

# EnCode22

## Call For Applications

iTIC Incubator at IIT Hyderabad and Engro Technologies, in collaboration with MeitY Startup Hub, is launching a hackathon to identify impactful solutions to address the bottlenecks in the domain of Media, Cloud, and NFT ecosystem.

## Challenge background

iTIC Incubator focuses on supporting entrepreneurs building deep tech startups through their incubation and acceleration programs. Engro Technologies enables firms to transform digitally with evolving market needs using Cloud and IoT technologies.

To leverage the innovation capabilities of teams across India who are passionate to solve problems, Engro and iTIC Incubator are collaborating to provide access to the platform, institutions, and resources which can be engaged in the process of solution identification based on the problems sourced from the industry.

## Problem Statements

- Building a hardware solution for the video transcoding platform

**Brief:** All video stream services cater to various screen form factors and quality (e.g., TV's, Mobile phone, laptops, etc.). The challenge for the service provider is to optimize the cost and time in making these available for users once the content gets ready.

**Future Utilization:** Hardware optimized to process raw video and optimized/customized software for efficient transcoding of video to various resolutions and quality.

- Multi cloud key management for access control

**Brief :** Enterprises with large cloud presence face challenges in running applications (products) across multiple regions, regulatory norms and

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compliance related to data, and service uptime challenges due to outages of the cloud.

**Future Utilization:** To mitigate the above-mentioned challenges, the technology should seamlessly be able to run the applications across various clouds.

- NFT Marketplace

**Brief:** Create a CryptoWallet and an NFT marketplace where we can create, buy, and sell NFTs. Check OpenSea as an example implementation: <https://opensea.io/>

**Future Utilization:** Going Live

**Important Note:** A team is expected to work only on one problem statement.

## Eligibility Criteria

- Teams of 2 to 4 enthusiastic individuals or startups are eligible to apply
- A team can compete with one specific Problem Statement only
- Startups applying must comply with the definition given by DPIIT

## Benefits

- Prize Money
  - Each challenge winner will get a cash prize of INR 50,000
  - Each challenge runner-ups will receive a cash prize of INR 25,000
- Grant support

Opportunity to receive grant money support of up to INR 4 lakhs to build a working prototype and convert the idea into a startup.

- Infrastructure

Access to iTIC Infrastructure & Maker Lab.

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- Networking & Mentorship

Selected Startups will get 3-month pre-incubation support at iTIC which includes access to mentorship sessions, co-working space, networking opportunities, etc.

- Online Tools

- Winners will receive USD 5000 AWS Credits
- Participants shortlisted for bootcamp will be getting USD 1000 AWS credits
- Participants shortlisted for bootcamp will be getting access to Funderable Toolkit for 12 months.

## Timeline

Date	Activity
01.01.22	Call for Application
20.01.22	Application deadline
25.01.22	Announcement of shortlisted teams for bootcamp
01.02.22	Start of bootcamp
28.02.22	4 weeks   8 workshops   On-demand mentoring
03.03.22	Shortlisting teams for Finale
15.03.22	Finale

## Scope of work

The solutions designed/developed by the shortlisted teams should have substantial engineering or technology components. These solutions can spin off into startups or if not, can be taken up by industry for further perusal.

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## Bootcamp

After shortlisting the applications received, competent teams will be chosen for each of the problem statements to work on. Shortlisted teams will go through a virtual bootcamp of 28 days during which they will be mentored on technical as well as business aspects of the problem.

## Mentors

A pool of technical and business mentors would be made available to the teams during Bootcamp, whose services can be availed by a team as and when required.

## Finale

Top performing teams recognized during the bootcamp will participate in the challenge finale. Teams competing will be presenting their solutions to the jury.

## Expected outcome

The teams are expected to develop a Proof of Concept during the term of Bootcamp.

## Resultant IPR

The rights for the resultant IPR that is created or developed or otherwise resulting directly or indirectly from the participants of the challenge will rest with the respective participants. For further leveraging the solutions, participants can spin off the solution into a startup or out-license the IP to the problem champion with the help of iTIC Incubator.

## Data Privacy

The data generated in the process of using the shortlisted challenges will be treated as per the provision of the existing legal framework/provisions of the country and will rest with the control of iTIC Incubator and Engro.

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## Problem Champions

Each problem is defined by a respective problem champion who takes complete ownership of the problem statement. These problem champions will be available to the teams working on problems defined by them during the bootcamp to steer the teams in the correct direction. Problem champions would also be responsible for reporting the progress of teams during bootcamp which would lead to the selection of teams presenting in the finale.

## Jury

Members from Industry, Academia, Research Institutions, and Innovation Ecosystem will constitute a Jury for the selection of Winning teams at the finale.

For any queries, you can reach out to us at [contact@itic.iith.ac.in](mailto:contact@itic.iith.ac.in)

Application link: <https://forms.gle/ua5H5tR5uWNuhL5m7>