETITION

Are you a dreamer with a startup idea? Turn your imagination into innovation with our **Business Plan Poster Presentation!**