

**Institution's Innovation Council**

**IIC CALENDER ACTIVITY**

**Intra Institutional Start-up Competition**



**Title:** Start-up Vision “A Digital Vision Board Competition”.

**Date:** 01-08-2025.

**Objectives:**

- Encourage entrepreneurial clarity – Help participants clearly define their start-up’s mission, vision, and goals.
- Foster creative thinking – Inspire innovative and visually engaging ways to represent business ideas.
- Strengthen strategic focus – Guide participants to align short-term actions with long-term aspirations.
- Build presentation skills – Provide a platform to confidently pitch and explain their start-up vision.
- Promote networking and collaboration – Create opportunities for idea exchange, peer feedback, and potential partnerships

**Participant Details:**

A total of 40 undergraduate MBBS students, along with IIC ambassadors, participated in the Digital Vision Board Competition. The session was designed for participants interested in creatively visualizing and presenting their start-up ideas. Attendees gained valuable insights into goal setting, brand identity creation, strategic planning, and effective presentation techniques, equipping them with the skills to articulate and showcase their entrepreneurial vision with clarity and impact.

## **Programme Overview:**

The Digital Vision Board Competition aimed to inspire and empower undergraduate MBBS students to think creatively about their entrepreneurial aspirations. Through the creation of visually engaging digital boards, participants translated their start-up ideas into clear and compelling visual narratives. The programme provided guidance on defining mission and vision statements, identifying target markets, establishing brand identity, and mapping strategic goals. Participants worked individually or in teams to design their vision boards, which were then presented to a panel of judges. This interactive platform not only encouraged innovation and clarity of thought but also enhanced presentation skills and fostered peer-to-peer learning, motivating students to take the first steps toward their start-up journeys.

## **Outcomes:**

1. Enhanced clarity in articulating start-up ideas and long-term goals.
2. Improved creativity and visual communication skills.
3. Strengthened ability to present and pitch entrepreneurial concepts.
4. Increased awareness of strategic planning in early-stage ventures.
5. Encouraged peer learning, collaboration, and exchange of innovative ideas

## **Way Forward:**

Moving forward, the Digital Vision Board Competition can be developed into a recurring platform for nurturing student entrepreneurship. Regular follow-up sessions, mentorship opportunities, and advanced workshops on business planning, marketing, and funding can help participants transform their ideas into viable ventures. Integrating the competition into annual IIC activities and connecting promising concepts with start-up incubators and accelerators will ensure sustained engagement, skill development, and real-world impact.

Sri  
**MANAKULA**



**VINAYAGAR**

Medical College and Hospital

Accredited by NAAC with A+ Grade, Accredited by NABH and NABL  
KALITHEERTHALKUPPAM, PUDUCHERRY - 605 107.

IIC PRESENTS

# START-UP VISION

A DIGITAL VISION BOARD  
COMPETITION

*Dream It Design It Display it*

- Solo or Team of 2
- Digital  
Presentation(Canva,  
PPT)

*1<sup>st</sup> August 2025*

Contact:IIC Secretary  
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#### THEME

##### Hospital Efficiency

Improving hospital efficiency and patient safety solutions.

##### AI and Big Data

Utilizing AI and big data for preventive medicine.

##### Mental Health

Prioritizing mental health and emotional well-being initiatives.

##### Accessible Healthcare

Ensuring healthcare is accessible and affordable for all.

##### Medical Device Innovation

Frugal innovation in medical devices for better care.

##### Chronic Disease Management

Smart solutions for effective chronic disease management.




**Kalitheerthalkuppam, Puducherry, India**

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