

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 real-world 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.









CycleBytes

CYCLE-SYNCD 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; Luteal



WHAT'S INSIDE THE BOX

MENSTRUAL

Iron & magnesium
Ragi & dates ladoos
Flaxseed trail mix

OVULATION

Antioxidants, folate
Pomegranate-jaggery bites

FOLLICULAR

Vitamin B, zinc
Roasted chana & sunflower seeds
Moringa spirulina bar

LUTEAL

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 cycle-syncd snack box
- Tech-enabled QR code phase detection
- Nutritionist-curated, hormone-aligned snacks
- Traditional Ingredients, modern packaging
- Eco-friendly branding



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Don't be afraid to ask for help

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• Helpline available 24/7
• Get personalised reports
• Listen to music, audiobooks and podcasts to help you
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The app interface shows a screen with the MINDURA logo, a smiley face, and a question: "I am in control of my emotions. Do you frequently feel anxious, nervous or on edge?" with "Yes" and "No" options. Below the screen are icons for "CHAT", "REPORT", and "ENGAGE".



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SMVMCH - IIC

B-PLAN PITCH

POSTER PRESENTATION COMPETITION

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Turn your imagination into innovation with our
Business Plan Poster Presentation!