



STELLA MARIS COLLEGE
(AUTONOMOUS), CHENNAI - 86

**STELLA MARIS SUSTAINABLE DEVELOPMENT
STUDENTS HUB**

A MEMBER OF THE
UNITED NATIONS SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK YOUTH

IN COLLABORATION WITH

RR DONNELLEY

SUSTAIN  VATE

Pitching for a Better Tomorrow !

[Register here to participate!](#)

6 Events | 1 Idea | 1 Prototype

**EXCITING CASH PRIZES AND AN OPPORTUNITY TO PRESENT AT
ENVISION'25 HOSTED BY IITM RESEARCH PARK FOR WINNERS!**



SUSTAIN VATE

Pitching for a Better Tomorrow !



INTRODUCTION:

Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The process of sustainable development aims to create human communities with a better future where resources are used and living standards are met without sacrificing the stability, beauty, and integrity of essential systems. To further this philosophy, we bring to you Sustainovate - a pitch competition for sustainable ideas and innovations. This time, we're taking the pitch a step forward and opening the space for prototypes of ideas! Sustainovate provides a special forum for knowledge exchange, teamwork, and prototyping within the bounds of sustainable development. Participate in the discussion, contribute to a sustainable future and see firsthand the prototypes that are opening the door to a more sustainable world!

OBJECTIVE:

To organize a pitch competition focused on sustainable development, where participants present scalable prototypes of their ideas relating to any of the 17 sustainable development goals. This approach aims to bridge the gap between innovative concepts and practical, implementable solutions.

WHO ARE WE?

The Stella Maris Sustainable Development (SMSD) Students' Hub, launched in 2022 by the Department of Economics, helps students to transform theoretical knowledge into actionable insights. SMSD is a student-driven programme and a member of the *Sustainable Development Solutions Network (SDSN)* - a global initiative by the United Nations.

KEY FEATURES:

Prototyping:

- Participants will develop and present scalable prototypes, which can include physical models, research proposals, or policy recommendations.



SUSTAIN VATE

Pitching for a Better Tomorrow !



Innovative Approach:

- The event is committed to providing an unbiased platform where prototypes from all different academic disciplines are equally valued, creating a medium for students from both the arts and science disciplines to showcase their solutions.

Mentorship and Guidance:

- Another key element of the event includes workshops on prototype development, mentorship and guidance resources for participants as well as technical experts on the judging panel - to create a growth-maximising environment for participating student.

Opportunities:

- Winning teams get exciting cash prizes and an opportunity to present their prototypes at Envision'25 organised by IITM Research Park.

Post-Event Follow-up:

- The event aims to facilitate the development of winning projects into working solutions, fostering social entrepreneurship.

EXPECTED OUTCOMES:

- Innovative, practical solutions addressing sustainable development challenges;
- Enhanced skill development in prototype creation and presentation;
- Stronger connections between academic ideas and real-world implementation;
- Potential for successful prototypes to be scaled up or adopted by sponsors.

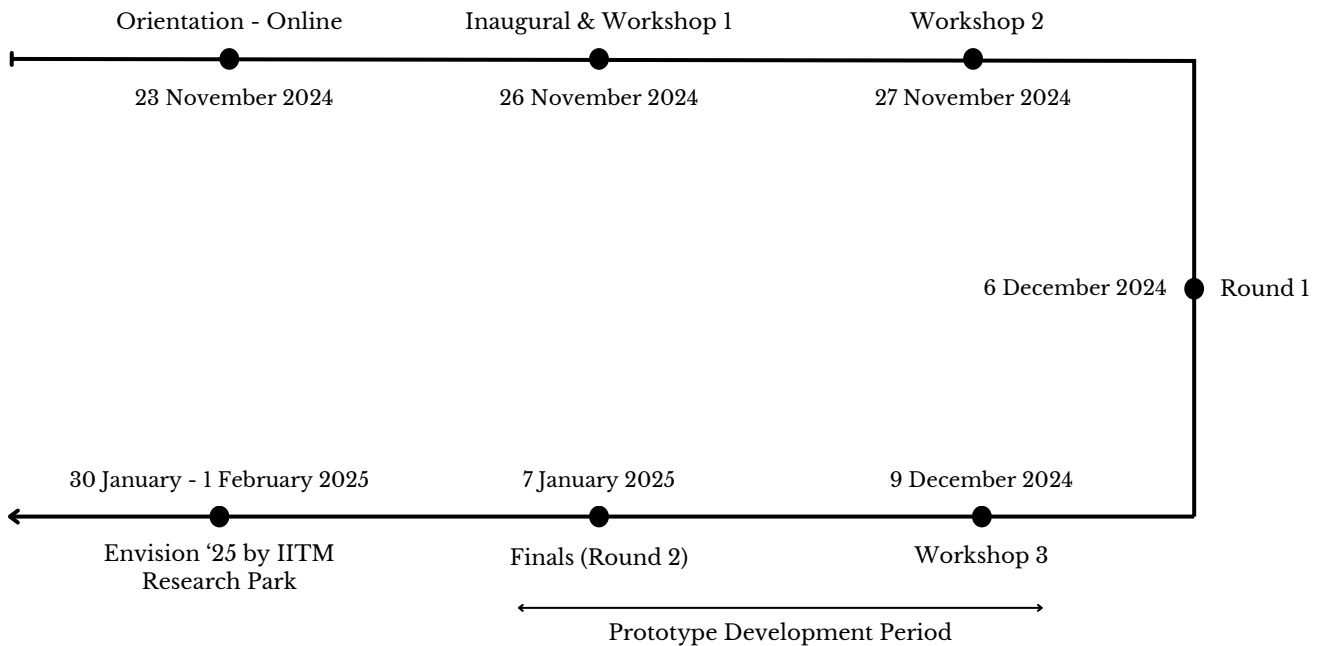
GOAL:

This event is designed to connect theoretical concepts with practical solutions in sustainable development. It aims to encourage innovation and real-world impact among the students taking part. It also aims to provide equal importance to all subject disciplines fostering social entrepreneurship amongst all participating students.

SUSTAIN VATE

Pitching for a Better Tomorrow !

TENTATIVE TIMELINE:



EVENT BREAKDOWN:

Orientation:

- This online event would provide the introduction, details and rubrics on the functioning of the event. Participants are required to pay a non-refundable participation fee of ₹600 per team (all inclusive).

Inaugural & Workshop 1:

- This event will be the official inauguration of the competition. The first workshop comprises sessions on Design Thinking and Marketing with AI to educate students on how to effectively create, present, and market their pitches.

Workshop 2:

- This workshop will guide participants, particularly arts students, on formulating effective policies and creating data sets. This session will emphasise integrating data-driven insights into scalable policy recommendations, enhancing the impact of solutions.



SUSTAIN VATE

Pitching for a Better Tomorrow !

Round 1:

- Round 1 would include two elements - pitch presentation and marketing using AI. Participants must propose their pitches and sell their ideas using AI-driven marketing strategies. The best pitches of this event will move on to round 2.

Workshop 3:

- The teams selected from round 1 will then be offered a workshop on rapid prototyping using different available tools. This workshop would also act as a platform for them to clarify doubts and seek guidance in their prototyping journey.

Round 2/Finals:

- This would be the final round, where the participants present their project prototype. These will then be evaluated based on their scalability, feasibility and market value to choose the winners.

Post-competition follow-up:

- This would involve post-competition steps like connecting them with potential investors or collaborating with SMC's incubation cell to practically implement the prototype and increase its scale.

COMPETITION GUIDELINES:

ROUND 1:

- Each institution is to be represented by 2 teams comprised of 3 members each. Equal participation from all team members is a prerequisite for the 5 minute presentation.
- Presentations are strictly limited to a maximum of 5 minutes and 5 minutes for questions.
- Every pitch should directly support and align with one or more Sustainable Development Goals (SDGs).
- The mode of communication can be either English or Tamil.
- No additional electronic media (e.g. sound and video files) and additional props (e.g. costumes, musical instruments, laboratory equipment) are permitted during the round 1 presentation.
- The decision of the judges will be final. Selected teams will move on to round 2.



SUSTAIN VATE

Pitching for a Better Tomorrow !

ROUND 2:

- Selected members will move on to round 2. Equal participation from all team members is a prerequisite for the 10-minute prototype presentation.
- Prototype presentations are strictly limited to a maximum of 10 minutes and 5 minutes for questions.
- Every prototype should directly support and align with one or more Sustainable Development Goals (SDGs).
- The mode of communication can be either English or Tamil.
- The prototype can be in the form of a physical/digital product, data set, policy recommendation, or any scalable element.
- The decision of the judges will be final. Winners will receive attractive cash prizes.

PROTOTYPING GUIDELINES:

- Every prototype should directly support and align with one or more Sustainable Development Goals (SDGs).
 - The prototype can acquire the format of:
 - a physical product;
 - a digital product;
 - a policy recommendation;
 - a data set you plan to use, etc.
 - The prototype must be feasible, scalable and practical.
 - The prototype must be presented with a viable business model.
 - The participants are required to incorporate any other elements that the organisers notify them of.
 - The use of generative AI in developing the prototype is permitted, but the prototype must not rely solely on generative AI.
 - The winning teams have the opportunity to be associated with Stella Maris College post-competition.
 - They will receive support from the SMC Incubation Center for further development.
 - The decision of the judges will be final. Winners will receive attractive cash prizes.
-



SUSTAIN VATE

Pitching for a Better Tomorrow !



PEOPLE BEHIND US:



MR. AMARDEEP DEVADASON

Senior Vice President and Head of Global Brand Solutions at RRD Go Creative



MS. MRUDULA ISAAC

Generative AI specialist at RRD Go Creative



MS. FAHEERA SHAYAN

Renewable Energy Analyst at IIT Madras Research Park



MR. SHARUN A

Manager at Villgro, Partnerships & Ecosystem Building, Impact Investing, Social Entrepreneurship, Social Impact-CSR-ESG.



SUSTAIN VATE

Pitching for a Better Tomorrow !



TERMS OF PARTICIPATION:

- Any vulgar or disrespectful language / behaviour, at any point of the event, would lead to immediate disqualification from the competition;
- In the event of disqualification of the participant, the registration fee will not be refunded;
- All contributing members are to be duly credited for their work;
- Judges decision will be final;
- The participants are permitted the usage of their laptop or any other electronic device for the purposes of accessing their research, taking notes and so on and so forth during the workshops;
- The use of generative AI, in developing the prototype is permitted, but the prototype must not rely solely on generative AI;
- We are excited to invite you to our upcoming competition! If you win, we are eager to collaborate with you in developing your prototype into a market-ready product;
- In the event of successful commercialisation or patenting, appropriate credit must be given to Stella Maris College for its support and contribution;
- Our goal is to provide you with the necessary resources and support to ensure your innovation reaches its full potential. We look forward to seeing your creativity and dedication in action!

FOR MORE INFORMATION:

Please Contact:

+91 89259 66601

Keerthana Anand

Lead Coordinator, Stella Maris Sustainable Development Students' Hub
