

YOU HAVE NO IDEA HOW STRONG YOU ARE UNTIL YOU TRY.

Project your unique idea in the **1st Idea Challenge Program**. Win awards worth many thousands and a chance to become the founder of a startup.

There are 17 use cases/problems mentioned in the given google form (link below). The use cases/problems are well thoroughly explained in the document attached with this email. You may also submit your own use case and its solution idea.

<https://forms.gle/JZSmRmSifs2x4R5J8>

Just Submit a short summary of your startup idea and how you plan to take it to its buyers/users. Applications will be reviewed by the experienced NCU STICTH team and the most promising ideas will enter the second round. Make sure to watch out for valuable advice/hints in the google form.

Last Date to submit your idea in the given google form is 28th Feb,2021.

NCU STICTH



The overall goal of NCU STICTH is to help startups reach from their idea to a successful company. Our students, faculty or alumni arrive at NCU STICTH at all different stages of their startups. Some haven't even had knowledge about the start-up as a process, and others have been building traction for some time or more. But whatever stage a start-up is at when they arrive, NCU STICTH helps them to be in dramatically better shape 3 months later.

[Project your unique idea in the 1st Idea Challenge Program and win awards worth many thousands each.](#)

The shortlisted participant will be able to utilize NCU STICTH's mentorship and infrastructure access to scale business and capitalize on local markets, while also tapping into new global opportunities.

Submit a short summary of your startup idea and how you plan to take it to its buyers/users. Applications will be reviewed by the experienced NCU STICTH team and the most promising ideas will enter the second round. Make sure to watch out for valuable advice/hints on this page.

This will help you find your startup idea and make the best out of your application!

[Hints To Write An Idea](#)

1. What is the problem you want to solve?,
2. Who experiences that problem,
3. How you want to solve that problem
4. Why this is a better solution

For example: "I want to solve the problem of clean water scarcity in developing countries. This problem is experienced by people in rural areas where water supply and treatment infrastructure doesn't exist. I want to solve that problem by providing village-scale pumps that would give every village a way to draw on clean water from underground sources. This would be a better solution because it would be easy and quick to install, it would be simple to operate, it would not require large investments in

infrastructure, it would last long, and rural entrepreneurs could even earn money by selling clean water.

GIVEN AHEAD ARE FEW OF THE POPULAR USE CASES/PROBLEMS THAT REQUIRE IDEAS. HOWEVER, YOU MAY SUBMIT YOUR OWN USE CASE AND ITS SOLUTION IDEA AS WELL.

I OFTEN GET FINED FOR TRAFFIC VIOLATIONS	I WANT TO CUT MY ELECTRICITY BILLS	I WANT A MOVIE TICKET FOR	CAN I SING LIVE ON YOUR SCREEN	MY GRAND FATHER WANTS NEW FRIENDS	I WANT TO STUDY FREE TODAY	I WANT TO TALK TO GOD
I WANT FREE FOOD	I WANT FREE COSMETICS	I WANT INVESTMENT FOR MY PROJECT	I WANT TO CONSULT THE BEST DOC	I WANT TO MAKE EXTRA EVERY MONTH	I WANT TO START FOOD BUSINESS	I WANT A BOT TO PLAY WITH ME
I WANT TO INSURE MY FUNERAL	I FORGET TO GIFT ON IMPORTANT DATES	I DON'T WANT TO WEAR OPTICALS	I HAVE MY OWN IDEA			

SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM

<https://forms.gle/JZSmRmSifs2x4R5J8>

I OFTEN GET FINED FOR TRAFFIC VIOLATION



YOU MAY SUBMIT YOUR OWN USE CASE AND IDEA AS WELL.

Use Case - NCUS001

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

We are already aware of the increasing number of deaths occurring as a result of traffic violations in India. For example, in most of the cities, over speeding is illegal. The traffic violations due to over speeding are punishable by over speed fine under the concerned jurisdictions. Although the issue of over-speeding challan has become easy with the help of technology but the main concern remains that of over speeding. There is hope that with an increase in over speed fine, it will genuinely act as a deterrent and raise the awareness bar of the drivers.

Sometimes traffic violations happen due to unawareness of the rules of the roads. The driver misses the caution and information boards on his sides and ends up into getting caught.

Business Requirements

To avoid such a situation where the driver pays heavy fine without an intention to violate traffic rules, a device is desired in the vehicle that captures data from a source and alerts in a way that the driver happily accepts the suggestion and the problem is addressed with in an affordable price point.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT TO
CUT MY
ELECTRICITY
BILLS**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS002

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

Expressing shock over high electricity bills is not uncommon. However, that is mostly the first reaction. The next thing that most people do is doubt the electricity distribution company. Making mistakes in electricity bill calculation is not uncommon, but rarely does it happen on a large scale. And unprecedented times are giving us unprecedented experiences.

It is also observed that the electricity consuming appliances that we use at homes may not be used in an optimum fashion. The appliances may also have been consuming more for lesser outputs. The same goes with commercial and industrial premises.

Business Requirements

It is desired that a parallel metering system be devised that captures data from each line and sends to an application. There should be a UI over Android/iOS/Web where it is easier to address the issues if any. It also shall be used to rework the usage patterns of the appliances and other gadgets. Objective is to know the actual consumption vs. billed and manage the usage.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT TO
STUDY FREE
TODAY AND
PAY LATER**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS003

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

An official survey shows that education spending has gone up sharply in India, forming a huge financial burden on households. This rising cost of higher education makes a lot of parents and individuals in worry situation. Most of them can't even think to give them a good education because of higher cost. Indian parents and students really need a little relief from such high educational costs.

Business Requirements

It is desired that a financial tool be developed for individuals who want to study at no cost in the Higher Educational Institutions.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

I WANT A
MOVIE
TICKET FOR
FREE

YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.

Use Case - NCUS004

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

A night out at the movies can get very costly, especially when you factor in traffic, parking and concessions. It all adds up, and many prefer binge-watching movies and TV shows in the comfort of their homes. It's less expensive and less of a hassle to just Netflix and chill.

The coronavirus pandemic is a "material threat" to multiplexes that will halve their occupancy levels and movie exhibitors are likely to end FY21 with operating losses, a report said on Wednesday. Ratings agency Crisil said even after the lifting of the lockdown, social distancing norms will reduce effective seating capacity, while fear of enclosed spaces will keep moviegoers away from cinemas for a while.

Business Requirements

It is desired that a financial tool be developed for movie goers that give them opportunity for very low priced tickets, value added experience, and the multiplexes in return get higher occupancy and better revenues.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**CAN I SING
LIVE ON
YOUR
SCREEN?**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS005

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

People thronging without masks, cheering loudly and singing and dancing to the Punjabi and Bollywood cover songs but that was until a year ago. The organized music industry has managed to weather the Covid storm on the back of high digital consumption however the joy of listening to live music at small to large restaurants, private parties and functions is missing all over. There are a few artists who have tried live streaming but that demands a lot of tech knowledge and expertise. The small time solo and team artists are breaking down financially as well.

Business Requirements

There is an opportunity to bring the art and performance as live as in real world on your screen. Let there be a solution that connects the audience and the artists live where both can interact and share the requests and money both. This will not only improvise on the financial health of the artists but will also bring a lot of growth in this new vertical.

SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT TO
TALK TO GOD**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS006

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

Most of us feel like something's not working the way we hoped it would? Today most of us have to deal with unsupportive Friends and Families. This leads to lack of confidence, depression and no joy of living. The best one can do is converse with God but that too is one way.

Business Requirements

What can you do if the people who should be your greatest supporters aren't? Lack of support from people in your social network can be tough, but a two-way communication, between God and Humans, system be developed so that it can help and heal millions of those who are losing hope in life.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**MY GRAND
FATHER
WANTS NEW
FRIENDS**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS007

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

At a time when many of us are separated from friends and family, loneliness can seem like a natural side effect of the current state of affairs. Elderly and Millennials are especially at risk of experiencing social isolation.

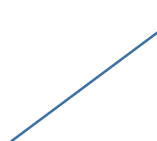
Business Requirements

Pure technology based ideas have a little to bridge the gap however this little can also be big for those who need it before its late. Developing a Tinder like solution but more for the purpose of healing and filling the gap will help. This may have content that has been suggested by psychologists and other trained healers.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT A
BOT TO PLAY
WITH ME**



**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS008

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

At a time when many of us are separated from friends and family, loneliness can seem like a natural side effect of the current state of affairs. If you're feeling lonely, a pet can fill the void.

- ❖ Loneliness is an unpleasant state we all experience at times; fortunately, an animal companion can help us resolve those lonely feelings.
 - Dogs often prove to be great pets and they come with mental health benefits including stress and anxiety reduction, a boost in self-esteem, and improved social connection.
 - Cats are also a popular pet; these loving, independent animals have proven to help with loneliness, depression, and anxiety.
 - Rabbits are known for their sociability as well as their long life expectancy—they generate calm and are often used to help patients with mental health problems.
 - Birds can also make for a helpful companion, as they are loving as well as intelligent: they are often used as therapy animals, and you can even have a conversation with some of them!
 - Finally, hamsters are another good option if you're looking for a companion pet, as they help with stress, as seen in hospitals like the Huntercombe hospital in London.

Business Requirements

Pure technology based ideas have a little to bridge the gap however this little can also be big for those who need it before its late. Developing a BOT that behaves like one of the above can be a wonderful solution that not only heals but also add fun in life without too much of maintenance.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I AM SEEKING
SECOND
MEDICAL
OPINION**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS009

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

People make mistakes every day, and doctors are not immune to this fact. What's more, some doctors are more conservative while others tend to be more aggressive. So their findings and recommendations can vary dramatically. For this reason, more and more patients are getting second opinions after a diagnosis. Whether your doctor recommends surgery, makes a cancer diagnosis or identifies a rare disease, there are many benefits to getting a second opinion. These benefits include everything from the peace of mind and confirmation to a new diagnosis or a different treatment plan.

Even if your second opinion just confirms what you already know, it can still be beneficial.

Business Requirements

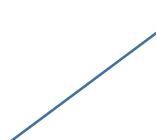
Developing a solution that is over and above the normal way of seeking second opinion. The user will always expect something that is extremely difficult to reach for e.g. consulting different specialization simultaneously and that too at a lower cost, time and energy.

India being rich in the population of medical expertise, leveraging the same will be great to go for.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](https://forms.gle/JZSmRmSifs2x4R5J8)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT TO
MAKE EXTRA
EVERY
MONTH**



**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS010

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

The Covid-19 crisis has rightly made saving lives a top priority. In the process, the economy is collapsing. As people stop traveling, going to restaurants, and shopping, and as businesses see their sales plummet, the economy will almost surely take a deep dive. Vulnerable groups, such as the homeless and the poor, will be made even more vulnerable, and the broader middle class will feel the pain as well. Not since the 1930s has the middle class faced such a serious economic threat. Middle-class income growth has been subpar for decades. Not only has it failed to keep pace with income growth at the top, but it has, more surprisingly, even lagged income growth among the bottom fifth of the income distribution.

In the current scenario, most families across the country are grappling with a sudden loss of income which could be in the form of reduced/considerably curtailed salary/gig income/consultancy income.

Business Requirements

Developing a solution that can increase the income of individuals who adopt it essentially needs to be a fintech. solution.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT
INVESTMENT
FOR MY
PROJECT**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS011

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

Innovative products and business models are the foundations of a promising startup. However, you'll also need a steady flow of funds, especially in the early stages, to turn those ideas into reality.

Funding is crucial for improving technology, hiring the right people, and launching a comprehensive marketing strategy to get a foothold in the market. However, sourcing enough money to start your new venture can be difficult.

From jewelry to dog food to SaaS (software as a service) products, startups are popping up in virtually every field around the world, despite the risks. As an entrepreneur, you will face several challenges while seeking the funds, in part because you'll have to convince others that your idea is a solid investment.

Business Requirements

Developing an innovative solution to collect a small amount of funds. This fund should only be for boot strapping the plan. A solution that can be understood by families, friends and crowd will be appreciated. The payment should essentially be ethical. Refer to crowdfunding.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT TO
START FOOD
BUSINESS**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS012

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

The food and beverages industry accounts for ~3% of India's GDP and is the single largest employer in the country, with more than 7.3 million workforces. The nationwide lockdown set this industry on a downward spiral with some predictions suggesting that nearly a quarter of all restaurants may shut down by the end of 2020.

The industry is headed for a transformation with digitization at its core. Services will grow to become more personalized and customer-centric, creative service offerings will be launched, health and safety will be standardized, operations will become less labor intensive and balance sheets will become leaner. All these changes will elevate customer experience and set new standards for the industry in the post-COVID era.

Business Requirements

Developing an innovative solution to sell food and associated services using best practices with the core objective of increasing monthly income of a household. The business idea should be a big picture and not a standalone kind of setup.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT FREE
FOOD**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS013

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

When you're on a student budget or running out of sufficient cash, nothing will make your day more meaningful than scoring free food. It's not the easiest thing to come by.

Business Requirements

Developing an innovative solution to offer a special purpose program that can be committed to for scoring a meal on such a painful day. This can be a financial application as well.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I WANT FREE
COSMETICS**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS014

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

In a countrywide survey undertaken by ASSOCHAM'S team, seeking views of over 6,000 odd consumers in cosmetics, over 65% teenagers said, their branded cosmetic consumption has gone up by about 75% in the last ten years. 62% of male youth said that their expenses on cosmetics application have risen by 45% as against 57% upper middle age group, claiming that they spend nearly 42% in buying cosmetic products to maintain their exterior self.

"On an average, in this segment, 95% Delhi respondents, who used to spend less than a 1,000 bucks on cosmetics till about a decade ago, said that they now spend more than `5000 per month," says ASSOCHAM general secretary DS Rawat.

Business Requirements

Developing an innovative e-commerce solution to offer cosmetics to its users in a way that the cost doesn't affect the pocket.

SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM

<https://forms.gle/JZSmRmSifs2x4R5J8>

I DON'T
WANT TO
WEAR
OPTICALS

YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.

Use Case - NCUS015

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

If you try to imagine a day during which you don't look at a single screen, it's almost impossible to fathom. From the phone in your hand to the computer on your desk, you spend an increasing amount of time staring at screens; and you aren't alone. The whole world has been staring for hours each day looking at a screen, and this number continues to climb. Although screen time is unavoidable, how you sit in front of, and look at, your screen can make a big difference in warding off computer vision syndrome. This may lead to further deterioration of your eye sight.

Business Requirements

Developing an app that takes your eyes sight data into consideration t reset its UI and overall features. The app can be personalized and one can get rid of opticals during the time of his exposure to screens.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

I WANT TO
INSURE MY
FUNERAL

YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.

Use Case - NCUS016

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

Many people don't realize that funerals can cost upwards of several thousand to lacs, they don't often think about planning ahead. This type of situation can sometimes lead to a financial hardship on families or loved ones who must cover the costs.

The rituals and ceremonies are also not known as per religion and other factors to the younger generation of the families.

Business Requirements

Developing collaborative solution and a trust to enable such families to perform the last rituals with best of services without high expenses and efforts.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>

**I FORGET TO
GIFT ON
IMPORTANT
DATES**

**YOU MAY SUBMIT YOUR OWN
USE CASE AND IDEA AS WELL.**

Use Case - NCUS017

Overview

The NCU STICTH is a start-up and incubation springboard that works with you **from your vision to venture**. The NCU STICTH teams can co-create a solution to address a live use case.

Current Challenges

Are you the one that is always forgetting special events in your life such as anniversaries and birthdays of loved ones? You might remember a few weeks ahead of time that a special day is coming up, but then easily dismiss it into the black hole of your mind where it sits for an eternity. Then, on that special day, you feel like the criminal because you are the only one who doesn't have a present for your wife, or mom – or who forgot an anniversary. Now, you are in BIG TROUBLE.

Business Requirements

Developing a collaborative app that with a one-time investment not only alarms you of such dates but also buys appropriate gifts/flowers and delivers till eternity.

[SUBMIT YOUR INNOVATIVE IDEA – CLICK THE FOLLOWING LINK FOR YOUR GOOGLE FORM](#)

<https://forms.gle/JZSmRmSifs2x4R5J8>