

Event Report: Ctrl+Alt+Idea – Ideathon 2026



Organized By: MSC-MSIT (Microsoft Student Chapter)

Date: February 12, 2026

Venue: Room 406, MSIT Janakpuri

Event Time: 10:00 AM – 12:00 PM

About the event:

Ctrl+Alt+Idea was an engaging Ideathon organized by the Microsoft Student Chapter (MSC) under Avenis'26 at MSIT. Participants registered individually and were randomly grouped into cross-year teams of three. The theme was revealed on the spot, challenging teams to create a structured six-slide pitch deck within a limited timeframe. The event emphasized innovation, problem-solving, marketing strategy, and business viability, while enhancing teamwork, communication, and real-world startup thinking skills.

Flow of the Workshop:

The Ideathon followed a structured and time-bound format to simulate real-world startup pitching environments.

- **Phase 1: Reporting & Team Formation (9:30–10:00 AM)** - Participants reported to Room 406 and were randomly assigned into teams of three. Teams consisted of mixed academic years to encourage diverse thinking and collaboration.
- **Phase 2: Theme Reveal & Briefing (10:00–10:15 AM)** - The theme was revealed, and participants were briefed about evaluation criteria, pitch structure, and time constraints. Guidelines for preparing the 6-slide deck were shared.
- **Phase 3: Ideation & Pitch Preparation (10:15–11:15 AM)**- Teams brainstormed, validated their ideas, structured solutions, and created a 6-slide pitch covering:
 - Problem Statement
 - Proposed Solution
 - Target Audience
 - Technology/Execution Plan
 - Go-To-Market (GTM) Strategy
 - Revenue/Business Model
- **Phase 4: Pitch Presentations (11:15–12:00 PM)** - Each team presented their idea before the judging panel. The evaluation was based on:
 - Idea & Innovation
 - Problem Relevance (Need)
 - Technical Feasibility
 - Execution Plan
 - Marketing & GTM Strategy
 - Business Viability

Participation & Teams:

Enthusiastic Participants from Students of 1st year to 3rd years,

- Total Participants: 27 students
- Teams Formed: 9 teams of 3 members each
- Solo Participants: Not Allowed

Judging Criteria:

- Originality and clarity of the idea
- Understanding of the problem and target audience
- Technical feasibility
- Execution roadmap
- Marketing and positioning strategy
- Business model sustainability

Winners and Prizes:

- Prize Distribution:
 - 1st Prize: ₹3,000 (Team 4 - Hemang Gupta, Aditya Taneja, Krishna)
 - 2nd Prize: ₹2,000 (Team 7 - Tanisha Dhawan, Rajvardhan Singh, Aditya)
 - 3rd Prize: ₹1,000 (Team 9 - Naman Bhatiya, Ashtam Pandey, Adhish Raju)
- Best Pitch: Team 1 - Nirmal Aggarwal, Jiya Jain, Mayank Deep)
- Best Design: Team 5 - Pawan Singh, Yuvraj Bali, Divya Shah)
- Total Prize Pool: ₹6,000

Acknowledgment:

We would like to sincerely thank the Microsoft Student Chapter (MSC) of Maharaja Surajmal Institute of Technology for organizing CTRL+ALT+IDEA with Avensis'26. This ideathon is a wonderful initiative that encourages innovation, teamwork, and strategic thinking. It provides students with valuable exposure to pitching, marketing, and business planning. We truly appreciate the effort put into creating such an engaging and growth-oriented platform.

Impact and Feedback:

This ideathon strengthens the participants by enhancing their ability to think critically, collaborate effectively, and pitch ideas with confidence.

Organized by the Microsoft Student Chapter (MSC) at Maharaja Surajmal Institute of Technology under Avensis'26, it encourages cross-year teamwork and real-time problem solving. Participants gain exposure to structuring ideas, understanding market needs, and planning Go-To-Market strategies.

Beyond technical knowledge, it builds communication skills, leadership qualities, and business acumen, preparing students to approach real-world challenges with clarity, creativity, and strategic thinking.

Overall, the event enhanced community interaction and creativity and also provided participants with valuable industry exposure and confidence.

