

# miniOrange

# LAUNCHPAD

**TURN YOUR IDEA INTO A PRODUCT**

***EVENT GUIDE***



 [launchpad@xecurify.com](mailto:launchpad@xecurify.com)

 +91 9717845846



## TABLE OF CONTENTS

<b>OVERVIEW</b>	<b>3</b>
<b>WHY ARE WE DOING THIS?</b>	<b>3</b>
<b>WHY SHOULD YOU PARTICIPATE?</b>	<b>3</b>
<b>WHO IS ELIGIBLE?</b>	<b>4</b>
<b>WHAT TYPE OF IDEAS ARE ALLOWED?</b>	<b>4</b>
Cyber Security	4
Education and Medical services	5
Open Innovation	5
<b>WHAT DO THE WINNERS GET? (PRIZES &amp; REWARDS)</b>	<b>6</b>
<b>HOW DO YOU REGISTER?</b>	<b>6</b>
<b>HOW DOES IT ALL WORK?</b>	<b>6</b>
<b>PHASES</b>	<b>8</b>
Round 1 - Registration	8
Evaluation Criteria for Registration round:	8
Round 2 - Ideation/Presentation	8
Idea Description and Explanation	9
Feasibility of the Idea and the team behind it	9
Research/Implementation Process	9
Market Research and Viability	10
Funds required and the action item after getting the funds.	10
Evaluation Criteria for Ideation Phase	11
Round 3 - Prototype	12
Round 4 - Demonstration	12



## OVERVIEW

miniOrange believes in the innovators and the bright minds of India. To support and scale up the innovators in society, we are conducting the event - miniOrange LaunchPad. The event aims to provide students, professionals, and entrepreneurs the chance to realize their dreams and bring their ideas to fruition.

Participating teams will have to go through 4 rigorous rounds designed to test the potential and the execution of their ideas. Starting from the registration round, then to the Ideation/Presentation round, through the Prototype round, and culminating with the final demonstration where selected teams would present the results of their effort. The final teams would be competing for a prize pool of up to \$300K and a whole host of other benefits to take their idea forward and launch their product in the market.

## WHY ARE WE DOING THIS?

miniOrange is looking for people who are confident and know their product concept inside and out. We are looking for teams who already know what is missing in the market, those who know how to fill this gap and know how to take this idea of theirs even further.

Teams focused on innovation and challenging the status quo, we look forward to helping you in your journey in making a product that will become indispensable to the industry.

## WHY SHOULD YOU PARTICIPATE?

miniOrange will help accelerate the growth of the most promising ideas providing mentorship, fundings, and a surplus of resources. These resources include office spaces, laptops, licenses to proprietary softwares of your choice, and funding of up to \$300K.

Winner	1st Runner Up	2nd Runner Up
\$150K	\$100K	\$50K



## WHO IS ELIGIBLE?

This contest is open to students from all Colleges and Universities, all working professionals ,and self-employed individuals above the age of 18 (eighteen) years at the time of registration.

## WHAT TYPE OF IDEAS ARE ALLOWED?

The themes for miniOrange LaunchPad are as follows, your idea can fall under any of the following categories.

### 1. Cyber Security

#### ***Example - Web Application Scanner***

There are already several online tools available that find vulnerabilities on websites, but no tool exists that shows website owners how exactly these vulnerabilities could be exploited.

The product proposed here, would both be a state-of-the-art website vulnerability scanner capable of finding out vulnerabilities; while also giving the website owner a complete overview and live demonstration on how each vulnerability found could be exploited.

The main aim of the product is to raise awareness and bring into focus how extremely vulnerable modern websites are to malicious actors.

Many companies already use existing scanners, but a lot of them continue to ignore the vulnerabilities thinking that they aren't that dangerous. This product would change that, as it would give live and personalized demonstrations on how each vulnerability could be exploited on the user's website.



## 2. Education and Medical services

### ***Example - Doctors on the go Mobile App & Service***

With the entire world working from home in these troubled times, it has become difficult to get access to professional medical services. This product is a mobile app that connects you to a professional seasoned doctor who can help you based on the initial set of symptoms that you provide. This product will not just show you a list of doctors in your area but actually connect you to doctors who specialize in solving your symptoms.

## 3. Open Innovation

### ***Example - Scam Prevention Application***

The increase in digitization has led to a parallel increase in the number of cyber scams & digital fraud cases. There are ways to seek help online to protect against such scams, but they are quite scattered. This product aims to consolidate & provide resources to victims of scams, as well as to potential victims of any future scams. These resources will be in the form of helplines (to banks as well as to the nearest cyber cell) to mitigate further damage from a scam, as well as a database of known scam-like behavior based on past experience, to detect whether someone is falling for a scam.

The target audience for this product is divided into three sections, with resources targeted at prevention for the first section (people who want to verify if an offer is a known scam), mitigation for the second group (people who think they're being scammed by someone), and redressal for the third group (people who have already been scammed and want to seek help from the authorities).



## WHAT DO THE WINNERS GET? (PRIZES & REWARDS)

The winner will receive a huge surplus of resources and funding. These resources include office spaces, laptops, licenses to proprietary softwares of your choice along with expert guidance from industry experts and funds up to **\$300K**.

Continuous guidance, help in marketing your product, and reaching out to the right customers will be provided. The prize pool will be distributed among the top three teams based on the results.

After the competition ends, the winning teams will be required to work on their product idea as stated in the report and demonstrations. miniOrange will continue to provide support helping teams launch their products in the market, acquire customers and monitor their progress as their product grows.

## HOW DO YOU REGISTER?

Registrations will start from the **[15th of July, 2021]**. Any team of capable members can register for the miniOrange LaunchPad [here](#). No entries will be considered after **[15th August 2021]**.

## HOW DOES IT ALL WORK?

The event will be held both online and offline, with four rounds in total.

1. **Round 1 - Registration**
2. **Round 2 - Presentation**
3. **Round 3 - Prototyping**
4. **Round 4 - Demonstration**

Those teams who qualify through the first three rounds will be considered finalists and they will be ***flown out to Pune*** to demonstrate their final project. Each round is an elimination round.





## PHASES

The event will go through four rounds. The details are mentioned below:

### Round 1 - Registration

Each team leader will have to register their team through a google form given below and will have to reveal your idea as well as give a brief description of how it would work in the registration form itself.

It is the team leader's responsibility to ensure that all of their team members are registered under the same group name as well. No group members can be added after the registration phase.

The registrations will start on the **[15th of July]**, end on the **[15th of August]**, and those who qualify for the next round will be informed on the **[30th of August]**. The **registration link** can be found [here](#).

#### *Evaluation Criteria for Registration round:*

1. Content of the plan, including the thoroughness and quality of the analysis.
2. Business Value.
3. The probability of a successful launch.
4. Competence of the Team.

### Round 2 - Ideation/Presentation

This will be the brainstorming and idea consolidation phase. Here each team will get **[10-15 days]** to reinforce their idea and submit a detailed report on its feasibility and how it would work. You will also have to prepare a detailed presentation for a panel of experts to describe the concept and its inner workings. Each team will be judged and assessed based on both the report and the presentation, with the best teams advancing to the Creation phase.



The online presentation for all teams will be held between **[10th-17th of September]** and the result will be announced within 3-4 days. Exact timings and dates will be conveyed at an appropriate time.

Your presentation should be well-researched and should be coherent with the report's content. The report you generate will have to follow and satisfy certain parameters.

### *1. Idea Description and Explanation*

This should clearly explain what your idea is, what domain it belongs to, why you think your idea is valuable and why it could succeed. Care must be taken to ensure clarity of the idea and the way it is represented in the report.

### *2. Feasibility of the Idea and the team behind it*

This section should have a feasibility report of the idea. Including but not limited to:

1. The barriers to entry
2. Technology implementation
3. How you could scale up the idea
4. Customer acquisition
5. Timeline to go into production
6. Any foreseeable risks that you can identify

You should also include a short description and details of the academic/professional background of each team member.

### *3. Research/Implementation Process*

Here you would specify in detail the exact steps that would be required to turn your idea into a fully functional implementation.

You must structure the implementation process of your idea in terms of a set of achievable milestones, beginning with a minimum viable product (prototype) that you will be working on in Phases 2 & 3, and ending with a market-ready solution that can be presented to customers. As an



example, a move from a local prototype setup to a cloud-hosted infrastructure for scaling can be considered as one of the milestones. Please include all of the prerequisites that you would require to complete the project.

Also mention any previous research/work you have done on this idea, any patents if filed, or if there is a competitor already present in the market; how your idea would challenge the status quo.

#### 4. *Market Research and Viability*

This section contains all of the market research and analysis that your team has done with respect to your idea. This includes but is not limited to:

1. The demographic you are targeting
2. Is your idea B2C or B2B?
3. Whether your idea will be present in a blue ocean or red ocean environment
4. How would you market your product
5. What is the market scope of your product/Timeline for your first conversion?
6. Cost-Benefit Analysis

#### 5. *Funds required and the action item after getting the funds.*

Here you need to mention the resources and funding that you require to make your idea a success, bring it to the market, and convert your first customer. You will have to mention how and where you plan to invest these funds/resources.

To complete your ideation/Presentation phase you will get **[10-12 days]**. After which no submissions will be considered.



### *Evaluation Criteria for Ideation Phase*

1. **Presentation:** Quality and thoroughness of the presentation
2. **The Product and Business Value Proposition:** How well does the presentation explain the proposed solution? How well does it explain the benefits/value that the proposed product provides to the customer, the specific problem it helps to solve?
3. **Market Size and Customer Profile:** How well does the presentation describe the market size and expected growth? Does the presentation accurately narrow down the demographic and profile of prospective customers?
4. **Competitive Advantage:** What differentiates this product and its solution from that of its competitors if any exists? Does this business have a strategy to achieve competitive differentiation?
5. **Go-to-Market Strategy:** Does this business have a strategy to reach its customers?
6. **Current Status/Stage of the Venture:** What has been accomplished so far? Mention any previous research/work you have done on this idea, any patents if filed.
7. **The Team:** Do the team members have the experience/skills/competency to build the product? Why are they the “right” team
8. **Startup Capital Requirement:** Does the presentation identify the total funding requirements and the exact details on how the funds will be distributed among the different parts of the project.

After you complete the ideation phase, you will receive the results of your evaluation within **[7-10 days]**.

If selected, you and your team will receive resources to help you make your idea work.

You will also be assigned a coordinator, who will be a seasoned industry professional, who will guide you and help you during the Prototype round.



## Round 3 - Prototype

The prototype round will last for a complete **[3-6 months]**. During this period, you and your team will have to implement the idea that you proposed during the previous phase. Your coordinator will be there to help you, but the majority of the work will fall on the team's shoulders.

You will be having weekly or bi-weekly meetings with your coordinators where they will be evaluating you on your progress and will be guiding you through any issues.

At the end of the **[3-6 months]**, all the teams will be judged based on the progress they made as per the report and presentation round.

## Round 4 - Demonstration

This will be the final phase of the event, conducted in Pune around **[March 2022]** in front of an illustrious panel of industry experts. Each team will have to provide a live demonstration of their final product and answer a series of questions based on their project.

The evaluation criteria for the Demonstration Phase:

- Clarity of idea implementation and future action items.
- Quality and effectiveness of the final product.
- Effective use of business information, research and resources provided.
- Plans on effective use and impact of the prize money on the product.

The final winner will be announced in a week after the last round i.e Demonstration round.

---

“ What is now proved, was once only imagined. ”