



IIIT SRI CITY National Healthcare Hackathon - 2023

Introduction

Industry Institute Interface is the key requirement for promoting Innovation and Entrepreneurship in the ecosystem. Hackathons have been a tried and tested crowd sourcing strategy in this direction. In line with continued success of last year Healthcare Hackathon from 11-13 November 2022, IIIT Sricity partnering with Planotech Events & Marketing Pvt Ltd, (www.planotechevents.com) is planning an event of similar magnitude and scale across all institutes of eminence, pharmacy, nursing colleges, medical universities in India. A detailed report of last year's event is available here

Last year we had 383 teams participating with over 1149 participants solving top issues related to the Indian Healthcare stack.

The Indian Institute of Information Technology, Sri City is an Educational Institute Of National Importance located in Sri City, Tirupati district, Andhra Pradesh, India. IIIT Sricity will be the main host institution. It was created by the Ministry of Human Resource Development, Government of India, under a partnership with the Andhra Pradesh Government and Sri City consortium. The IIIT campus at Sri City is spread over 80 acres. The institute is run by the Board of Governors of the IIIT Society under the Chairmanship of Mr Bala MS. The Board of Governors include representatives of MHRD, GoAP, and Industry Partners as well as eminent people from academia, industry, and civil society.

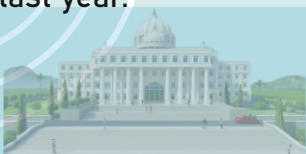
Duration: 8th to 10 Dec 2023

Venues: IIIT Sri City | Sri Madhusudhan Sai Institute of Medical Sciences & Research

Mode of hackathon: Hybrid

IIIT Sricity Planotech organized national healthcare hackathon will be an event where students (undergraduate, postgraduate, masters in healthcare, technology, research and development) will come together in a span of 72 hours to address challenges in healthcare through innovative solutions.

It is expected to have around 500+ institutes including the IITs, IIITs participate with support from global MNCs towards sponsorship, mentoring in one of India's top healthcare hackathons that was kicked off last year.



PLANOTECH EVENTS AND MARKETING (OPC) PVT LTD.

Address: 49 Ravish Gardenia, Ravish Mangroves Vaderahalli, Post, Vidyanaryapura, Bengaluru, Karnataka 560097
Website: www.planotechevents.com | Email: iiithackathonhelpdesk@gmail.com | Mobile: +91 81053 65397

The event proposed launch date is 8 Dec 2023 as part of the Global Digital Health Summit to happen at the Sri Madhusudhan Sai Institute of Medical Sciences and Research, Muddenahalli (Close proximity of Bengaluru international airport).

Sri Madhusudan Sai institute Of Medical Sciences And Research Chikkaballapur is a top-notch 100% Free Medical College In Karnataka that is dedicated to providing quality education and services to Students and the community. The college was established in 2023 and is committed to community service, and has various outreach programs that focus on health awareness and disease prevention in the local community. The college is affiliated with Sri Sathya Sai University For Human Excellence and also has the recognition from The National Medical Commission. Medical Sciences and Research, Muddenahalli (Close proximity of Bengaluru international airport).

The college offers undergraduate courses in various fields of medicine, including bachelor of medicine and bachelor of surgery (MBBS). The faculty members are highly qualified and experienced in their respective fields of study, and they are committed to providing the best possible education and training to the students.

Hackathon Vision:

Innovation in Healthcare: The primary goal is to develop new technologies, applications, or systems that can improve healthcare delivery, patient care, and health outcomes. This is not just restricted to Indian but the global medical fraternity. The objective is to create greater interconnected healthcare information exchange and industry 5.0 driven healthcare ecosystem leveraging latest and greatest.

Problem solving and solutioning: Participants will focus on specific healthcare solutions to some of the most challenging issues facing the global healthcare ranging from patient data management to novel treatment approaches.

Bridging the industry academia gap: By connecting best minds and talents from academia with the industry requirements.

Target audience:

Students teams of centre funded technical institutions (IITs, NITs, and IIITs) and other leading technical education institutions will be encouraged to participate in this hackathon for bringing up innovations in the healthcare system in India.

Also any college or university across India which has a serious intent to apply its students best minds to solving the healthcare challenges in an Indian context will be welcome on case to case basis.



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Judging and Awards:

A closed jury will be formed to short list and evaluate best solutions. Honorary Mentors will be assigned from academia as well as industry.

Sponsorship Opportunities Tiers:

- Platinum Sponsor** - 12 lacs INR
Overall event sponsor with premier logo placement, speaking opportunities, etc
- Gold Sponsor** -8 lacs INR
Secondary logo placement, exhibit space, etc..
- Silver Sponsor** - 4 lacs INR
Tertiary logo placement, digital recognition, etc.
- Bronze Sponsor** - 2 lacs INR
General logo placement, acknowledgment in materials, etc.

Perceived benefits:

Industry academia collaboration: The event bridges gap between healthcare professionals/ professors as mentors, students as participants being together best of minds in synergistic fashion.

Team Collaboration: Participants typically work in teams to bring diverse perspectives and expertise to their solutions.

Innovative solutions: For betterment of Indian Healthcare stack.

Workshops and Mentoring: Often includes workshops, talks by experts, and mentoring sessions to guide participants.

Hackathon Themes Addressed

- Indian Healthcare Tech stack application of Industry 5.0 AI, ML, Digital Twin, Metaverse, Telemedicine.
- Cardiovascular sciences, Cardiovascular Thoracic surgery and implementation of technology for the same.
- Data Management and Privacy Resolution from use of GenAI.
- Mental Wellness, Mindfulness, Therapy solutions using Technology
- Digital Healthcare Solutions and Mobile Application solutions.
- Healthcare Tech, Payer Tech, Insurance Tech use cases.



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Hackathon 2023 Hackathon Challenge statements :

To be announced 7 December 2023 @ 2 pm

Outcomes

Minimum Viable Prototype Proof of Concepts: Teams aim to develop functional prototypes, wireframes

Pitching and Prizes: Teams present their solutions to a panel of jury members. Winners will receive prizes, may also be eligible for funding opportunities, or support to further develop their projects.

Networking and Career Opportunities: Winning teams may receive internship opportunities from the sponsors.

Collaboration: These events foster networking and potential collaborations among professionals and organizations.

Other Sponsorship Opportunities:

- **Goodies Sponsor** - Branding Sponsor for providing snacks to the top 10 teams.
- **Tech Sponsor** - Provide technology or platforms for use during the event.
- **Prize Sponsor** - Fund or provide mementoes for winners.

Custom Opportunities:

We are open to discussing unique partnership ideas tailored to your brand's objectives.

Benefits of Sponsoring

Brand Visibility: Exposure to a diverse and engaged audience in the healthcare and tech sectors.

Networking Opportunities: Connect with industry leaders, innovators, and potential customers.

Corporate Social Responsibility: Demonstrate your commitment to advancing healthcare technology.



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Previous Event Highlights

Themes covered included

- Converting manual transcribe data into digital formats.
- Automation of handwritten and digital prescription.
- Centralised electronic health record.
- Population preventive healthcare.
- Social scoring for patients are the problem areas to which students can offer a solution.
- Participants chose to form teams in any of the above areas and provided MVP prototypes, working code base solutions.
- Prize money ranged from ₹3 lakh as the first prize, ₹2 lakh as the second and ₹1 lakh as the third prize, apart from ten consolation prizes of ₹10,000 each.

Social Media Strategy:

- **Platforms:** LinkedIn, Twitter, Facebook, Instagram, and YouTube.
- **Content Plan:** posts, stories, live sessions, and updates.
- **Hashtags:** unique hashtag for the event.
- **Email Marketing campaigns.**
- **Newsletters:** reminders, and exclusive content to promote sponsors.
- **Targeted Emails:** Reaching out to potential target audience post the event.



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Partnerships and Collaborations:

- Educational Institutions: Partnership with universities and colleges for student participation.
- Industry Associations: Collaboration with healthcare and tech associations for broader reach.
- Press Releases: Launch of media press releases to relevant media outlets. for event coverage and promotion as well as highlighting sponsors.
- Event Teasers and Countdowns: Social media release of sneak peeks, speaker introductions, and countdowns.
- Email Countdowns: Include a countdown in email communications.

Speakers Proposed

- Dr.Vishal Rao Surgical Oncologist-Head & Neck
Director for Health, Science and Technology,
IFIA Bharat (International Federation of Inventors Association)

Member for:
High Power Committee for Tobacco Control, Govt. of Karnataka Task Force NCD Prevention
Ministry of Urban Development, Gok Cancer Control Committee, Govt. of Karnataka
Consultative Group to Principal Scientific Advisor, Govt. of India
- Mr.Balasubramaniam MS, Chairman IIIT Sricity & Founder CEO StratInfinity
- Mr.Balasubramaniam Sankaranarayanan President & CEO Thryve Digital
- Arvind Srinivasan CFO Thryve Digital
- Dr.Karthik Ramesh Founder Advisory Chair - Intl Markets & Innovation | CEO Sentinel AI ML Labs
- Dr.Sujata K Shetty Author - '99 Not Out! Your Guide to a Long & Healthy Life'

Event Registration Link- <https://forms.gle/yuY2wkWtGr3uGfKc7>

Scan Here:



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