

Bruce Henderson Insight | Ideathon

Unlocking the entrepreneurial spirit

JANUARY 2024



Beyond is
where we begin.

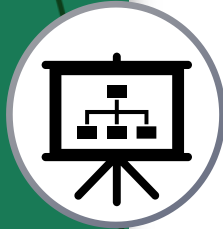


Timelines and process



Early Feb:

- Interested students to register via BCG survey
- All applicants to undergo online case assessment via TalentKraft¹



Feb-end:

- Announcement of L1 shortlist and shortlisted candidates to register in teams (**3 students per team**) for Ideathon



March:

- Submission of ideas by all teams for L2 evaluations
- Announcement of L2 shortlisted teams and presentations to be conducted on campus to identify winning team



Mid Apr:

- Top teams across campuses to be invited to BCG New Delhi office for final rounds to present their idea to Grand Jury of MDPs
- The final round to be followed by felicitation ceremony & announcing winners

1. TalentKraft link will be shared with all the students who register for Ideathon



Thank you



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