



**NITTE**  
(Deemed to be University)

**NITTE MEENAKSHI  
INSTITUTE OF TECHNOLOGY**



**10<sup>TH</sup> -11<sup>TH</sup> NOVEMBER**

**EVENT  
BROCHURE**



# ABOUT ENIGMA (E-CELL NMIT)

Enigma E-Cell, the **Entrepreneurship Cell** of Nitte Meenakshi Institute of Technology (NMIT), is a vibrant, student-led initiative dedicated to fostering a culture of innovation, creativity, and entrepreneurial excellence within the campus community. As a dynamic and forward-thinking platform, Enigma E-Cell aims to ignite the entrepreneurial spirit among students, equipping them with the tools, mindset, and opportunities to become future-ready leaders and changemakers.

Our core mission is cultivating a thriving entrepreneurial ecosystem where students are empowered to turn **bold ideas into impactful ventures**.

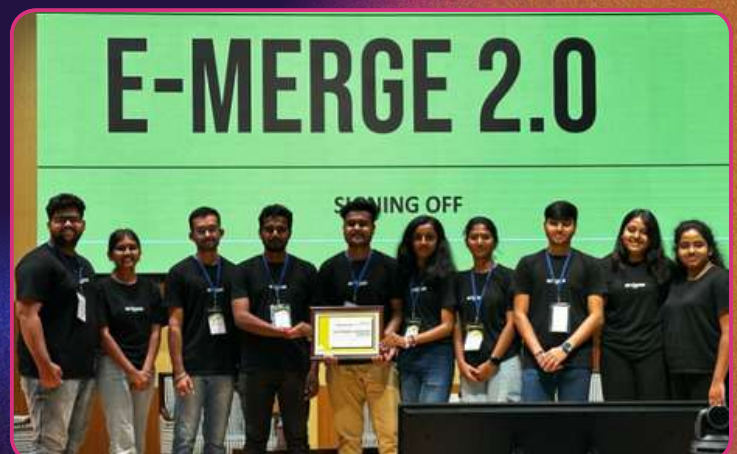
We believe that entrepreneurship is not just about starting a business. It's about thinking differently, solving real-world problems, and creating meaningful value. Through a wide spectrum of engaging initiatives, Enigma E-Cell seeks to bridge the gap between ambition and execution.





# ACHIEVEMENTS

- E-Merge 3.0, IIT HYDERABAD.
  - **First Place** in Founder's Forum.
  - **First Place** in Business Boardroom.
  - **Third Place** in Business Boardroom.
- **First Place** in Shark Tank by MANIPAL - Falak'25
- Ranked **AIR 1** in NEC by IIT BOMBAY.
- **Second** place in **E-Merge 2023** by IIT HYDERABAD.
- **First** Place in **E-Merge 2024** by IIT HYDERABAD.
- **Winners** and **Runners-up** in RVCE 8th Mile.
- **Second** Place in Spark-a-thon by Christ University.
- **Third** place in Jeopardy by PESU.
- Multiple prizes in **E-Conclave** by IIT MADRAS.





# ABOUT - ENFINITY

INFINITE INNOVATION



**ENFINITY** is the flagship national entrepreneurial festival hosted by Enigma, the Entrepreneurship Cell of Nitte Meenakshi Institute of Technology (NMIT). As a vibrant confluence of aspiring entrepreneurs, visionary students, investors, and pioneering startups from across the country, ENFINITY is more than just an event, it's a movement driving the next wave of innovation and enterprise in India.

This national summit acts as a powerful platform where diverse entrepreneurial ecosystems intersect, enabling unparalleled opportunities for **networking, collaboration, mentorship** and **growth**. Whether you're a student looking to explore startup culture, a founder seeking investment and exposure, or an innovator ready to disrupt the status quo, ENFINITY offers the ideal environment to fuel your journey.



# EVENTS

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02	TEN MINUTE MILLION
03	REVERSE SHARK TANK
04	THE BOARDROOM
05	BUSINESS TREASURE HUNT
06	STARTUP EXPO



# BUSINESS TRIATHLON

## Description:

The Business Triathlon is an inter-college entrepreneurship overnight event designed to challenge creativity, strategy, and execution through three exciting stages. Each stage simulates real-world business scenarios, pushing participants to think like entrepreneurs under time and pressure.

## Rules and Guidelines:

1. A team must consist of 3-5 members.
2. The competition has three stages:

### Stage 1

**Brainstorming:** Teams generate as many creative ideas as possible within the given theme and time limit.

### Stage 2

**Ideation:** Ideas are refined into a structured business concept with clear feasibility

### Stage 3

**Pitching:** Finalists formally present and defend their business idea before the jury.

- A team member cannot register in more than one team.
- All ideas must be original-any form of plagiarism or copying will lead to disqualification.
- Teams will be judged based on their innovation, timing and creativity.

**REGISTRATION FEES: 750/-**

**DURATION: OVERNIGHT**

**PRIZE POOL: 50K**



# TEN MINUTE MILLION

## Description

You've got the idea. You've got the passion. But do you have the pitch? In this high-stakes event, you have just ten minutes to convince a panel of VC's to back your venture. **Four** minutes to pitch, **Six** minutes of grilling Q&A. The team that raises the most funds wins it all.

**Team Size:** 1 Member

## Guidelines and rules:

- Team will be given 10 minutes to pitch their idea to the VC's.
- You can use PPT/ MVP/ prototype while pitching.
- Exceeding the time limit will lead to disqualification.

**REGISTRATION FEES:** 300/-

**DURATION:** DAY 1 [5 PM-7 PM]

**PRIZE POOL:** GET FUNDING FROM VCs



# REVERSE SHARK TANK

## Description

Tired of the same old pitch format? We're flipping the script with Reverse Shark Tank! This time, the spotlight is on you the participants are the sharks. We'll come to you with companies to pitch, and it's up to you to decide whether to invest or walk away. Each decision matters, because at the end of the game the team with the most profitable portfolio will be crowned the winner. But it doesn't stop there, you'll also need to justify your investments and prove why your strategy deserves the top spot. Get ready to think sharp, take bold risks, and experience the thrill of being on the other side of the tank.

**Team Size:** 3-5 Members

## Guidelines and rules:

- Each team acts as Sharks (investors).
- Every team gets a fixed virtual budget (cannot exceed).
- Teams must decide investments after each pitch within the time limit.
- Teams can invest in multiple startups or all-in on one.
- The team with the highest valuation wins.

**REGISTRATION FEES:** 500/-

**DURATION:** DAY 1 [11:30 AM-1:30 PM]

**PRIZE POOL :** 15K



# THE BOARDROOM

## Description

Step into the shoes of a CEO. Your company is facing a major crisis, and the world is watching. In this intense corporate simulation, your team will act as the board of directors, tasked with navigating an unexpected disaster. You'll analyze the problem, make critical decisions, and present your strategy to a review panel.

**Team Size:** 5 Members

## Guidelines and rules:

- CEO (Chief Executive Officer)
- CFO (Chief Financial Officer)
- CPO (Chief Product Officer)
- CMO (Chief Marketing Officer)
- CHRO (Chief Human Resources Officer)
  
- Roles:
  - All five essential roles must be represented within the team.
  - A pitch slide of 5 pages must be prepared, one for each role.

**REGISTRATION FEES: 750/-**

**DURATION: DAY 2 [2:30 PM-5:30 PM]**

**PRIZE POOL : 25K**



# BUSINESS TREASURE HUNT

## Description

Ready for an adventure? Team up to solve a series of business-themed riddles that will take you on a journey across campus. Each clue you decipher and each challenge you overcome brings you one step closer to the final treasure. It's a race of wits, speed, and entrepreneurial knowledge!

**Team Size:** 3-4 Members

## Guidelines and rules:

- Each team must follow the sequence of the clues (no skipping).
- Only one phone or laptop is allowed per team.
- Each team will have a time limit which will be shared during the game.
- Judges/coordinators will verify the answers and provide the next clue.
- Final decisions will lie in the hands of judges.

**REGISTRATION FEES: 300/-**

**DURATION: DAY 2 [11:30 AM-1:30 PM]**

**PRIZE POOL : 5K**



# STARTUP EXPO

The **Startup Expo** is a dynamic platform where budding entrepreneurs and early-stage startups showcase their innovative ideas, products, and business models to peers, mentors, and potential investors.

Designed to celebrate creativity and entrepreneurship, the expo features startup booths, live demos, and pitch sessions across diverse sectors such as technology, sustainability, food, and finance.

It also offers opportunities for **networking, mentorship, and investor interactions**, making it a launchpad for founders to gain visibility, valuable feedback, and growth opportunities, all while inspiring collaboration and sparking the spirit of innovation.



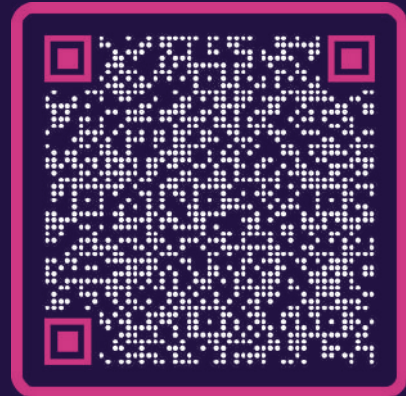


# Register Here:

**ALL EVENT PASS**



**FOR INDIVIDUAL EVENTS**



**EXCEPT TEN MINUTE MILLIONAIRE**

**1499/-**

**FOR A TEAM OF 5**

## Contact Us:



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