

CORPORATE PARTNERSHIP BROCHURE · 2026

GITAM **Innovation** Challenge 2026

Formerly known as Smart**IDEA**thon

National Student Innovation & Pitching Competition

Where school innovators and campus founders turn bold ideas into ventures worth building.



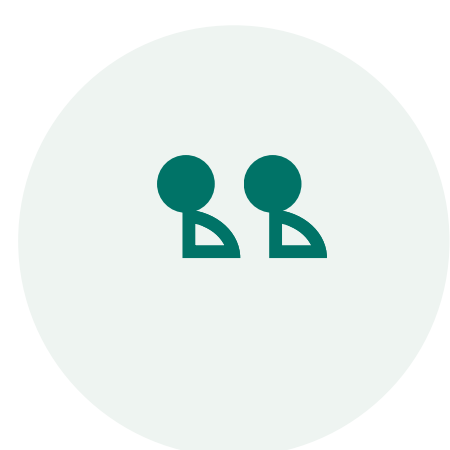
GRAND FINALE
Friday, 11 December 2026
GITAM Hyderabad Campus

**PARTNER WITH INDIA'S NEXT
GENERATION OF FOUNDERS**

WHY PARTNER WITH GITAM INNOVATION CHALLENGE

India's next founders start their pitch here.

GITAM's flagship national student innovation and pitching competition- connecting partners with emerging talent, sector-specific ideas and young founders.



DISCOVER TALENT

Meet ambitious innovators and early-stage founders.



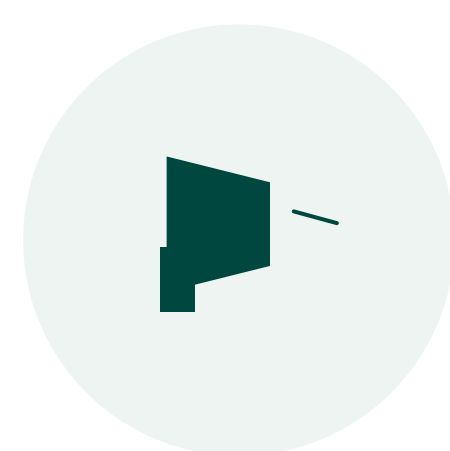
ACCESS IDEAS

Discover ideas across five high-opportunity sectors.



SHAPE FOUNDERS

Mentor, evaluate, teach or co-create challenges.



BUILD BRAND RELEVANCE

Build relevance with youth, innovation and entrepreneurship.



Partners do more than fund the stage.

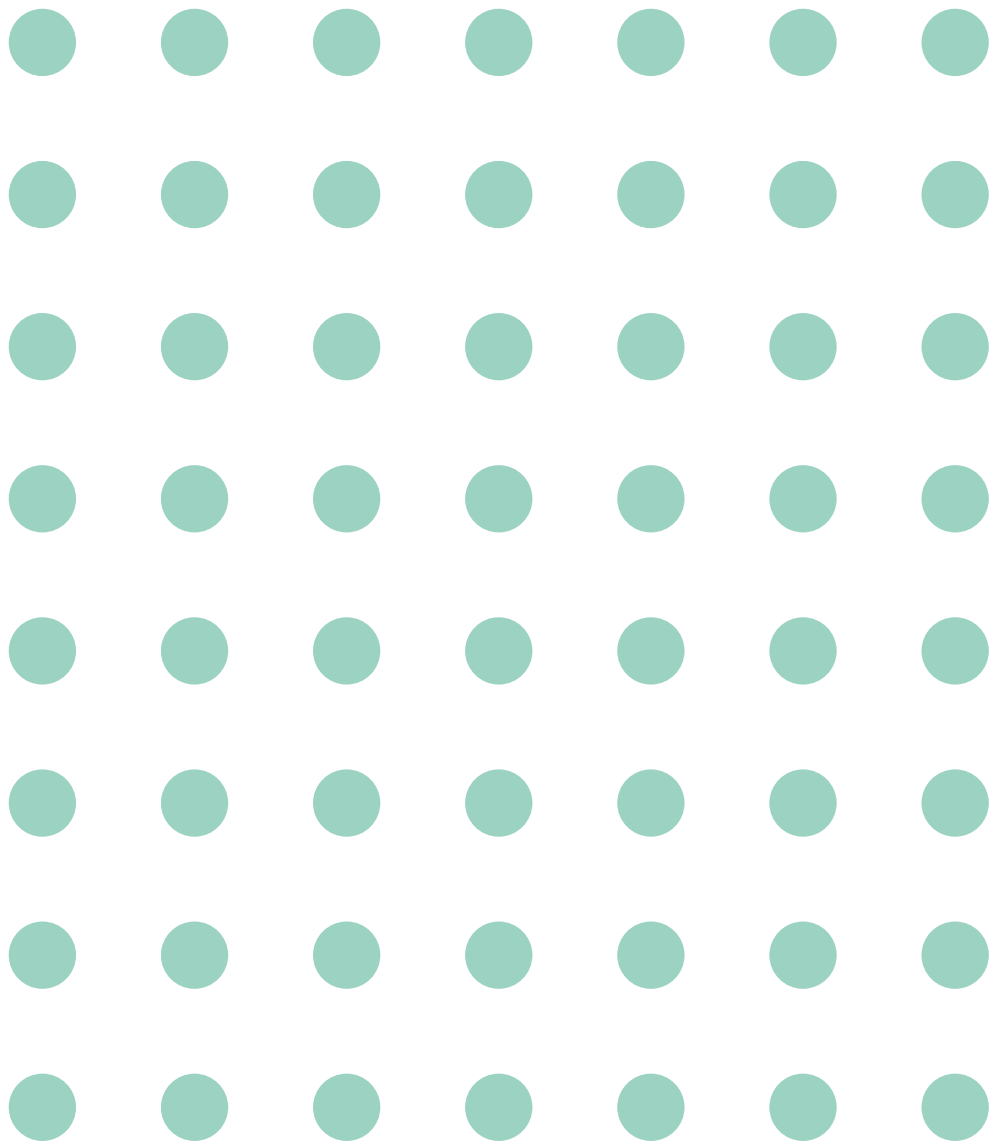
They help move young founders from raw idea to a sharper pitch.

A national innovation platform built over multiple editions

Cumulative programme performance across previous editions

7,500+

STARTUP IDEAS RECEIVED



₹80L+

Cash & grants

350+

Teams pitched

190+

Jury & experts

60+

Partners

29 States represented

BACKED BY THE SCALE OF GITAM

25,000+

students

90,000+

alumni

105+

countries

Historical figures supplied by the organisers.

ABOUT THE 2026 EDITION

Two tracks. Five themes. One national finale.

Two distinct tracks move through screening, mentoring and live pitching before meeting at the Grand Finale.

JUNIOR TRACK

School innovators

For school students under the 2026 eligibility guidelines.

TEAM 1-2 from the same school

FORMAT Online screening + regional rounds

CAMPUSES Bengaluru · Hyderabad · Vizag

PRIZE POOL ₹1,00,000

FIRST IDEAS · PROTOTYPE CONCEPTS · FIRST PITCH

MAIN TRACK

Campus founders

For college students and recent graduates building early-stage ventures.

TEAM Founder + optional co-founder

FORMAT Online screening, bootcamp and semi-finals

STAGE Ideation to early traction

PRIZE POOL ₹4,90,000+

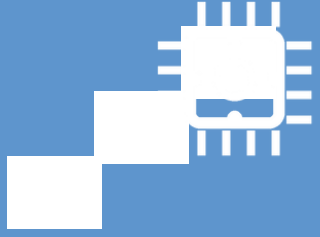
STARTUPS · RESEARCH · PROTOTYPES · TRACTION

₹5.9 LAKH+ COMBINED PRIZE POOL

Registration: 1 Aug-15 Sep 2026 · Grand Finale: 11 Dec 2026

Five innovation spaces your organisation can help shape

Partners can own a theme through naming, challenges, mentors, jury roles and awards.

01 	PLANET & SUSTAINABILITY Clean energy · circular economy · climate resilience	PARTNER FIT Energy · mobility · infrastructure
02 	BIOECONOMY Food systems · agriculture · biotech · health	PARTNER FIT Food · pharma · agribusiness
03 	DEEPTECH & MANUFACTURING Robotics · IoT · automation · industrial systems	PARTNER FIT Manufacturing · engineering · enterprise tech
04 	SPORTS & FITNESS Athlete performance · wearables · grassroots sports	PARTNER FIT Sports · healthcare · fitness platforms
05 	D2C & CONSUMER BRANDS F&B · personal care · fashion · digital commerce	PARTNER FIT FMCG · retail · e-commerce · logistics

THEME PARTNER: OWN A SECTOR CONVERSATION ALL SEASON

THE SELECTION JOURNEY

From national applications to the Grand Finale

A five-stage founder journey—with meaningful partner touchpoints throughout.



1-min pitch + deck

Campaign + challenge



Quality + relevance

Expert reviewers



Bootcamp + mentoring

Workshops + office hours



Semi-finals + regionals

Jury + campus activation



Live stage + awards

Stage + booth + networking

1 JUL OPEN

15 SEP CLOSE

15-25 OCT BOOTCAMP

11 DEC FINALE

Engage India’s next generation of problem-solvers

2026 PROJECTED PROGRAMME REACH

3,000+

idea submissions expected across both tracks



20+

STATES

3

CAMPUSES

64

SEMI-FINALISTS

16

FINALISTS

JUNIOR TRACK

School innovators

Creative thinking · prototype concepts · teamwork · first pitch

PARTNER RELEVANCE

School visibility · future talent · innovation engagement

MAIN TRACK

Campus founders

Startup ideas · prototypes · market opportunity · early traction

PARTNER RELEVANCE

Talent engagement · mentoring · sector idea discovery

●

APPLICATION

●

BOOTCAMP

●

REGIONALS

●

SEMI-FINALS

●

FINALE

●

POST-EVENT

2026 figures are organiser projections until achieved.

ONE STAGE.

16 FINALISTS.

A full day of live pitches, industry conversations, awards and networking at GITAM Hyderabad.

11 DEC 2026

PARTNER PRESENCE ON THE DAY

- EXHIBITION

JURY
- KEYNOTE

AWARDS
- DEMO

TALENT
- MEDIA

NETWORKING

EVENT-DAY FLOW

- 8:30

Registration + exhibition
- 9:30

Networking breakfast
- 10:30

Inaugural ceremony
- 11:00

Industry keynote
- 11:45

Innovation panel
- 12:30

Junior Track finals
- 1:30

Networking lunch
- 2:15

Main Track finals
- 4:30

People’s Choice
- 5:00

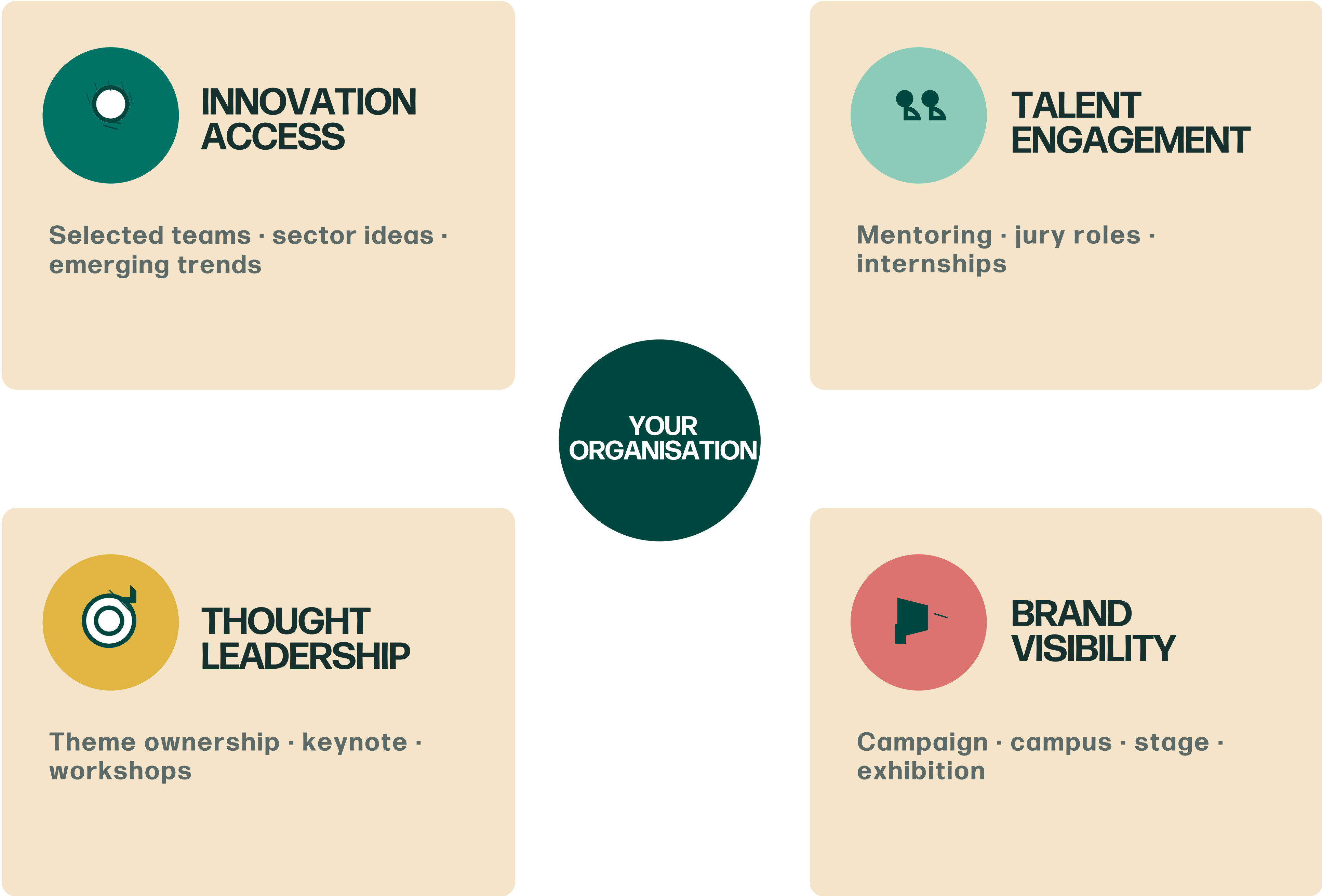
Awards ceremony
- 6:30

Media + networking

A sponsor experience designed around founder access, thought leadership and visible participation.

WHAT YOUR ORGANISATION GAINS

A partnership built around access, engagement and measurable value



EVERY MAJOR PARTNER RECEIVES AN IMPACT REPORT

● Applications	● States	● Institutions	● Theme mix
● Digital reach	● Attendance	● Founder interactions	● Media

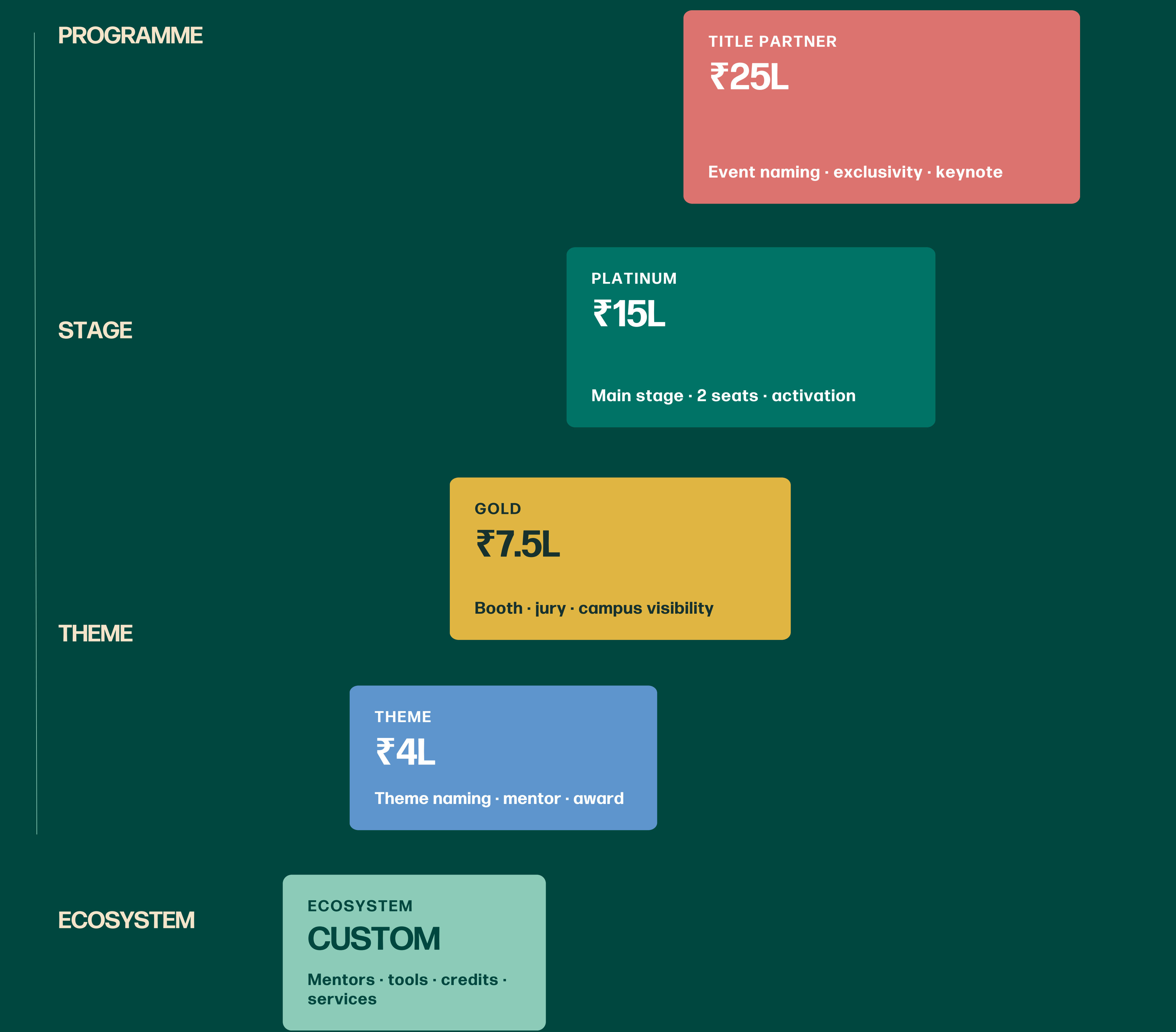
Measurement scope varies by tier and available programme data.

PARTNERSHIP OPPORTUNITIES

Choose the level of ownership that fits your ambition

Custom partnership structures are available for strategic requirements.

OWNERSHIP



Limited opportunities: 1 Title Partner · 5 Theme Partners · category exclusivity subject to agreement

BENEFITS AT A GLANCE

Clear deliverables at every partnership level

BENEFIT	TITLE	PLAT.	GOLD	THEME	ECO.
Event naming	●	○	○	○	○
Category exclusivity	●	◐	○	Theme	○
Keynote / opening	●	○	○	○	○
Main-stage branding	●	●	○	○	○
Jury / mentor seats	2+	2	1	1	1
Theme / award naming	●	●	○	●	○
Exhibition space	Premium	Premium	Std.	○	○
Masterclass / workshop	●	●	○	Theme	○
Digital campaign	Premium	Premium	Std.	Theme	Ack.
Founder engagement	●	●	Limited	Theme	○
Impact report	Detailed	Detailed	Std.	Std.	Ack.

BUILD A PARTNERSHIP AROUND YOUR OBJECTIVE

●

SECTOR CHALLENGE

Bring a real industry problem

●

INTERNSHIPS

Create opt-in talent pathways

●

SPECIAL AWARD

Women-led · Tier 2/3 · People’s Choice

●

●

BOOTCAMP MASTERCLASS

Teach founders what matters

●

REGIONAL ROUND

Own a campus activation

●

TOOLS & CREDITS

Support teams with real resources

●

All deliverables are subject to schedule, branding deadlines, participant consent, jury independence and a written partnership agreement.

PARTNERSHIP CONVERSATIONS ARE OPEN

Let's shape the next generation of founders together.



Theme ownership, category exclusivity and premium stage rights are limited.

RESERVE YOUR PARTNERSHIP CATEGORY

Corporate Partnerships
Venture Development Centre, GITAM
vkumar4@gitam.edu
vdc.gitam.edu



SCAN TO CONNECT

OUTREACH CONTACTS

Madhav

President, E-Club (GITAM), Hyderabad
+91 83280 77707
Email - mvadaval@gitam.in

Rishabh

Vice President - Outreach
+91 90630 65811
Email - rchauhan@student.gitam.edu

PAST ECOSYSTEM ASSOCIATIONS

