CHoSS
Cambrian House Of Student Startup

"SEEDBRAINS 3.0"
INNOVATION AWARDS '24

IN ASSOCIATION WITH

DESE Department of Electronic Systems Engineering
MSME Centre of Excellence

GINSERV Nurturing Ventures

DIGITAL IMPACT SQ
A TCS Foundation Initiative

NRDC
PROMOTING INNOVATION TRANSFORMING LIVES

SEED YOUR
IDEAS &
INNOVATIONS

A platform for young minds to exhibit their innovative ideas and solutions for real life problems, for a better and sustainable future.

Table of Contents

Mission CIT

Cambridge Institute of Technology (CIT) is in the forefront among providers of quality engineering education in Karnataka and leaders in transforming more than 15000 lives since its inception. CIT augments quality in students through its evolving state of the art infrastructure, skill enhancement programmes, tie-ups with industry for incubation and projects, training, and placements, research, and development. CIT fosters a community to learn, to motivate, and to support our clients, partners, stakeholders, and society, globally and locally, to realize their dreams and ambitions for a better world. Meeting the fast pace of global change, CIT is accelerating the transformation within the institution to make a better world expanding its academics to meet social change.

As part of this mission, SEEDBRAINS 3.0 event aims at accelerating innovation and entrepreneurship through sustainability and fostering research collaboration at global level.

Cambrian House Of Student Startup (CHOSS)

(Transforming STUDENT to A LEADER by IGNITING their ENTREPRENEUR SPIRIT)

Cambridge Institute of Technology has Initiated the Cambrian House of Student Startup (CHOSS) to support striving entrepreneurs Ideate, Develop and Incubate profitable start-ups. Cambrian House Of Student Startup (CHOSS) is set up to promote innovation and entrepreneurship by converting and translating technology ideas and innovation in various disciplines of science and engineering into products, processes and services for commercial exploitation and the benefit of society. To accomplish its goal, CHOSS an entity of Cambrian Consultancy Centre and Industrial Research (CCCIR) runs and manages incubation and student startup process at Cambridge Institute of Technology (CIT), Bangalore to facilitate incubation of new enterprises with innovative technologies by admitting them in BI and providing them physical, technical and networking supports and services.

Vision

To provide a platform for students to grow professionally and personally to meet societal needs, & cherish their entrepreneur dreams, through effective engagement, Industrial connect and practical exposure.

Mission

- To inspire and transform students into entrepreneurs through various skill development programs Interdisciplinary connect and Industry collaboration.
- To accelerate young minds and provide appropriate training and support from ideation to prototype development.
- To enable knowledge exchange, bridge the gap between youngsters and International Industrial world, ease and stimulate research opportunities between countries.

Objectives

Cambridge Institute of Technology has planned to host an innovation challenge event "SEEDBRAINS 3.0" through its innovation arm CHOSS (Cambrian House of Student Startup) on 12th July 2024

The main purpose of the event is to recognize and award innovations that are in alignment with UN's Sustainable Development Goals 2030. Several Objectives are expected to be met by the event.

To mention a few,

Creating a platform to recognize & award the innovation & creativity in product development among young professionals.

Promote interdisciplinary, multidisciplinary and trans disciplinary innovation

Elevate the national event to global innovation challenge involving students from national & international universities, over years

Associate with industries, research organization, Government agencies, NGOs and funding agencies for technical, mentoring and sponsorship support

Outcomes

i   *SEEDBRAINS 3.0 is considered to be the stepping stone for establishing Interdisciplinary connect and industry collaboration.*

i   *Participants get an Opportunity to get connected to experts of various thrust areas. This enables them to strengthen their research work as well generate a lot more ideas. This way, start-ups and industry experts would spot talents and plan for incubation.*

i   *SEEDBRAINS 3.0 would set a platform to enable knowledge exchange, bridge the gap between youngsters and international industrial world, ease and stimulate research opportunities between countries.*

SEEDBRAINS 3.0 has a lot in it for participants, to mention a few:

a. Exhibiting young professionals' talents and strength to the outside world;

b. New experience and exposure toward development of commercializable products and ideas;

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c. Opportunity to exhibit their talents to industry experts and spot placements;

d. Training and support toward ideation to product development and attractive seed funds for final winners.

Ethics & Code of Conduct

- Each participant and in turn every team is expected to behave in a professional manner and maintain decorum in all phases of the event.

- Participants need to avoid the usage of colloquial, emotional, or non-academic expressions.

- Participants should provide credit for any referred sources through citations.

- Scientific misconduct, such as falsifying information or cheating is unacceptable and will lead to disqualification at any phase of the whole event.

- Misbehaviour or disrespect toward other contestants, organizers of the event, panel of expert or others involved in the event will lead to disqualification at any phase of the whole event.

- Participants are expected to show openness and understanding toward other's perspectives.

- Decision of panel members and the jury is FINAL in all phases of the event.

NON adherence to the Code of Conduct by any participant or team leads to cancellation of the team's participation in the event irrespective of the phases

Eligibility

- Under Graduate & Post Graduate students of all discipline can participate.

- Participants need to form a team with at most four members and each team might have a mentor.

- Multi disciplinary teams are allowed.

- Project ideas and solutions need to be presented in the form of a prototype or MVP (Minimum Viable Product) for the final event.

- Project ideas need to satisfy any one of UN's Sustainable development Goals (SDG's).

Registration and Selection Process

PHASE 1:

Evaluation of Project details and First round Selection

Each team needs to fill all the queries in the **Registration form** and submit the same on or before **15th June 2024.**

Innovative ideas from participants are expected to solve the real-life problems in any one of the following sectors, viz., but not limited to,

Agriculture & Food Processing	Biotechnology
Defence	Energy
Water Management	Artificial Intelligence
Healthcare	Cyber Security
Smart Electronics Devices	IT enabled services
Education and Training	Business & Legal Services
Urban Infrastructure	Waste Management

Ideas need to satisfy any one of the 17 Sustainable Development Goals:

Note:
*• Expert committee teams had scrutinized the ideas and the **First Round** of selectees were announced.*

CRITERIA FOR SELECTION

• Relevance of the topic to the aforementioned sectors and SDG's

• Innovation and Creativity

• Scope for commercialization

• Feasibility

• Code of Conduct

PHASE 2:
Inhouse Training and Mentoring

- Teams selected in the first round need to attend the **Training session** .

- During the training session, expectations regarding the final presentation for " SEEDBRAINS 3.0 " event would be briefed.

SEEDBRAINS 3.0 Final event (12th July 2024)

Final Selections will be held on **12th July 2024**, in which, participants need to hold **presentations about their complete project and final prototype or MVP (Minimum Viable Product)** as per the shared template.

CRITERIA FOR SELECTION

- Relevance
- Innovation
- Feasibility

- Communication
- Code of conduct
- Query handling
- Efficiency and Accuracy

Note:

*• **Remaining teams** who will be presenting their ideas on 12th July would get support from **CHOSS** for patenting if they are willing to sign an MoU & become CHOSS member.*

*• **All teams** who have presented their ideas on 12th July will receive participation certificate.*

Facilities for Top 10 winners

SMART WORKSPACES

MEETING ROOMS & COLLAB AREAS

HARDWARE & SOFTWARE SUPPORT

IDEA TO MARKET SUPPORT

INVESTMENT AND PITCH SUPPORT

INDUSTRY MENTORSHIP

STARTUPS NETWORK

PROPOSAL WRITING FOR GOVT. FUND

SEEDBRAINS 3.0 Final Event

On the Final event to be held on 12th July 2024

During the **Final round of selections,** to be held on 12th July '24, all teams short listed in first round of selection would present their ideas to the panel of Judges. Based on Jury's decision three projects would be awarded first, second and third place.

FIRST PRIZE

Seed Funding of 1 lakh rupees for CHOSS members, Cash Prize of 50k for winning team, certificate and memento for all students in the team and for the mentor.

SECOND PRIZE

Seed Funding of 50k rupees for CHOSS members, Cash prize of 30k for winning team, certificate and memento for all students in the team and for the mentor.

THIRD PRIZE

Seed Funding of 30k rupees for CHOSS members, cash prize of 20k for winning team, certificate and memento for all students in the team and for the mentor.

NON-adherence to the Code of Conduct by any student or team leads to cancellation of the team's participation in the event, irrespective of the phases!

Timeline

10th May 2024 — Event Launch

Last date for Registration of Ideas — **15th June 2024**

05th July 2024 — Evaluation of Project details and First round Selection - Announcement of results

Mentoring Session — **08th July 2024**

12th July 2024 — Final SEEDBRAINS 3.0 Event

Advisory Committee

Dr. T Venkata Prabhakar
Chief Research Scientist
IISc Bangalore
in **tv-prabhakar-756767194/**

Dr. T Prabhakar Venkata is a Principal Research Scientist at IISc, specializing in Networked Embedded Systems and IoT. His work encompasses electronic system design, energy harvesting, power management algorithms, and communication protocols for applications in Space IoT, Industrial IoT, and Tactile CPS systems. Currently, he leads four major **National Research Projects.**

He has published over 100 research papers in prestigious journals and conferences, holds five patents, and is guiding a diverse research team. He also heads the MSME Centre of Excellence (MSMECOE), engaging with around 100 MSMEs to provide funding and technical support. His academic qualifications include MSc degrees in Physics and Engineering from IISc and a PhD from the Technical University of Delft (TUDelft).

Shri S. M. Jamkhandi is a Project Scientist at the Indian Institute of Science (IISc), Bangalore, where he coordinates activities for the MSME Centre of Excellence, supports challenging design projects from the MSME sector, and oversees innovation-led design projects for M.Tech students. An electrical engineering graduate and pursued advanced research in vacuum arc-interruption techniques in the USA, earning the 'Best Graduate Research Student' award in Ohio.

His career spans industry roles, academia, and significant contributions to the Ministry of MSME, Govt of India, where he developed and implemented technology-support schemes. Notably, he designed a world-leading medium voltage Vacuum Circuit Breaker used across Karnataka, earning recognition from the Karnataka Government.

Mr. Srinivas M. Jamkhandi
Project Scientist (CoE)
Dept of ESE, IISc Bangalore
in **smjamkhandi/**

Mr. Jamadagni H S
Retried Professor
Dept of ESE, IISc Bangalore
in **hsjam/**

Professor Jamadagni H. S. is a distinguished academic with over 50 years at the Indian Institute of Science (IISc), Bangalore, specializing in communication networks and embedded systems. Since 1974, he has led pioneering research, mentored numerous students, and contributed significantly to these fields. His interdisciplinary interests include wildlife studies, natural farming, and philosophy, reflecting a holistic approach to education and research. He holds a PhD in Communication Systems from IISc and has published extensively, receiving accolades for his contributions to engineering education and research.

In addition to his tenure at IISc, Professor Jamadagni served on the Telecommunications Regulatory Authority of India (TRAI) from 2010 to 2013, influencing policies that enhanced India's telecommunications landscape.

Advisory Committee

Dr. K.N. Balasubramanya Murthy
Advisor,
Cambridge Institute of Technology
in dr-k-n-balasubramanya-murthy-761b43170/

Prof. K.N. Balasubramanya Murthy (KNB) currently serves as Advisor to Cambridge Institute of Technology, Bengaluru, He holds a Bachelor's degree in Electrical Power Engineering from Malnad College of Engineering (1980), a Master's degree in Electrical Engineering from Indian Institute of Science, Bangalore (1986), and a Ph.D. in Computer Science and Engineering from Indian Institute of Technology - Madras (1996). KNB's extensive career spans over 40 years, during which he held key roles such as Vice-Chancellor of Dayananda Sagar University and PES University, and Director/Principal at PES Institute of Technology.

He has authored over 100 research papers and a book, supervised 6 PhD scholars, and secured numerous funded research projects. His contributions to higher education have been recognized with awards such as the "CM Nagaraj Memorial Award – 2018" and "Fellowship of Karnataka Science and Technology Academy (KSTA)" in 2022, among others. KNB's expertise encompasses teaching, research, administration, and industry engagement, making him a distinguished figure in academia.

Dr. Venkatappa Krishna Murthy has served Indian Council of Medical Research (ICMR), Bengaluru as its Assistant Director and Head in the Division of Occupational Hygiene of Regional Occupational Health Centre. He worked as the Ford Foundation Chair Professor, Kathmandu University, Nepal. He worked at PES University (formerly PES Institute of Technology), Bengaluru as Professor of Chemistry, Dean (Evaluation), Dean (Academic Affairs), Director of Centre for Medical & Environmental Biotechnology and Registrar. He was working as a Research Professor of Chemistry of Dayananda Sagar University, Bengaluru.

Dr. V Krishna Murthy
Advisor,
Cambridge Institute of Technology
in krishna-murthy-venkatappa-8334621b1/

He has authored 1 book. 3 book chapters and more than 110 research articles published in Journals and conferences of repute. He has supervised the theses of 12 candidates for award of PhD degree in addition to guiding about 126 UG/PG projects and completed 15 sponsored research projects. He filed 2 patents and registered a Trademark for PES Pebrine solution which was transferred to MeitY, Govt. of India. He has been a Certified Pesticide Residue Analyst of Ministry of Agriculture, Govt. of India and proposal reviewer of International Foundation of Science (IFS) Sweden which is a Research Grant Agency. He is a recipient of 6 state as well as national awards and a life member of 9 professional bodies. He joined Dayananda Sagar University (DSU) as Research Professor in Chemistry in June 2020.

Advisory Committee

Dr. Shivananda Koteshwar
R & D Head
Synopsys India
in shivoo2life/

Dr. Shivananda R. Koteshwar (Shivoo) is the EDA Group Site Leader and R&D Head at Synopsys India, with over 27 years of experience in the semiconductor industry. He actively mentors startups through NITI Aayog's ATAL Innovation Mission and MEITY, and contributes to various educational and skill development initiatives. As a founder trustee of "Belakoo Trust" and co-trustee of "Aurinko Trust," Shivoo focuses on rural education and skill development.

Shivoo bridges the gap between academia and industry by teaching at K12 schools, colleges, and universities, and holds professorships at institutions including Cambridge Institute of Technology and Dayananda Sagar University. He has a Doctorate in Education Management, a Masters in Electrical Engineering from OGI, USA, and a Postgraduate Diploma in Innovation and Design Thinking. He authored books on SoC design and published several others on life skills. Shivoo also acted in the Kannada movie "Love Mocktail 2" and received awards for his contributions in technology and education.

Bhanu, with over two decades in technology innovation, works on complex public services challenges at Digital Impact Square, a TCS Foundation initiative. As an Innovation & Entrepreneurship Coach, he guides early-stage social entrepreneurs in creating sustainable impact. He holds a Master's in General Management from Harvard University (2015), where he received the Katie YF Yang Prize, and a Chevening Fellowship from King's College London (2016) for public policy research.

Mr. Bhanu Prasad M N
Coach - Impact Innovation,
Entrepreneurship, Partnerships
Digital Impact Square,
A TCS Foundation Initiative
in bhanupcx/

In 2019, he earned a Master's with Distinction in Evidence-based Social Intervention & Policy from the University of Oxford, supported by the Oxford-Weidenfeld Scholarship. Bhanu is an Adjunct Professor of Practice at IIT Jodhpur's CETSD and serves on the advisory board at Oxford Social Entrepreneurs. He also holds a Post Graduate Diploma in Values & Spirituality from Annamalai University and completed the CSIA program at Stanford University.

Expert Committee

Mr. Harsha Mutt
Mentor- NSRCEL,
Indian Institute of Management,
Bangalore

Mr. Prashantha Set
Vice President - Software Engineering,
Circles.co

Mr. Krishnaswamy Subbarao
Global Head Product
Management,
Infosys-Finacle

Mr. Shridharan Venkataraman
Associate Vice President,
GlobalLogic, A Hitachi Group
Company

Mr. Jayasimha Shatrughna
Director Technical Consulting,
Bhaswara Technologies
Former Director, IT Synopsys
India

Mr. Koushik Banerjee
Founder & CEO,
NOOS Technologies

Mr. Prakash Sonwalkar
Co-Founder
Pradin Technologies

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CHOSS Team

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Cambridge Institute of Technology

Chief Patrons

Shri. D.K. Mohan
Chairman
Cambridge Group of Institutions

Patrons

Mr. Nithin Mohan
CEO
Cambridge Group of Institutions

Dr. G. Indumathi
Principal
Cambridge Institute of Technology

"Successful conduction of SEEDBRAINS 3.0 would promote innovative culture among young professionals and an international exposure through global competitions and mentor networks. The event would be a stepping stone for conducting several global events in association with international & national universities, leading industries and research agencies of national importance"

Convenors

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Cambridge Institute of Technology,
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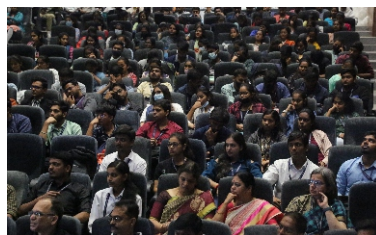
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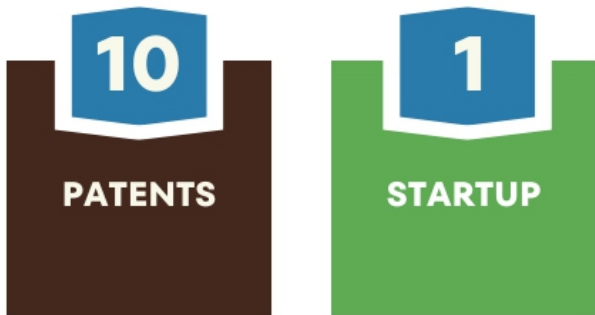
"SEEDBRAINS 1.0 "
GLIMPSE

"SEEDBRAINS 2.0 "
GLIMPSE

"MILESTONES"

SEEDBRAINS 1.0

2 PATENTS

1 STARTUP

SEEDBRAINS 2.0

10 PATENTS

1 STARTUP

Seed Funding

Mr. Nithin Mohan, CEO of Cambridge Group of Institutions, extended SEED fund support to CHOSS students for their inaugural brand. This initiative aims to foster innovation and empower young entrepreneurs, marking a significant step towards nurturing talent and investing in the future. The fund will facilitate product development, marketing, and operational expenses, providing a springboard for students to realize their entrepreneurial dreams.

Startups

Mr. Bhaskar C
Founder,
Naati Cutz

Naati Cutz is a pioneering enterprise committed to delivering fresh, premium-quality meat directly from our farms to your doorstep. Our core mission centers on providing consumers with access to top-notch, organic meat options while maintaining unwavering standards of freshness and quality. By bridging the gap between farm and table, we ensure that every cut of meat is not only delicious but also free from synthetic additives, reflecting our dedication to natural and sustainable practices.

SEEDBRAINS 2.0 Participant
CHOSS Batch 2 Student

Mr. Vinay
Founder,
Innovative Sherphhere

Innovative Sherphhere is at the forefront of creating valuable internship programs and delivering cutting-edge IT solutions. Our hands-on internships foster professional growth, while our expertise in web development and Android app creation serves notable clients like Bangalore Teams Company and Trinetra. Committed to excellence and innovation, we are dedicated to nurturing talent and driving industry success.

SEEDBRAINS 2.0 Participant
CHOSS Batch 2 Student

Sponsors

www.engg.cambridge.edu.in/choss/