

Event Learning Report – Ideathon 2.0

Startup Name: BambicBloom

Event Name: Ideathon 2.0

Venue: NIMS University, Jaipur

Dates: 31st July – 2nd August 2025

Team Members:

1. Krutagna Bipinbhai Tandel
 2. Aadit Haresh Soni
 3. Vidhi Suresh Bhanushali
 4. Hemali Rajeshbhai Chavda
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1. Objective of Participation

The aim of participating in **Ideathon 2.0** was to represent our eco-innovative venture, **BambicBloom** on a national platform. As an emerging startup that promotes biodegradable bamboo water bottles coated with natural beeswax and shellac, this event was a great opportunity to:

- Validate our problem-solution fit
- Receive mentorship from domain experts
- Interact and learn from other innovators
- Gain exposure by showcasing our product
- Strengthen our pitching skills
- Network with ecosystem enablers and potential investors

Our goal was not just to compete, but to **learn, evolve, and represent sustainable innovation** from Gujarat on a respected national stage.

2. Extended Pitching Experience by Krutagna Tandel (Founder, BambicBloom)

On the final day of Ideathon 2.0, I—**Krutagna Tandel**, founder of BambicBloom—stepped onto the stage to deliver a pitch that we had collectively worked hard on for weeks. Standing there, representing my team and our mission, was one of the most powerful and emotional moments in our startup journey so far.

The Beginning

The pitch began with a visual: a snapshot of India's growing plastic problem juxtaposed with rural artisans crafting sustainable bamboo products. I highlighted how **plastic waste continues to pollute our environment**, while millions of rural artisans lack stable income sources, despite possessing traditional skills.

This set the stage for introducing **BambicBloom**—a circular economy venture that solves both problems by manufacturing **resin-free, BPA-free biodegradable bamboo water bottles** while uplifting rural livelihoods.

Product Features

I detailed our product development process:

- Use of locally sourced bamboo from Dangs, Gujarat
- Application of **beeswax and shellac coating** (natural, food-safe alternatives to plastic and resin)
- Completely hand-crafted by artisans using traditional and sustainable techniques
- Durable, reusable, compostable

We emphasized the dual impact:

- **Environmental sustainability**
- **Artisan empowerment**

Business Strategy and Market Fit

The pitch included a breakdown of our:

- **Target customers:** Eco-conscious consumers, gifting segment, corporates
- **Business model:** Direct-to-customer sales, bulk sales, and gifting collaborations
- **Pricing experiment results:** ₹250 to ₹400 depending on finish and coating
- **Revenue projections:** Starting small with prototype sales, scaling via SSIP grant and incubation
- **Customer feedback:** Overwhelmingly positive, with interest in bulk gifting

Jury Interaction

The jury was deeply engaged and asked sharp questions:

- “How do you ensure the food safety of the coating?”
- “What is your strategy to retain artisan engagement and consistency?”
- “Is your product patentable or easily replicable?”
- “How will you compete with cheaper metal bottles?”

I answered by citing our **material trials, coating lifecycle analysis, pricing strategy, and community-driven model**. I also shared that we’re in touch with **IPR experts for design patent and trademark registration**.

3. Event Structure and Sessions

The event was well-structured over three days, providing a complete entrepreneurial learning journey.

Day 1: Ideation & Icebreaking

- Welcome and Registration

- Team introductions and orientation
- Ice-breaking activity with founders from other states
- Sessions on ideation and sustainable development goals
- Introduction to UN SDGs and how to align startups with them

Day 2: Mentorship and Canvas Development

- Expert-led sessions on:
 - Lean Canvas modelling
 - Value Proposition Design
 - Go-to-market strategy
 - Team building
- One-on-one mentoring slots with ecosystem enablers
- Peer reviews to exchange feedback
- Startup stalls for mini-expo dry run

Day 3: Final Pitch and Expo

- Morning sessions: Jury briefing and pitch prep
- Final Pitch Presentations (5-min pitch + 5-min Q&A)
- Networking with investors, incubators, and students
- Stall presentation for the public and faculty
- Result declaration and felicitation ceremony

4. Facilities and Hospitality Provided

The organizers at **NIMS University** and the **Ideathon 2.0 Committee** ensured that every participating team was comfortable and taken care of:

Facilities:

- **Accommodation:** Shared rooms in the Resort for all 3 days
- **Meals:** Full-day meal coverage (breakfast, lunch, dinner)
- **Startup Kits:** Badges, notebooks, pens, event schedule
- **Transportation within the campus:** Golf carts for moving across the large campus

Add-Ons:

- **Dedicated Startup Stalls** at the mini expo
 - **Mentorship Slots** with industry leaders
 - **Startup Photoshoot & Video Interview**
 - **Social Media Promotion** of startups during the event
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5. Learning Outcomes

- Mastered structured pitching under time constraints
 - Learned to handle live jury Q&A professionally
 - Built confidence to lead startup presentations
 - Learned financial modelling and customer segments
 - Got clarity on fixed vs variable costing in sustainable products
 - Strengthened understanding of brand building and packaging aesthetics
 - Gained interest in sustainable marketing
 - Understood the importance of product usability and consumer feedback
 - Initiated artisan interaction interviews for deeper research
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6. Team Reflections

“This wasn’t just a pitch event; it was a growth experience. We’re returning not only with a certificate, but with clarity, confidence, and conviction.”

— *Krutagna Tandel*

“Being part of a national-level platform gave us exposure and confidence. We now know how far we’ve come—and how far we need to go.”

— *Aadit Soni*







Gratitude and Acknowledgement

We are sincerely thankful to:

- **SSIP GTU Cell** for funding and encouragement
- **Tushar Sir** for continuous mentorship
- **Event Organizers at NIMS University** for a seamless experience

We assure you that the learnings, confidence, and feedback we've received will now shape our next steps—including product finalization, branding, and go-to-market strategy.

Ideathon 2.0 was more than an event—it was a journey of purpose, passion, and people. With your continued support, BambicBloom aims to grow from a bamboo bottle startup to a beacon of rural green innovation across India.