



*"Design the Vision"*

# MOODBOARD CHALLENGE



11th November, 2025



Participation: 30+



2:00PM-6:00PM



PDEU IIC Office- Training  
Centre

# Table of Contents

ABOUT PDEU	01	PURPOSE OF THE EVENT	06
------------	----	-------------------------	----

---

ABOUT PDEU IIC	02	THE TEAMS	07
----------------	----	-----------	----

---

ABOUT MOODBOARD CHALLENGE	03	COLLABORATING VENTURES	09
---------------------------------	----	---------------------------	----

---

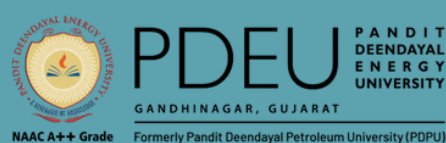
ABOUT THE EVENT	04	CONCLUSION	10
--------------------	----	------------	----

---

ABOUT SLS- PDEU	05
--------------------	----

---

# ABOUT PDEU



Pandit Deendayal Energy University (PDEU), formerly known as Pandit Deendayal Petroleum University (PDEU), was established by the PDEU Act, 2007; Acts of the Gujarat Legislature and Ordinances promulgated and Regulations made by the Governor, in the State of Gujarat, India. The primary thrust areas for the university are to ensure Energy for All, creating a Larger Social Impact and Prepare the Youth for tomorrow. PDEU has **NAAC accreditation** with **"A++"** **Grade CGPA of 3.52 out of 4.00** & Graded Autonomy by UGC.

The University addresses the need for trained and specialised human resources for the energy industry worldwide. It intends to expand students' and professionals' opportunities to develop an intellectual knowledge base with leadership skills to compete globally. This objective is being addressed through several specialised and well-planned undergraduate and postgraduate energy education programs and intensive research initiatives, in management, engineering and humanities.

**9500+**  
Students

**450+**  
Patents

**500+**  
Faculty &  
Staff

**250+**  
Students  
Research  
Project

**200+**  
Guest  
Faculty

**98%**  
Faculty with PhD  
from premier  
institutes

**75+**  
Ongoing  
Project

**50+**  
Professional  
Body  
Association



# ABOUT PDEU IIC



**3500+**  
Application  
received

**220+**  
Start-up  
Incubated

**35,000+**  
Students  
Sensitized

**30+**  
Startups with  
INR 50L+ revenue

**45 CR+**  
Funding  
Raised

**150+**  
IPR  
FILED

**230+**  
Events  
Organised

**12+**  
NISP  
Startups

**500+**  
Employment  
Generated

PDEU Innovation and Incubation Centre (formerly known as PDEU IIC) is an incubator at PDEU established in 2014. The Centre was formally established in 2017 u/s 8 of The Companies Act, 2013, with a vision to provide state-of-the-art support and service to innovators, technocrats and entrepreneurs who aim to create a social and economic pact in society through innovative solutions to existing problems. The centre acts complementary to the academic and research activities of the University.

PDEU IIC has also been approved to be a **“Technology Business Incubator”**, a recognition by the Department of Science and Technology, Government of India. It is recognized as a Nodal Institute by the Government of Gujarat. PDEU IIC has incubated 220+ start-ups across 10+ domains and generated more than 500 employment opportunities through start-ups. The IIC Office has a specially designated area of 20,000 sq. ft for the start-ups to work on.



# ABOUT SLS-PDEU



The School of Liberal Studies, established in 2009, is committed to rethinking higher education by integrating traditional areas of learning with modern, student-focused approaches. It follows a choice-based learning system that places students at the centre of the academic process, encouraging flexibility, curiosity, and independent thinking.

The school offers a transdisciplinary academic structure that allows students to explore multiple disciplines and draw meaningful connections across fields of study. Its four-year undergraduate programme is aligned with India's New National Education Policy (NEP), emphasising academic flexibility, skill development, research exposure, and experiential learning. The overall aim of the School of Liberal Studies is to provide a seamless and comprehensive acquisition of knowledge and skills, preparing students to navigate complex academic, professional, and societal challenges with confidence.

# ABOUT MOODBOARD CHALLENGE 2025

## What is a MoodBoard Challenge?

The **“MoodBoard Challenge”** is an innovative, hands-on branding activity designed for the students of the School of Liberal Studies (SLS), PDEU. Organised by the PDEU Innovation and Incubation Centre (PDEU IIC) in collaboration with SLS-PDEU, the event aims to give students a practical design and communication experience by interacting directly with startups incubated at PDEU IIC. The challenge encourages students to visualize a startup’s brand identity by creating a “MoodBoard” (visual moodboard).

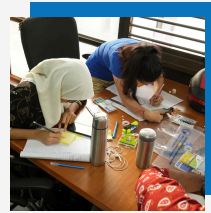
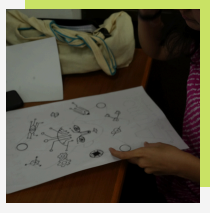


Students exploring ideas and visual strategies for developing their moodboard designs.



One of the moodboard concepts developed by students for the startup AirX Innovations

# ABOUT THE EVENT



The MoodBoard Challenge was an **interactive and creative branding activity** organized by **PDEU Innovation and Incubation Centre (PDEU IIC)** in collaboration with **SLS-PDEU**.

It offered students **a chance to work with real startups and explore brand storytelling through visual communication**. By creating mood boards for startups incubated at PDEU IIC, **students showcased their understanding of design, marketing, and strategy**.

The **challenge helped startups gain fresh design perspectives** from young minds and provided students with an opportunity to build their portfolios and gain exposure to live branding projects. All participants received certificates.

The event aimed in learning with real-world applications by allowing students to translate startup ideas into creative visual identities. Through this hands-on experience, students **learned how visual design influences brand perception and communication**.

Startups, on the other hand, benefited from innovative concepts and youthful perspectives on how to represent their missions and values effectively.

The MoodBoard Challenge served as a unique platform fostering **collaboration between academic and entrepreneurship**. It inspired students to think critically, communicate visually, and engage with innovation-driven enterprises. Overall, the event successfully **combined creativity, learning, and innovation — reinforcing PDEU IIC's vision of nurturing design thinking and entrepreneurial skills among young minds**.



# PURPOSE OF THE EVENT

## 01 **Practical Design Experience**

---

The challenge was created to give Liberal Studies students hands-on exposure to visual branding and communication, allowing them to apply classroom concepts in a real-world environment.

## 02 **Real-World Startup Interaction**

---

By working directly with startups incubated at PDEU IIC, students engaged with authentic brand requirements, understanding how design supports entrepreneurial growth.

## 03 **Visualizing Brand Identity**

---

The event encouraged students to interpret a startup's core values, vision, and personality, and express them creatively through a moodboard as a coherent visual representation.

## 04 **Developing Design Thinking**

---

The challenge aimed to nurture design thinking by pushing students to analyze a brand's tone, audience, and direction before crafting visual elements.

## 05 **Promoting Creative Innovation**

---

By working on moodboards, students explored innovative approaches to storytelling through design, helping them understand the importance of visual strategy in branding.

# THE TEAMS





# THE TEAMS





# COLLABORATING STARTUPS

Name of the Startup	About the Startup
<b>AIRX INNOVATIONS PRIVATE LIMITED</b>  <b>FOUNDER: MR. PRATIK PATEL</b>	AirX is India's first living oxygen generator powered by microalgae biotechnology designed to remove CO <sub>2</sub> , PM2.5, SO <sub>x</sub> , and NO <sub>x</sub> from indoor and outdoor air while releasing fresh oxygen. Unlike traditional air purifiers that trap pollutants, AirX regenerates the air people breathe. Rooted in sustainability, wellness, and science, AirX is redefining how India breathes - one room, street, and city at a time.
<b>CIBOS TECHNO SOLUTIONS PRIVATE LIMITED</b>  <b>FOUNDER: MR. ADITYA DAVE</b>	Cibos Techno Solutions is a food tech startup that designs and manufactures smart, solar-powered, and ergonomic street food carts using DC Electronic Low Voltage technology for off-grid refrigeration and heating, while also developing solutions for food and last-mile delivery.
<b>STREEFI PRIVATE LIMITED</b>  <b>FOUNDER: MR. INDRAJEET PATEL</b>	Streefi is a private limited company and a food delivery app that connects users with local street vendors and eateries.
<b>ATOMO INNOVATIONS PVT. LTD.</b>  <b>FOUNDER: MR. PRATIK PARMAR</b>	The startup, Atomo Innovation, is developing an Atom Processing Unit (APU), a unified hardware platform for AI-powered edge computing and multi-protocol IoT.

# CONCLUSION

The session included also an introduction to PDEU IIC, a challenge briefing, moodboard creation, and team presentations. The event concluded with prize distribution, an exhibition, and networking, celebrating creativity, innovation, and student-startup collaboration.

The **MoodBoard Challenge** served as a platform of collaboration between academics and entrepreneurship. It gave students a chance to reflect their imagination onto a concise and clear board whereas startups got the idea about varied perspectives. Overall, the event successfully combined creativity, learning, and innovation which strengthened PDEU IIC's vision of nurturing design thinking and entrepreneurial skills among young minds.

## WINNERS

