



## **Business Ideation submission during the Campus2Startup 1.0 on 6<sup>th</sup> August 2025 powered by**



### **Overview of the startup ideation:**

The **Campus2Startup initiative by EVANIH** aims to foster innovation, creativity, and entrepreneurial thinking among hospitality students. During the session at IHE, students presented innovative startup ideas focused on solving real-world problems in the hospitality, tourism, and service sectors. The event encouraged business thinking, sustainability, tech-driven models, and guest-centric services, helping students take their first step toward entrepreneurship in hospitality.

### **Event Highlights:**

- Participation: Final-year and pre-final-year students from various departments – Food & Beverage, Culinary, Front Office, and Accommodation Management.
- Objective: To instill entrepreneurial thinking and provide a launchpad for viable startup concepts within the hospitality ecosystem.
- Format: Idea presentation (3–5 minutes) followed by Q&A from a jury panel of faculty, industry experts, and EVANIH mentors.
- Outcome: Top ideas shortlisted for incubation, mentorship, and pilot support through the EVANIH Campus2Startup program.
- Students can prepare the startup model (product/service) and bring it to the competition. along with the required stationery.

## Key Startup Themes Submitted

Theme	Description
<b>Sustainable Packaging for Hospitality</b>	An eco-packaging startup providing biodegradable and reusable options for hotel amenities and room services.
<b>Virtual Concierge App</b>	A mobile app designed for budget and mid-segment hotels to offer digital concierge services without needing dedicated staff.
<b>Hyperlocal Culinary Tours</b>	Startup idea focusing on curated culinary experiences led by local chefs and culinary students, targeting inbound tourists.
<b>Housekeeping Tech Kit</b>	A tech-enabled toolkit for efficient housekeeping, including smart inventory tracking and mobile checklists.
<b>Laundry-On-Demand for Hostels &amp; PGs</b>	App-based laundry service targeting hostel/PG residents with tie-ups with hotel laundries for backend processing.
<b>Food Waste-to-Compost Service</b>	A circular economy startup offering composting solutions for mid-sized hotels, including on-site units and training.
<b>Pet-Friendly Hotel Certification</b>	A service certifying hotels as pet-friendly, including guidelines, audits, and listings on a dedicated platform.
<b>Digital Menu with AI-Personalization</b>	Interactive menu system using customer data to recommend dishes and upsell high-margin items in restaurants.



## Startup Ideation Evaluation Criteria

Criteria	Description	Weightage (%)
<b>Problem Identification &amp; Industry Relevance</b>	How well does the idea address a real challenge in the hospitality industry	20%
<b>Innovation &amp; Uniqueness</b>	Originality and creativity of the idea; novel approach or significant improvement	20%
<b>Feasibility &amp; Implementation Plan</b>	Practical execution, resource planning, and operational readiness	20%
<b>Market Potential &amp; Scalability</b>	Demand in the market and potential to expand across geographies or segments	15%
<b>Sustainability &amp; Social Impact</b>	Environmental responsibility, inclusiveness, and alignment with SDGs	10%
<b>Business Model &amp; Revenue Strategy</b>	Clear plan for generating revenue and financial viability	10%
<b>Presentation &amp; Communication Skills</b>	Clarity, confidence, time management, and Q&A handling	5%
<b>Total</b>		<b>100%</b>

## Competition Format

### Dress Code & Grooming

- Participants must be in their college uniform or formal attire as per their institution/organization's standards.
- Proper grooming and professional demeanor are mandatory throughout the event.

### Preparation & Performance

- Participants are advised to prepare thoroughly on the topic assigned or chosen for ideation presentation.
- No external assistance (such as mobile phones, digital prompts, or help from others) is allowed during the performance.
- Each participant/team is required to adhere strictly to the 20-minute time limit (including presentation and Q&A).



- Participants should bring their own stationery:
  - Pen, pencil, eraser
  - Chart paper (if needed)
  - Color pens and sketch pens

### **Reporting Time & Punctuality**

- All participants must report to the event venue at least 30 minutes before their scheduled presentation slot.
- Late reporting may lead to:
  - Disqualification, or
  - Deduction of marks from the final evaluation score.

### **Event Media & Conduct**

- Photography and videography will be conducted during the event. By participating, individuals grant consent for EVANIH to use media for promotional purposes.
- Any unauthorized or unethical practices will result in immediate disqualification.

### **Note for Participants**

- Treat the event as a professional opportunity to showcase your entrepreneurial spirit.
- Follow discipline, time management, and respect event coordinators and fellow participants.
- Remember: This platform could be your first step toward building a real startup in the hospitality domain.

### **Registration & query**

**For students participating in the ideation submission, kindly fill out the form. Participants should confirm their entry by 30<sup>th</sup> July 2025 by noon.**

**<https://forms.gle/83VZ15NPEJCMz3RQ6>**

**For further information, clarification, or support, please contact our team at WhatsApp:**

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