

HACKATHON 4.0

Empowering Innovation Through AI & Advanced Analytics

REGISTRATION DEADLINE: 10TH SEPTEMBER 2026

ELIGIBILITY
UG & PG Students

TEAM SIZE
2 to 5 Members

SUBMISSION
PDF Report + Prototype

GRAND FINALE
31st Oct 2026

CHALLENGE TRACKS

TRACK 1 MarketMind AI

AI solutions for market intelligence, consumer behavior prediction, and dynamic marketing optimization.

TRACK 2 PeoplePlus AI

Human resource analytics, talent acquisition, retention modeling, and workforce productivity AI tools.

TRACK 3 FinTech AI

Financial analytics, fraud detection, algorithmic risk assessment, and smart personal finance systems.

TRACK 4 OpsGenie AI

Operations optimization, supply chain forecasting, predictive maintenance, and workflow automation.

TRACK 5 StartupSpark AI

Innovative venture AI models, startup growth engines, and disruptive business ecosystem analytical tools.

ROADMAP TO THE GRAND FINALE

STEP 1 Track Selection & Team Registration

Deadline: 10th Sept 2026

Choose 1 Challenge track and register your team (2 to 5 members). Registration is mandatory for participation.

STEP 2 Solution Design & Submission

Deadline: 30th Sept 2026

Take an industry challenge and design an AI/analytical solution (conceptual, prototype, or dashboard). Submit PDF Report via link.

STEP 3 Evaluation & Shortlisting

1st Week of Oct 2026

Judges evaluate all submissions and select the top 3 teams in each challenge track. Clarifications requested if needed.

STEP 4 Finalist Invitations

By 15th Oct 2026

Winning teams from each track receive official invitations for the On-Campus Grand Finale.

STEP 5 On-Campus Grand Finale

31st Oct 2026

On-campus arrival at IESMCRC. Timed spot challenge execution followed by presentation to industry judges & awards ceremony!

SUBMISSION REQUIREMENTS & DELIVERABLES

MANDATORY SUBMISSION PACKAGE

- **Hackathon Solution Report:** PDF format, strictly 8–12 pages. Naming format: TeamName_ChallengeName_Hackathon4.0.pdf
- **Presentation Deck:** Maximum of 10 slides summarizing core solution architecture and business impact.
- **Prototype / Demo Link:** Hosted or accessible working links (Google Drive, GitHub, Streamlit, Figma, etc.).
- **Demo Video:** 2 to 3-minute video presentation/walkthrough (Optional, but highly recommended).

RECOMMENDED SOLUTION REPORT STRUCTURE (8–12 PAGES PDF)

#	SECTION TITLE	WHAT THE TEAM SHOULD INCLUDE
1	Cover Page	Team name, selected challenge track, team members' details, programme / class.
2	Problem Statement	Clear and concise definition of the core business problem being addressed.
3	Problem Understanding	Background context, target user personas, existing pain points, and commercial/social impact.
4	Proposed Solution	Comprehensive explanation of your AI-enabled solution and strategic concept.
5	Innovation & Uniqueness	What makes your solution distinctive, innovative, and superior to existing alternatives.
6	Solution Architecture	End-to-end workflow, architectural process diagrams, and underlying technology stack.
7	AI / Technology Used	Specific AI tools, machine learning models, frameworks, APIs, datasets, and platforms used.
8	Prototype / Model	Screenshots, interactive demo links, model performance outputs, or working prototype proof.
9	Business Impact	Quantifiable benefits: expected cost reduction, revenue growth, efficiency gains, and CX impact.
10	Feasibility	Implementation requirements, resource needs, technical challenges, and scalability plan.
11	Future Scope	Product roadmap, potential future enhancements, and expansion opportunities.
12	Conclusion	Summary of key value propositions and final executive summary of the project.

READY TO INNOVATE? REGISTER YOUR TEAM TODAY

Submit registration by **10th September 2026** to secure entry.

[Click Here to Complete Team Registration](#)

Short Link: <https://forms.gle/sarxhgHjZL3MixPf9>

Full Link: <https://docs.google.com/forms/d/e/1FAIpQLSdYwF0BXwYWe0Wk-5muGBWkb05yqIWBuS8HYMgm0j2szqSHQ/viewform>

Official Event Links & Information:

- **Official Website:** <https://www.mcrc.ies.edu/hackathon>
- **Track Details & Rules:** Visit website → Select *Hackathon Challenges* tab under Hackathon 4.0.
- **Submission Requirements:** Scroll down to *Submission Requirements* under the Hackathon Challenges tab.