

MVJ College of Engineering, Innovation and Entrepreneurship Development Cell organized Idea Box Presentations 2016-17 “The Final Pitch” on 8<sup>th</sup> April 2017 from 9.30 am onwards.

Idea Box is a unique flagship initiative of MVJ College of Engineering which encourages the students across all the disciplines to present their innovations and gain support across all stages of the innovation. This also fosters interdisciplinary approach thus widening the horizons of innovations.

The session started with a formal welcome to all the dignitaries and students. The session was graced by Mr.Vasantha Kumar Narayan, General Manager, Robert Bosch Engineering and Business Solutions, Governing Council Member, MVJCE, Mr. Narasimha Prasad, Senior Project Manager, Robert Bosch Engineering and Business Solutions, Mr. Deepak Hebbur, Cofounder, Skillfinity, Mr. Varesh Rangan, Technical Program Manager, Amazon India Pvt Ltd, Prof M Brindha, Vice Principal, MVJCE.

In the Key note address, Mr. Vasantha Kumar Narayan emphasized on importance of innovation in student life. He also briefed the students about the crucial requirements of a sound business pitch.

The students were extremely enthusiastic to present their unique business solutions. The panel scrutinized every detail of the business pitch and gave their valuable inputs for the same.

The student ideas were highly appreciated by the jury and appraised by the audience. The Best five teams were selected among all the presenters based on the criterion briefed.

The Best Five Teams are

- 1)Omniaciation
- 2)Smart Shelves
- 3)Digital Advertising
- 4)Quad Copter Drone
- 5) Smart Display - Raven

The ceremony was concluded by presenting a vote of gratitude by Dr. Sneha Ravindra Kanade, Head of the Department, Management Studies and the EDC Coordinator.