

PW AI Startup Challenge 2026

A National Platform to Discover, Fund & Accelerate India's Next Generation of AI Innovators by Physics Wallah



₹1 Crore
per Startup



₹2.65 Lakh
Prize Pool



2-Day National
AI Festival



20-21 August 2026



PW Headquarters, Noida

PW SoS

AI Startup Challenge-2026

Focus Sectors



Event Activities

- **Startup Funding Challenge:**

Open to registered AI startups seeking equity-based funding up to ₹1 Crore

- **Student Innovation Challenge:**

Open to college/university students with AI startup concepts across 4 focus sectors:



AI Conference

A premier gathering of India's AI ecosystem - investors, institutions, policymakers, technologists and global thought leaders

Eligibility for AI Startup Challenge

- Registered Indian startup
- AI-first or AI-enabled product/service
- Founding team of at least 1 Indian citizen or resident

Eligibility for Student Innovation Challenge

- Students of any discipline
- Teams of 1-4 members
- At least 1 founding member must be currently enrolled as a student

Why Participate? / Why Attend PW SoS AI Startup Challenge-2026

For Startups



- Pitch for funding opportunities from Physics Wallah
- Extended funding from investment partners
- Access PW SoS Accelerator Program with funds
- Market access & strategic partnerships
- Mentorship from industry leaders

For Students



- Cash prizes & recognition
- Incubation opportunities at PW centres
- Access to Aarambh Startup Program
- Scholarship opportunities at PW IOI campuses
- Exposure to real startup ecosystem

Designed for National Scale



- 1000+ AI Startups and enthusiasts community
- 25+ AI Experts & Speakers
- 15+ Media Placements
- National Networking & Investor Access

What is PW School of Startups (SoS)?

The School of Startups (SoS), a not-for-profit initiative by PhysicsWallah, empowers aspiring entrepreneurs through mentorship, incubation, funding, and industry exposure.

Key Focus Areas



Join PW's Bharat AI Innovation Movement

Empowering entrepreneurs to transform innovative ideas into scalable startups through mentorship, funding and practical exposure.

The SoS Ecosystem



Startup immersive
programs

Personalised founder
mentoring

Regular pitch sessions

Community events

Media coverage



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