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| Name of the Event | : | Startup Hackathon |
| Event Date | : | February 9, 2019 & February 10, 2019 |
| Time | : | 10:00 Am to 6:00 Pm |
| Venue | : | Rotary Club of Bangalore |
| Participants | : | Keerthana K R, Medhashree, Fareed Samdani, Vinit D M |
| Faculty Coordinator | : | Prof. Lakshmi Kannan – Marketing Club |

About the Event:

Students of RIM from the Marketing Club had participated in Two-day long Startup Hackathon conducted by IIMB NSRCL and hosted by Rotary Club of Bangalore. This event had 12 colleges for the final round from various disciplines. The event started off with an interactive session over the Startup Innovation, where the incubatees of IIMB NSRCL gave their valuable insights over Lean Canvas model, importance of customer survey mechanism. Post the Interactive session, All the teams were asked to choose a problem statement from the society and build a business model over the solution.

The team from RIM had to propose solution “to reduce huge queue lines in the shopping malls.” The team had a great experience by competing, networking, exchanging ideas with the students of premier other premier institutes.

