

CODEAVOUR 7.0

INTERNATIONAL

Track 1 - Innovation and Entrepreneurship

Rules and Regulations



Where Innovators Become Entrepreneurs
Coding for the Future

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1. Track 1 - Innovation and Entrepreneurship

The Innovation and Entrepreneurship track is a dynamic platform that highlights students' creativity and entrepreneurial drive. It focuses on Good Health and Well-being. This track inspires participants to develop cutting-edge solutions that address contemporary health challenges, transforming their visionary ideas into action that will benefit society.

1.1. Project Themes

1. Healthy Minds, Happy Lives

Focus: Mental Health, Emotional Wellness, Stress Management

Aligned SDGs:

- SDG 3: Good Health & Well-being
- SDG 16: Peace, Justice and Strong Institutions

Sample Projects:

- **MindBuddy:** An AI chatbot or app that offers daily affirmations, breathing exercises, and mood tracking
- **Stress-Less School:** A school campaign or app to reduce academic stress via peer-support models or gamified study planners
- **Calm Classroom Toolkit:** Design a sensory toolkit or VR experience for meditation or mental reset zones in schools

2. Sustainable Eating, Healthy Living

Focus: Nutrition, Sustainable Food Practices, Hunger

Aligned SDGs:

- SDG 3: Good Health & Well-being
- SDG 12: Responsible Consumption and Production

Sample Projects:

- **SmartPlate:** A smart lunchbox that suggests balanced meals using sensors or an app.
- **Grow-at-Home:** DIY hydroponic or vertical gardening kits for schools or homes.
- **Food ResQ:** A mobile solution that connects surplus food from school canteens or homes to local shelters.

3. Move More, Live More

Focus: Physical Fitness, Active Living, Preventive Health.

Aligned SDGs:

- SDG 3: Good Health & Well-being
- SDG 11: Sustainable Cities and Communities

Sample Projects:

- **EcoFit Tracker:** A device or app that rewards students for walking or cycling to school
- **Smart Playground:** Convert traditional spaces into sensor-based or XR-integrated fitness zones
- **Daily Dose of Movement:** An app that prompts 2-minute movement breaks during study hours or online classes

4. Clean Planet, Healthy People

Focus: Environmental Health, Pollution, Climate, and Human Health Connection

Aligned SDGs:

- SDG 6: Clean Water and Sanitation
- SDG 13: Climate Action
- SDG 15: Life on Land
- SDG 3: Good Health & Well-being

Sample Projects:

- **AirAlert:** Low-cost air quality monitor and awareness app for kids
- **Plastic Patrol:** Student-led campaign or tech tool to reduce plastic in lunchboxes and daily school supplies

- **Green Clean Club:** IoT-based school cleanliness monitors + waste segregation models

5. Tech for Wellness, Equity for All

Focus: Accessible Healthcare, Assistive Tech, Rural Health Innovation

Aligned SDGs:

- SDG 3: Good Health & Well-being
- SDG 10: Reduced Inequalities

Sample Projects:

MediReach: A low-cost telemedicine or mobile diagnostic tool for rural outreach

SignSpeak: An app using AI for real-time sign language translation for hearing-impaired individuals

My Health Buddy: A chatbot or wearable for reminding medication, hydration, or exercise for the elderly or differently-abled

1.2. Rules and Regulations

1.2.1. Participation:

1. Please ensure reading the [general guidelines](#) of Codeavour 7.0.
2. One can participate as **an individual or as a team of 2-3 members with 1 mentor.**
3. The project should be aligned with one of the following themes:
 - Healthy Minds, Happy Lives
 - Sustainable Eating, Healthy Living
 - Move More, Live More
 - Clean Planet, Healthy People
 - Tech for Wellness, Equity for All
4. One can use any coding environment available inside [PictoBlox](#) including Block-Based Coding, PictoBlox Jr, PictoBlox 3D & XR Studio, ML, and Python Environment.

5. In the case of hardware-based projects, only the hardware that is compatible with PictoBlox is allowed, i.e., Quarky, evive, Micro: bit, Arduino, ESP32, Boffin, T-Watch, TECbits, LEGO, WizBot etc.
6. PictoBlox-based projects without hardware are also allowed to participate, compete, and win.
7. The mentor or coach's responsibility is limited to mentorship and guidance only. They should not be directly involved in project making, demonstration, or pitching ideas. Otherwise, it can lead to disqualification of the team.
8. Submission of the project online through the Codeavour dashboard is mandatory before participating in the physical event.

1.2.2. Online Submission Requirements for Track 1:

Participants must complete their online submission before taking part in any regional, national, or international showcase. Failure to do so may result in team disqualification from the event. It is essential that submissions are timely and thorough to secure a spot in the competition.

1. Only one project submission is allowed per team.
2. The project submitted should be authentic and made by participants only.
3. Teams are allowed to update the project before the regional/national/international levels of competition.
4. For successful Online submission, one must submit the following things:
 - 4.1. **Hardware Electronics Components Details:** Participants must provide a brief description of each component used in their project.
 - 4.2. **Image of Project:** Participants must submit a high-quality image that highlights their innovation and includes a representation of themselves (recommended size 1,920 x 1,080 pixels.)
 - 4.3. **Description:** Participants must write a 200-250 word description of their project covering the key highlights of their innovation.
 - 4.4. **PictoBlox File Link:** Participants are asked to share the link(s) of their PictoBlox projects file. (One can upload one or more file links if the project has multiple boards. They must make sure not to upload multiple file options for the same board.)

4.5. **YouTube Video:** A link to a YouTube video should be created and added.

Note: *One must upload a video on YouTube(Public or Unlisted) and submit the YouTube link of their video on the submission page. They are requested to ensure that the YouTube video link provided is not marked as private; otherwise, their submission will be considered unsuccessful.*

4.6. **Project Presentation:** A presentation of 10-15 slides should be created and uploaded according to the given template.

4.7. **Project Website:** Creating a website for the project on free platforms like [Google Sites](#) is required for submissions from nationals of the country. This can be done using either free or paid domain.

1.2.3. Showcase Your Innovation During Physical Events for Track 1:

For successful participation in physical events (Regional, National, International), the participants must come up with the following things:

1. Prototype or model of their innovation
2. Banner or poster covering key innovation features (2x3 feet with the National Flag in the design)
3. Necessary equipment (laptop, tablet, etc.)
4. Chargers and spare batteries
5. Extension cords, International Travel Adapter, and power strips
6. Tape, scissors, Gluedots and other setup tools

Note: *Tutorial links will be provided for YouTube videos, Banners, and poster designing.*

1.3. Preparing Your Codeavour Track 1 Project Submission and Presentations for Physical Events

All participants must submit the Project YouTube Video and Presentation through the online submission portal. Some participants will be selected for the Nationals and will also have a live presentation with a panel of international judges and peer innovators.

This section offers requirements and tips for the materials the participants will upload and the presentation (s) they will deliver.

1. Image of Individual or Team
2. Image of the Project
3. 4 -8 Minutes Pitch Video
4. 6-Slide/Page Presentation
5. Banner/Poster
6. Team Website on any free/paid domain like Google Sites (for National Winners)

1.3.1. Image of Individual or Team

A JPEG or PNG image of oneself or the team should be created (max. file size: 5MB).

1.3.2. Image of the Project

One must create a JPEG or PNG image of their project (max. file size: 5MB). The purpose of the image is to enable the judges to generally understand more about one's innovation.

Example images:

1. Idea: a small portion of the blueprint, diagram, illustration, or outline saved as a PDF
2. App: screenshot(s) of a portion of the code as well as screenshot(s) of the user interface
3. Prototype: picture(s) that does not show all of the critical pieces
4. Social-good program or service: high-level business plan
5. Process: process diagram/chart

1.3.3 Pitch Video [4-8 Minutes]

1. Technical Requirements

- 1.1. The video may not exceed 4–8 minutes.
- 1.2. Participants may create their videos using whatever technology is available to them.
- 1.3. If a cell phone is used, the video should be captured in landscape, not portrait.
- 1.4. One must edit their pitch video.

- 1.5. The participants must include the innovation name and the name(s) of the innovator(s).
- 1.6. A link to a YouTube video of 4-8 minutes in duration should be created and added.
 - 1.6.1. Project demonstration.
 - 1.6.2. Overview of their innovation.
 - 1.6.3. Brief about oneself and their teammates.
 - 1.6.4. Brief about the selected theme and why they chose it.

2. Tips on how to make a great video

- 2.1. **Start with a Captivating Hook:** A strong opening statement or question should be used to grab the viewer's attention and spark their interest.
- 2.2. **Highlight the Problem:** Clearly defining the problem or challenge that the product or service addresses ensures it resonates with the target audience.
- 2.3. **Present Your Solution:** Briefly explain how the product or service resolves the issue, showcasing the unique features or benefits that distinguish it from competitors.
- 2.4. **Keep It Simple:** Technical jargon and complex language must be avoided. The message should be straightforward, concise, and easy to grasp.
- 2.5. **Show, Don't Just Tell:** Visuals, animations, or real-life examples should be used to demonstrate the product or service, to illustrate its effectiveness.
- 2.6. **Emphasize Key Benefits:** Focusing on the main benefits or outcomes that users gain from the product or service is essential. Highlighting how it enhances their lives or solves their problems demonstrates its value and effectiveness.
- 2.7. **Incorporate Social Proof:** Testimonials, case studies, or success stories from satisfied customers can be included, to enhance credibility and build trust.
- 2.8. **Include a Strong Call to Action (CTA):** Concluding with a clear and compelling call to action, urging viewers to take the next step, whether it's signing up for a trial, visiting the website, or contacting for more information.
- 2.9. **Practice, Practice, Practice:** The pitch must be rehearsed multiple times to ensure it flows smoothly and fits within the 60-second limit. One must aim for a confident and natural delivery.

- 2.10. **Edit Ruthlessly:** Any unnecessary or repetitive content must be removed to keep the pitch focused, engaging, and impactful.

1.3.4 Presentation and Your Live Verbal Presentations [6-Slide/Page]

Tips on how to make a great video: Everyone has a unique style, and embracing it is important! Here are some tips for guiding individuals:

1. **Time Management:** Participants have 5 minutes to present, followed by 3 minutes for Q&A. They must ensure that they use the 8-minute window effectively.
2. **Slide Planning:** The content of each slide must be outlined to make sure all key points are addressed.
3. **Structure Your Presentation:** One must start with a strong opening, maintain the audience's interest throughout your presentation, and end with a compelling closing.
4. **Balance Information and Visuals:** Text and images must be combined to keep the presentation engaging.
5. **Concise Content:** Short summaries or bullet points must be used instead of long paragraphs. This makes the presentation easier to follow.
6. **Organize Your Slides:** One must sketch a plan in a notebook. Dividing the slides into two sections should be considered: one for visuals (illustrations, photos) and the other for key details.
7. **Support for Young Innovators:** Parents or teachers are welcome to provide prompts if needed.
8. **Team Presentations:**
 - 8.1. One must begin by introducing themselves and their teammates.
 - 8.2. Teammates should support by demonstrating or explaining parts of the solution when relevant.
 - 8.3. Template presentations will be shared over the Track 1 Page of the website.
9. **Focus on Your Story:** Participants must explain what they've done, why they chose to do it, how they executed it, and what the outcome was.

10. **Practice Makes Perfect:** Presentation must be rehearsed multiple times to ensure smooth delivery.

1.3.5 Banner/Poster

1. The banner or poster should effectively convey the theme, key concepts, and innovation behind the project, providing an engaging and informative visual summary for judges and attendees.
2. Template banners will be shared over the Track 1 Page of the website.

1.3.6 Team Website on any free/paid domain like Google Sites (for National Winners)

1. National winners are required to create a team website hosted on any free or paid domain, such as Google Sites.
2. The website should showcase the project, including details about the innovation, team members, and the project's development process.
3. It serves as a digital portfolio, providing a comprehensive overview of their work and achievements.

Good luck, and remember, you've got this!



1.4. How we define Innovation and Entrepreneurship

1.4.1 Innovation: Innovation is the process of turning creative ideas into tangible solutions that address real-world problems. For students participating in Codeavour 7.0, innovation involves:

1. **Identifying Real-World Problems:** Recognizing challenges in their communities or globally that need creative solutions.
2. **Thinking Creatively:** Using imagination and original thinking to brainstorm new ideas and approaches.
3. **Applying Technology:** Leveraging coding, robotics, and AI to develop practical and effective solutions.
4. **Prototyping:** Creating models or prototypes to test and refine their ideas.
5. **Iterating:** Continuously improving their solutions based on feedback and testing.

1.4.2 Entrepreneurship: Entrepreneurship is about transforming innovative ideas into viable projects or businesses that can have a meaningful impact. For students in Codeavour 7.0, entrepreneurship involves:

1. **Problem-Solving:** Tackling real-world issues with practical and innovative solutions.
2. **Planning:** Develop a clear plan for their project, including goals, resources needed, and steps to achieve their objectives.
3. **Market Understanding:** Identifying who will benefit from their solution and understanding the needs of their target audience.
4. **Execution:** Implementing their plan, creating their product or service, and bringing it to life.
5. **Pitching:** Presenting their projects compellingly and convincingly to potential judges, investors, or collaborators.

1.5. Evaluation:

First, the participant's submission should stay by the participation and submission guidelines. Failing to follow the rules will result in disqualification.

Next, the project will be evaluated by jury (physical mode) and given marks as per the following criteria:

Sl. No.	Parameters	Marks
Regional Physical Evaluation		
1	Completion of Online Submission with a Good YouTube Video	15
2	Introduce Yourself and Your Team	10
3	Display Banner or Poster	10
4	Explain Your Selected Theme and Reason for Choosing It	15
5	Demonstrate the Working of Your Innovation	25
6	Present Your Project to the Judges	25
	Maximum Marks	100
National & International Physical Evaluation		
1	Completion of Updated Online Submission with a Good YouTube Video	10
2	Introduce Yourself and Your Team	10
3	Showcase Your Website	10
4	Display Banner or Poster	10
5	Explain Your Selected Theme and Reason for Choosing It	10
6	Demonstrate the Working of Your Innovation	25
7	Present Your Project to the Judges	25
	Maximum Marks	100

Sl. No.	Parameters	Marks
Online Evaluation (only for Teams from countries where we don't have country partners)		
1	Cover Image	5
2	Description	5
3	Hardware Electronics Components and PictoBlox Environment Details	5
4	Working PictoBlox File Link and YouTube Video Link	10
5	Introduce Yourself and Your Team - YouTube Video	5
6	Explain Your Selected Theme and Reason for Choosing It - YouTube Video	5
7	Demonstrate the Working of Your Innovation - YouTube Video	15

8	Showcase Your Website -During Online Meeting	10
9	Project Presentation - Face-to-Face with Judges During Online Meeting	40
	Maximum Marks	100

Note: *The decisions of the Codeavour Jury will be final. We kindly ask all participants to be respectful and considerate towards our jury members and the Codeavour management team. Disrespectful behavior may lead to immediate disqualification from the competition or future Codeavour events.*