



SYMBIOSIS SCHOOL OF PLANNING ARCHITECTURE AND DESIGN

Symbiosis International (Deemed University)

Established under Section 3 of the UGC Act, 1956

Re-accredited by NAAC with 'A++' Grade (3.56/4) | Awarded Category - I by UGC

Founder : Prof. Dr. S. B. Mujumdar, M. Sc., Ph. D. (Awarded Padma Bhushan and Padma Shri by President of India)

SSPAD - SHARK TANK

Dates – 26th February, 2024

The Symbiosis School of Planning Architecture and Design, Nagpur under the guidance of Director Dr. Nandini Kulkarni, HoD Dr. Purva Mange and all the faculties, hosted it's first-ever **SSPAD - SHARK TANK** event, showcasing the visionary business ideas of 6th-semester students across various disciplines. The event, held on 26/02/2024 brought together students specializing in graphic design, product design, user experience design, and interior space design, who collaborated in seven dynamic groups to develop forward-thinking concepts aligned with the theme of the future.

Theme given to students – **FUTURE**

Sub – Themes – Sustainability, Relationships, Sharing is Caring, Health and Fitness

The theme of the event, unveiled just a week prior, challenged students to conceptualize and develop innovative business ideas that embrace the future.

With only three days to work on their concepts, students were tasked with creating prototypes or design solutions supported by comprehensive business plans, revenue models, marketing strategies, and relevant graphics.

A panel of esteemed judges, including **Ms. Dhara Parekh**, Brand consultant and food entrepreneur in San Francisco; **Mr. Shivam Joshi**, CEO of Codons Technologies; and **Ms. Sneha Taori**, Soft Skill Trainer, evaluated the student presentations. The students left the sharks and the audience spellbound with their unique products and business ideas, demonstrating exceptional creativity, critical thinking, and entrepreneurial acumen.

The deliverables were as follows:

- Conceptualization document outlining the business idea and its alignment with the theme of the future.



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- Prototype or design solution showcasing the innovative concept.
- Comprehensive business plan detailing all aspects of the venture.
- Revenue model outlining how the business will generate income.
- Marketing solutions encompassing various promotional strategies.
- Graphics including logos, product designs, website mockups, and promotional materials.
- Final Prototype

The evaluation parameters were as follows:-

- Creativity and Innovation
- Alignment with the Theme
- Viability of the Business Idea
- Clarity and Depth of the Business Plan
- Effectiveness of the Revenue Model
- Strength of the Marketing Solutions
- Quality and Relevance of Graphics and Prototype

From augmented reality platforms transforming education and retail experiences to immersive entertainment solutions and innovative spatial design concepts, the student presentations offered a diverse array of visionary ideas poised to shape the future landscape. The final defense round culminated with the announcement of winners and a prize distribution ceremony, where students were recognized for their outstanding achievements.

As the event concluded, participants received valuable insights and feedback from the judges, who also served as guests, further enriching their learning experience and inspiring future innovation. SSPAD, Nagpur, reaffirmed its commitment to fostering innovation, creativity, and entrepreneurship among its students, empowering them to drive positive change and shape the future.



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There were a total of seven groups and the winners are mentioned below :-

PRIZE	WINNERS	STUDENTS	Product
1 st Prize	Group 6	Chahat Sewani, Dakshita, Vanshita, Shravani, Tarun	Koda (Coffee on the go)
2 nd Prize	Group 3	Shalaka S, Janhavi, Jagriti, Chetna, Anushka, Jasmeet, Syandan, Rishab, Alphin. Shalaka B, Tisha	Cocoon (An ergonomic Chair)
3 rd Prize	Group 7	Ann, Sarthak, Arunabh, Vidhi	Space – Out (an Eye and ear mask)

Design Collaterals of the event:





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SSPAD SHARK TANK

JOINT STUDIO
VI SEMESTER
B. DESIGN



FINAL DEFENCE

26th FEB 2024



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SSPAD SHARK TANK

JOINT STUDIO
VI SEMESTER, B. DESIGN



Esteemed Jurors

 <p>ROUND-I Startup Idea Legal Procedures Finance Market Opportunities Tech Based & AI</p>	 <p>ROUND-I Graphics Designing Scope & Need Ideation Process & Reach</p>	 <p>ROUND-I Presentation Communication Body Language Style of Pitch PR & Visibility</p>
SHIVAM JOSHI CEO CODONS TECHNOLOGIES	DHARA PAREKH GRAPHIC DESIGNER	SNEHA TAORI SOFT SKILL TRAINER

FINAL DEFENCE

26th FEB 2024



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Photographs of the event:





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Dr. Nandini Kulkarni

Officiating Director

SSPAD, Nagpur

Officiating Director
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