**IEEE COMPUTER SOCIETY SIT**

**COLLIDEX**

**NAME OF THE ORGANIZING UNIT:** IEEE COMPUTER SOCIETY SIT

**DATE OF EVENT**: 28th April and 29th April , 2024

**TOPIC**: COLLIDEX

**MODE OF EVENT**: Online

**TARGET AUDIENCE**: Student Members

**ATTENDANCE**: 60

**EVENT SUMMARY**:

CollideX is an unified event that comprises 3 interesting sub-events to ignite the competitive and talented minds of the student.

* Design Fusion : In this event students were expected to create a simple UI/UX design page where the unique design styles are appreciated withing the pace of time given.
* Venture Vortex : In this event the students are expected to convince their ideas/solution for a problem statement that concentrates on all factors of the benifit's of the idea , feasibility , tangible outcomes and how far their idea/solution would be effective to the targeted society. The marketing knowledge of the students are expected to be tested.
* MemeXplore : It is an interesting event that integrates the meme world and as well focusing on IEEE platforms. The students are expected to level up the IEEE platforms through memes in a humour way.

**TIMINGS**: 6:00 pm – 7:30 pm

DESIGN FUSION : Design Fusion was the platform for networking with fellow design enthusiasts and professionals. The team comprised of 3 members . The topic was given on the spot for creating a challenging environment amongst the participants. The participants had to use the necessary design tools or software and make a creative UI/UX web page under the time constraint given.

VENTURE VORTEX: Venture Vortex was the platform for testing the marketing skills of the participants. The participant teams had 5 min to present their startup idea which focused on the key aspects of – TAM (total addressable market) , SAM (serviceable addressable market), total available market , competitor audit , MVP (minimum viable product) and USP (unique Selling proposition) along with the Q&A with the judges.

MEMEXPLORE : MemeXplore was the event the event that bought the meme word into the technical platforms of IEEE. The team members were given time to choose an IEEE platform under which they will create meme. The following day they were given 2 to 3 min to attract the audience and vote for them. The winning teams were announced based on the highest likes after posting the memes in our IEEE CS Society official Social Media.