

Fight Corona IDEAthon

MixORG
people and ideas

Thousands of innovators, researchers, scientists, educators and startups from India joined hands as a true community to discover solutions that can help the nation rise as one in the fight against COVID-19

We responded to the crisis by powering an online hackathon in India, called an IDEAthon!

PROPOSAL THEMES



Saving Lives



Saving Communities



Saving Businesses

POTENTIAL PROBLEM STATEMENT CATEGORIES



Personal Hygiene
& Protection



Remote Work &
Remote Education



Medical Systems -
Diagnostic & Therapeutic



Stabilizing Affected
Businesses



Awareness, Preparedness
& Responsible Behavior



Open Category



Protecting Most
Vulnerable Groups



Screening, Testing
& Monitoring - Devices
& IT/Digital/Data Solutions



Community Task
Forces/Working Groups

THREE TRACKS



Students



Educators &
researchers



Professionals &
startups

OUTREACH

When you are in a crisis, traditional models of outreach do not work. Best way is to work through partners who already have the stakeholders.

PRIMES



Eventually various public and private organisations responded to IDEathon call and handed tremendous support in the form of financial and outreach capabilities.



OVERWHELMING NUMBERS



Days for outreach



Number of applications



Number of mentors

TECHNOLOGIES USED FOR COLLABORATION



- Slack
- Google Forms
- Guaana
- Docs
- Google Drive
- Spreadsheets
- Zoom
- Google Meet
- Twitter
- LinkedIn
- Email
- Instagram
- YouTube

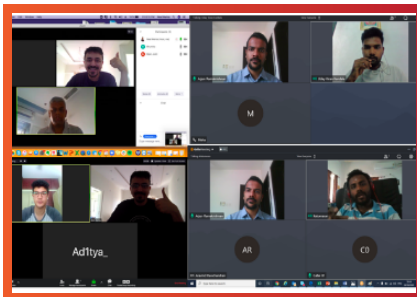
CURATING CHALLENGES

We reached out to many experts for articulating challenges through video messages. Below is a list of compiled video messages on Youtube. It enabled a quick understanding of the context to participants.

bit.ly/covid19-ideathon-challenges

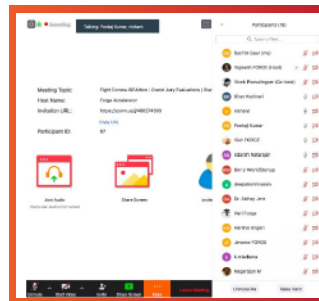
MENTOR DYNAMICS

Mentors are the soul of any such program. People genuinely wanted to help, and if you can map their expertise efficiently they can be utilised better by the participating teams. Also, for mentors to stay online without being utilised is not good.



JURY DYNAMICS

Cyber is a great equalizer, for our startup track we had jury members from 4 different time zones. India, Singapore, Netherlands and USA (East Coast). You can make your event international without any extra effort.



MEDIA MENTIONS

NDTV

INDIA TODAY

The Indian EXPRESS
JOURNALISM OF COURAGE

CAREERS 360

THE TIMES OF INDIA

BusinessLine

SOCIAL MEDIA POSTS GENERATED FROM COMMUNITY CONTENT



YOUTUBE VIDEOS



India's support to the participants



Tribute to the participants

70000 +

Impressions

9000 +

Media views

A
GAZILLION

Media mentions

CONTACT

Are you interested as a corporate / government / community to take action for your cause or to do open innovation. Don't hesitate in contacting us for a discussion.

Sachin Gaur

✉ sachin@mixorg.com

☎ +91 99999 79349