



MOVING FORWARD GIVING BACK

CONCEPT NOTE

2023

ELEVATE

IDEATE ▲ DISCUSS ▲ CONNECT ▲ CREATE

ORGANIZING ELEVATE

FROM THE YOUTH, FOR THE PEOPLE

ELEVATE is a quad-combined event focused on promoting Nepal's financial and entrepreneurial communities. Nepal has an ever-growing mindset when it comes to entrepreneurship. Very little has been done by the government and authorities to foster this mindset. ELEVATE aims to provide a quality platform focused on the sustenance of the entrepreneurial market.

The event is organised by the students of the department of social work at St. Xavier's College, Kathmandu in association with a youth-run startup Kriyasheel Kreations.

Established in November of 2015, Kriyasheel Kreations has been serving as a "hardworking" strategic branding and digital agency. Kriyasheel translates to hard work. Reflected in their past projects, Kriyasheel Kreations has been constantly working hard with evolving techniques to serve a wide range of customers effectively. It specializes in Brand Design, Website Design/Development, Social Media Branding/Marketing/Advertisement, Search Engine Optimization, Software/Hardware Prototyping, Event Management and much more in the digital and marketing world.



THE MISSION

MOVING FORWARD GIVING BACK

We Create To Serve. Following the mission of Kriyasheel K creations, the organizing team believes that amidst a natural competition of technological brilliance, we believe our services should serve the purpose to incite a chain of progress one 'creation' at a time.

ELEVATE is focused on sustainability and entrepreneurship. To foster this, the event is operating under the theme: "Moving Forward, Giving Back". The self-explanatory theme envisions creating a platform for the youths to a determined and rigid goal to give back to the community as they move forward in life.



ELEVATE PROJECTS

IDEATE . DISCUSS . CONNECT . CREATE

The quad-combined event is composed of IDEATE, DISCUSS, CONNECT, and CREATE. Each project is an event in itself with deterministic goals focused on the theme of "Moving Forward, Giving Back".

IDEATE
IDEA PITCHING
COMPETITION

CREATE
CREATING A
SOCIAL IMPACT

DISCUSS
PANEL DISCUSSION
ON SOCIAL GROWTH

CONNECT
EXHIBITION OF
ENTREPRENEURS



ELEVATE - IDEATE

IDEA PITCHING COMPETITION

The project IDEATE is envisioned as an Ideathon for youth to compete with change-driven sustainable solutions as business ideas. Various ongoing competitions in the market focus on solutions but rarely do they sustain. ELEVATE aims to gather such solutions and award a promising solution with seed money to help operate and market the solution to contribute to the community sustainably.

The project shall proceed in 4 stages, which are as follows:

Registration. The participants register themselves virtually through online forms and make payments via online payment gateways.

Preliminary. The submitted forms are evaluated by a panel of judges to select 60-75 teams.

Virtual Pitching. The selected teams prepare a 5-minute pitch and present their pitches virtually. There will be 3 separate pitching events with separate panels of judges each having 20-25 teams.

Finals. The final event day of IDEATE will be conducted along with the DISCUSS and CONNECT projects. 10-15 winning teams will pitch physically. The award distribution ceremony will also take place during the event.



ELEVATE - DISCUSS

PANEL DISCUSSION ON SOCIAL GROWTH

The project DISCUSS is a focused panel discussion of renowned professionals on how youth effort needs to be directed towards a sustainable future goal. ELEVATE plans to bring together 5 panellists from the following sectors moderated by a youth leader.

Media, Journalism, and Entertainment.

Social Work.

Business, Finance, and Corporate.

Information, Communication, and Technology.

Entrepreneurship.

DISCUSS 

PANEL DISCUSSION
ON SOCIAL GROWTH



ELEVATE - CONNECT

EXHIBITION OF ENTREPRENEURS

The project CONNECT is an exhibition market for local entrepreneurs, businesses, IDEATE participants, partners, and students in an effort to connect them to the community. The exhibitors will be allotted a certain space to present their products or service. The space will be facilitated by musical and dance performances along with games and entertainment. The visitors shall be charged no fees for entrance. The venue for the market will be the same as the venue for IDEATE and DISCUSS.

CONNECT 

EXHIBITION OF
ENTREPRENEURS



ELEVATE - CREATE

CREATING A SOCIAL IMPACT

The project CREATE is the call to action for ELEVATE. Focused on sustainability, the team of ELEVATE shall conduct a series of social welfare programs including establishing a community learning centre, establishing libraries, and creating an entrepreneurial hub.

The community learning centre shall be established in a rural area to promote an entrepreneurial ecosystem with vocational training and learning facilities. The library project shall focus on establishing libraries at government schools in rural areas. An entrepreneurial hub shall be established within the Kathmandu valley with the facilities of networking, co-working space, and business advisory services.

CREATE

CREATING A
SOCIAL IMPACT



ELEVATE TIMELINE

ELEVATING PROGRESS

22
MARCH



IDEATE Registration Opens

19
APRIL



IDEATE Registration Deadline

22
APRIL



IDEATE Virtual Pitching Day 1

29
APRIL



IDEATE Virtual Pitching Day 2

06
MAY

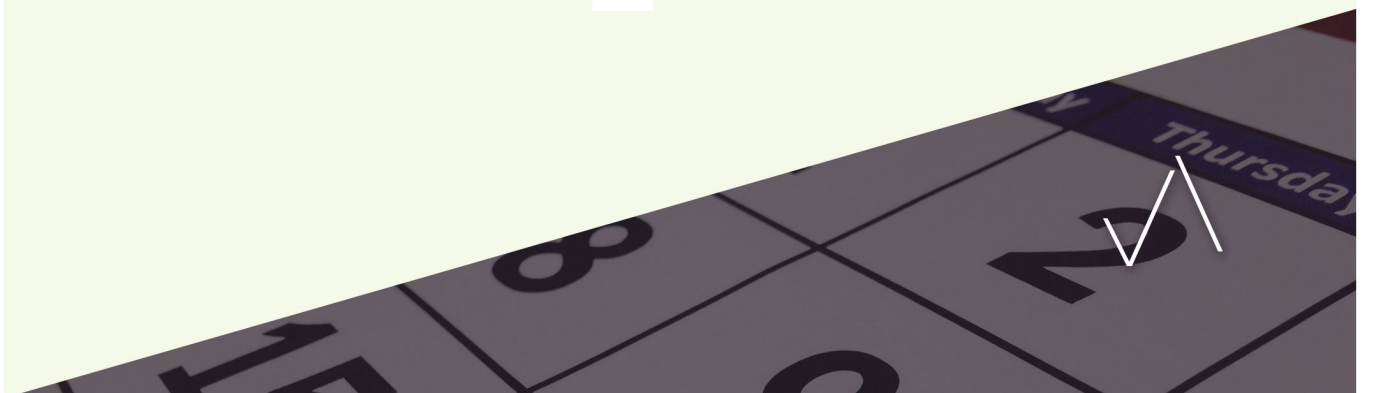


IDEATE Finals
DISCUSS
CONNECT

09-11
MAY



CREATE



SDGs IN ELEVATE

SUSTAINABLE DEVELOPMENT GOALS

1 NO
POVERTY



SDG 1. End poverty in all its forms everywhere. The event aims to build financial support through entrepreneurship and innovative sustainable solutions.

SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

The event aims to provide training and support to students selected as the team for the event and to rural areas targeted for the establishment of the community learning centre, the library, and the entrepreneurial hub.

4 QUALITY
EDUCATION



8 DECENT WORK AND
ECONOMIC GROWTH



SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

The main objectives of ELEVATE revolve around this goal as it tries to promote economic growth.

SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

The projects IDEATE and CREATE focus on this goal with the aim to foster sustainable innovations.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



ELEVATE IMPACT

THE OUTREACH WITH ELEVATE



Expected Participants: **300+ (75+ Teams)**



Expected Collective Event Audience: **1100+**



Social Media Outreach: **1,00,000+**



Partners: **50+**



Community Learning Centre Outreach: **2,000+**



Library Outreach: **700+**



Entrepreneurial Hub Outreach: **1,000+**

ELEVATE DELIVERABLES

GIVING BACK TO THE COMMUNITY



IDEATE Winning Prize:
1 Lakh Seed Money (+ Gift Hampers)



IDEATE Finals, CREATE, CONNECT Venue:
Location TBD



Community Learning Centre:
Thatipokhari, Gorkha, Gandaki Province



First Library:
**Shree Kachana Mahadev Secondary School,
Itahari - 4, Sunsari, Province No. 1**



Second Library:
Thatipokhari, Gorkha, Gandaki Province



Entrepreneurial Hub:
Location TBD within Kathmandu Valley

PARTNERSHIPS

PRIMARY PARTNERS

Partnership Title	Title Partner	Association Partner	Supporting Partner
Amount	3 Lakhs	2 Lakhs	1.5 Lakhs
Certificate of Partnership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Notebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Backdrop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom Partnership Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Linkedin Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Standee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Poster (Virtual)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Poster (Physical)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Videos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Virtual event background	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner space (Virtual)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner Commercial in Social Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner Commercial in Events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
In Association Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Partner space (Physical)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Title Name	<input checked="" type="checkbox"/>		

PARTNERSHIPS

SECONDARY PARTNERS

Partnership Title	Platinum Partner	Gold Partner	Silver Partner
Amount	1 Lakh	50,000/-	25,000/-
Certificate of Partnership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Notebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Backdrop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom Partnership Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Linkedin Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Standee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Poster (Virtual)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Poster (Physical)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Videos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Virtual event background	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Partner space (Virtual)	<input checked="" type="checkbox"/>		
Partner Commercial in Social Media	<input checked="" type="checkbox"/>		
Partner Commercial in Events			
In Association Name			
Partner space (Physical)			
Title Name			

PARTNERSHIPS

TERTIARY PARTNERS

Partnership Title	Bronze Partner	Other Partner	Donations
Amount	10,000/-	5,000/-	-
Certificate of Partnership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Notebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Backdrop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Custom Partnership Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Instagram Stories	<input checked="" type="checkbox"/>		
Facebook Stories	<input checked="" type="checkbox"/>		
Linkedin Post	<input checked="" type="checkbox"/>		
Event Standee	<input checked="" type="checkbox"/>		
Event Poster (Virtual)			
Event Poster (Physical)			
Event Videos			
Virtual event background			
Partner space (Virtual)			
Partner Commercial in Social Media			
Partner Commercial in Events			
In Association Name			
Partner space (Physical)			
Title Name			

PARTNERSHIPS

IN-KIND PARTNERS

Partnership Title	Diamond Partner	Sapphire Partner	Emerald Partner
Amount	40,000+	10,000+	-
Certificate of Partnership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Notebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Backdrop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom Partnership Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Linkedin Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Standee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Event Poster (Virtual)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Event Poster (Physical)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Event Videos	<input checked="" type="checkbox"/>		
Virtual event background	<input checked="" type="checkbox"/>		
Partner space (Virtual)	<input checked="" type="checkbox"/>		
Partner Commercial in Social Media	<input checked="" type="checkbox"/>		
Partner Commercial in Events			
In Association Name			
Partner space (Physical)			
Title Name			



MOVING FORWARD GIVING BACK

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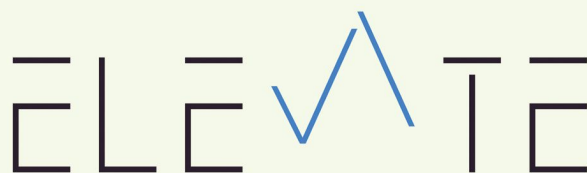
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