

www.jim.ac.in
startup@jim.ac.in



JIM
A Jesuit Business School

Startup Mela^{4.0}



Got a
Business
Idea?

Exhibit in JIM

April 08 2022

CASH PRIZES

₹ 1,00,000



St. Josephs Institute of Management (JIM) is a Jesuit Business School Started in 2007, it has nurtured management professionals with a vision of fostering responsible leaders, JIM has an innovative [pedagogy and learning ecosystem. Consciously, we at JIM, guide the students to look at their learning holistically, and be society- ready graduates who can make a difference in the lives of people. In our pursuit to nurture entrepreneurship, JIM conducts StartUp Mela every year.

Startup Mela^{4.0}

A Jesuit Business School

'Startup Mela 1.0' was a maiden initiative of JIM in 2018 to provide a platform for 'startuppreneurs' to 'pitch' their ideas. Since then, JIM conducts Startup Mela to seed students for an entrepreneurial sojourn. The 'Startup Mela 4.0' will be conducted on April 8th, this year, on similar lines. The objective of this year mela will be to bring out the latent ideas of the students and the general public. With lot of changes happening in every sector, Startup Mela 4.0 will witness startup plans focused on business through Digital Medium, Direct to Customer and related business extensions. We expect students across the country to participate in the Mela and win prizes.

Guidelines for Participation

- A team of 3 members from any discipline of any university or college/ NGO can participate.
- Any number of teams can participate from the same college.
- Registration fees ₹ 1000 per team. Payable to
Account Name : **St. Joseph's Institute of Management Association;**
Account Number : **0082053000044173;**
Bank : **South Indian Bank**
Branch : **Trichy Main Branch;** IFSC Code : **SIBL0000082**
- Send your registrations to startup@jim.ac.in on or before 30th March, 2022

- Best 6 teams will make it to the final round.
- Presentation should be made using power point.
- Students will present their entire business canvas and business plan.
- Judges decision will be final.
- Best 3 teams will be awarded cash prizes.

Evaluation Criteria

- Significance of the problem/needs to be addressed.
- Innovation in Process/ Product and Services.
- Implementation strategies.
- Sustainable and scalable business models.

Preliminary and Final Round

- Teams must pitch their business ideas and present their business plan before a panel.

Prizes

For Outside Participants

- 1st Prize - ₹ 50,000
- 2nd Prize - ₹ 30,000
- 3rd Prize - ₹ 20,000

For JIM Students

- 1st Prize - ₹ 25,000
- 2nd Prize - ₹ 15,000
- 3rd Prize - ₹ 10,000

Faculty Coordinator

Dr. S. Suresh

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8015219210

Student Coordinators

• **Mr. S. Dev Dhanus**

• **Ms. S. Madhumitha**

• **Mr. J. Ebinezer**

St. Joseph's Institute of Management (JIM)

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