

1. About AAROHAN 2.0

AAROHAN 2.0 is a multi-stage innovation and prototype competition designed to provide students and aspiring innovators with a platform to transform ideas into practical solutions. The competition follows a simple journey: IDEA → PROTOTYPE → PITCH → IMPACT.

2. Objectives of the Competition

- Encourage innovation and entrepreneurial thinking among students.
- Provide a platform for students to showcase creative ideas.
- Promote problem-solving through practical solutions.
- Encourage development of prototypes and proof-of-concepts.
- Connect students with mentors, experts and potential investors.
- Identify innovative ideas with potential for further development.
- Develop communication, presentation and pitching skills.

3. Competition Structure

Round	Name	Mode	Key Requirement
Round 1	Idea Submission	Online	Submit your idea through the online form
Round 2	Prototype Presentation	Offline	Detailed event registration + fee + prototype
Round 3	Pitch Room	Offline / Final	Selected high-potential entries pitch their venture

Competition Journey: Round 1 → Screening → Round 2 → Jury Selection → Round 3 → Final Evaluation

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Round 1 – Online Idea Submission

Round 1 is the entry-level round and is designed to make participation simple and accessible. Participants only need to submit their business or innovation idea online.

No physical prototype is required for Round 1.

Simple Rules for Round 1

1. Participation in Round 1 is through the online submission form.
2. Participants must provide original ideas or clearly mention the source/inspiration of any existing concept.
3. The idea should address a real problem, need or opportunity.
4. The submission should be brief, clear and easy to understand.

5. Participants may participate individually or as a team.
6. Only one idea should be submitted per entry, unless otherwise specified by the organisers.
7. Participants must provide correct contact and institution details.
8. Incomplete or misleading submissions may be rejected.
9. Plagiarised/copied ideas may be disqualified.
10. Participants should submit their entries before the announced deadline.
11. The decision of the screening committee regarding shortlisting will be final.
12. Submission in Round 1 does not guarantee selection for Round 2.

ROUND 1 = IDEA ONLY

Students do not need to prepare a detailed business plan or physical prototype at this stage.

Round 1 – Shortlisting

After the submission deadline, the organising team/jury will screen the entries.

- Problem relevance
- Innovation
- Originality
- Practicality
- Potential impact
- Target-user relevance
- Scope for prototype development

Selected participants will be informed about their qualification for Round 2 – Prototype Presentation.

Round 2 – Prototype Presentation Competition

Round 2 is the Prototype Presentation Round. Participants selected from Round 1 will develop their idea into a prototype, model, demonstration or proof-of-concept and present it before the jury.

Important Registration Requirement for Round 2

1. Register through the detailed Round 2 Event Form.
2. Pay the applicable Round 2 registration fee.

Participant Category	Registration Fee
School Students	₹200
Other Entries – College Students / Individuals / Other Participants	₹500

The registration fee is applicable for Round 2 participation after shortlisting from Round 1. Participants who do not complete registration and fee payment within the announced deadline may not be permitted to participate in Round 2.

Round 2 Presentation Rules

1. Participants must bring their prototype/model on the specified date.

2. The prototype should preferably be developed by the participating team.
3. Participants should be able to explain the problem, solution and working of the prototype.
4. Participants must follow the time limit announced by the organisers.
5. Participants should carry all necessary materials/equipment required for demonstration.
6. Participants are responsible for safe transportation and handling of their prototypes.
7. Any hazardous, illegal or unsafe material may be prohibited.
8. Participants should maintain professional conduct during the presentation.
9. The jury may ask questions regarding the prototype, market, feasibility and implementation.
10. Participants should be prepared to demonstrate their prototype live wherever possible.
11. The jury's evaluation and shortlisting decision will be final.

Round 2 – Evaluation Parameters

Parameter	Suggested Weightage	Marks
Problem Identification	10%	10
Innovation & Originality	20%	20
Prototype / Proof of Concept	20%	20
Feasibility	15%	15
Market/Application Potential	15%	15
Social/Economic/Environmental Impact	10%	10
Presentation & Q&A	10%	10
Total	**100%**	**100**

Round 3 – Pitch Room

Round 3 is the final Pitch Room presentation of AAROHAN 2.0. This round is intended for high-potential, advanced and big-entry ideas selected from Round 2. The focus moves from demonstrating a prototype to explaining business potential, scalability and future growth.

Shark Tank Presentation Format (PPT Template)

1. The Problem
2. The Solution
3. The Product/Prototype
4. Target Market
5. Market Opportunity
6. Business Model
7. Competitive Advantage
8. Traction – customers, sales, users, pilots, partnerships or feedback, where applicable
9. Financials – cost, selling price, revenue and basic projections
10. Funding Requirement – if applicable, amount sought and intended use
11. Future Roadmap

Link to PPT Template-