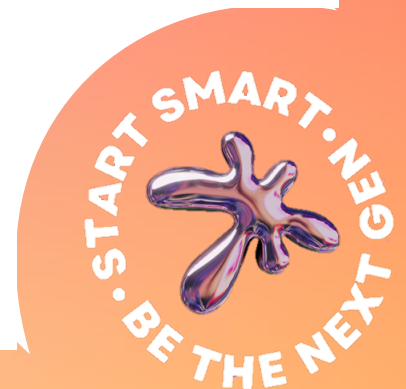


Welcome to **START SMART HACKATHON!**



**Your host:
Johanna Mäkeläinen
@Haaga-Helia**





Interreg



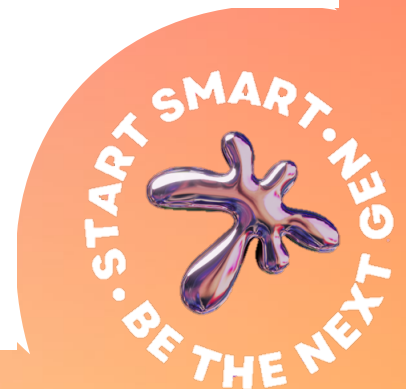
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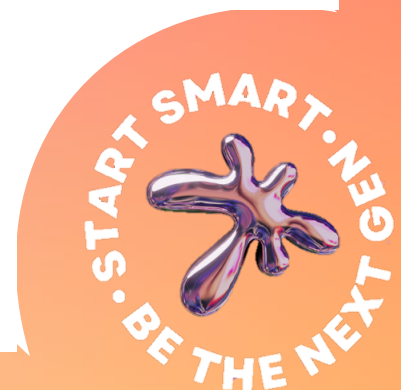
UPBEAT

Hackathon brief

- Preparation materials in LEARNING ASSISTANT
- Pre-selected teams of three people
- One hour for ideation
- Three-minute pitches
- Remember to utilize AI tools!

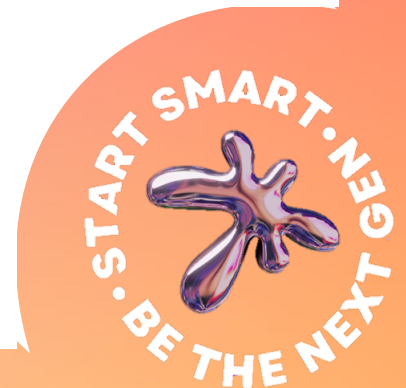


TASK 1: Choose one UN sustainable development goal



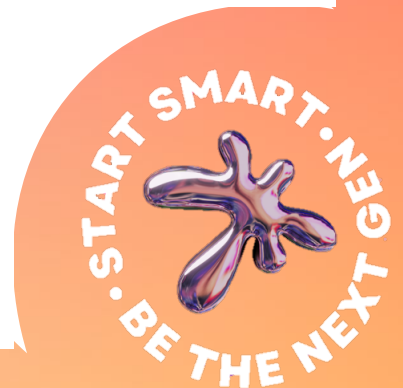
TASK 2: Come up with a business idea to fulfill that goal at local level.

- The idea must fulfill the following criteria:
 - **Problem**
 - Does the idea solve a real-life problem at local level?
 - **Customer**
 - Describe your customer who will benefit from this idea.
 - **Value Proposition**
 - How compelling and specific is the benefit to the customer?
 - **Uniqueness**
 - What makes this solution distinct from existing alternatives?
- **Revenue model**
 - How concrete and realistic is the plan for making money?
- **Milestones & roadmap**
 - Is there a clear timeline for product development, go-to-market, and scaling?



TASK 3: Build a pitch deck to present your business idea in a 3 minute pitch.

- Make a visual PowerPoint presentation to sell your idea.
- Remember to name your idea. You can decide how many pages and what are the titles.
- One of you or all three will present the pitch to the audience who will vote for the winner.
- You will have one hour to work on your idea and to build your pitchdeck
- Remember to leave some time to practice and time your pitch.
- The coaches will join you in your breakout rooms to give you support and help when needed.



Pitching

- We have 8-10 teams pitching their ideas. Each pitch takes three minutes, Johanna will keep time.
- When pitching, share your screen so everyone can see your presentation materials, also make sure your microphone works.
- The teams pitch in the same order that they are assigned into breakout rooms, ie. Team 1 pitches first.
- Other teams watch all pitches and make notes of their favourites from the other country. Finnish teams will vote for the Estonian winning team and vice versa.
- Johanna will make a list of all ideas and names for the voting.

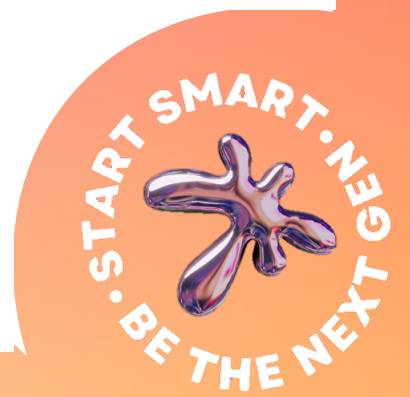


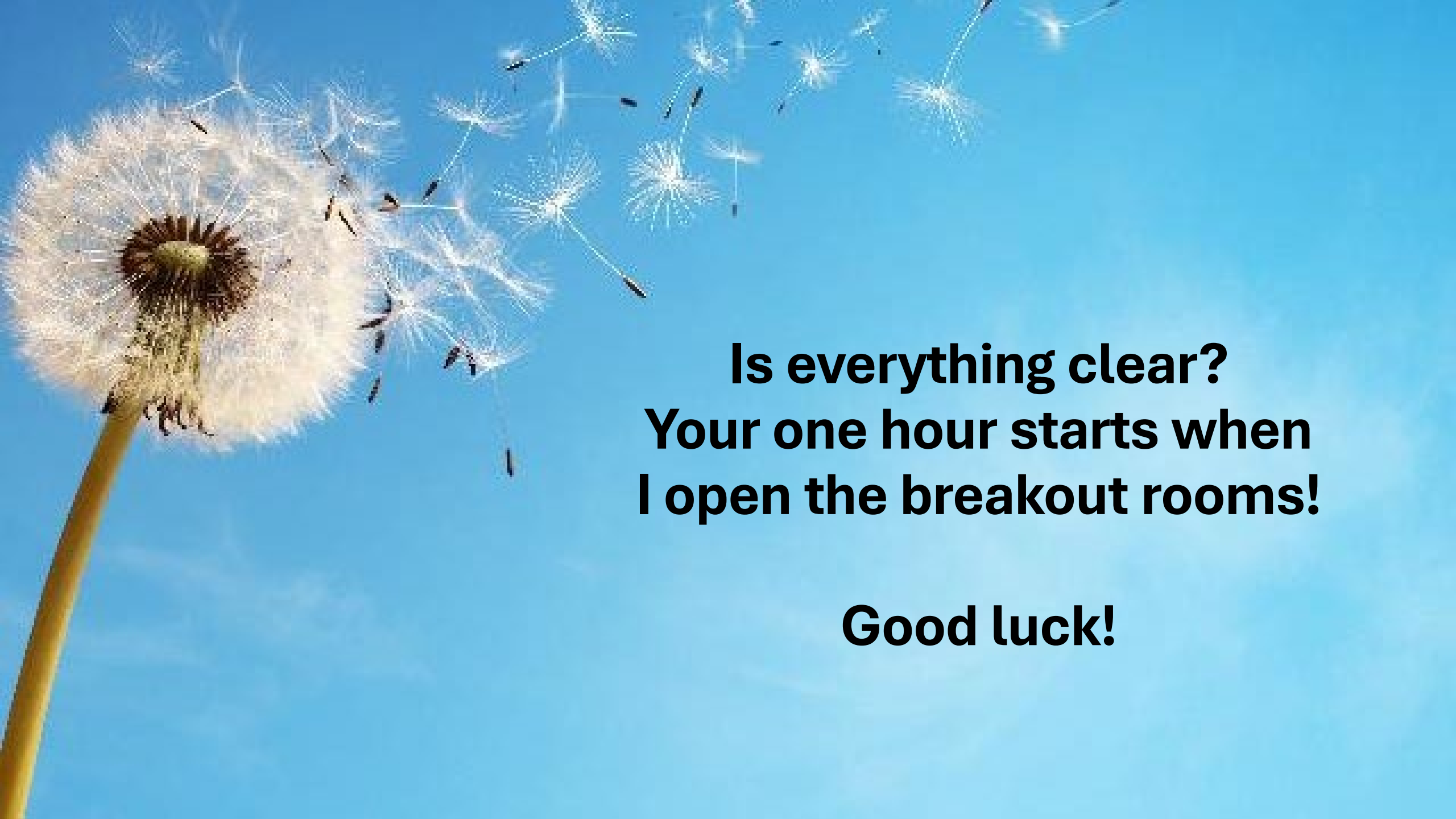
Prizes for Winners

- There will be one Finnish and one Estonian winning team and one runner up.
- The winners receive a gift card from our sponsor, Eckerö Line.
- The runner ups receive Finnkino cinema tickets.
- The winners and runner ups will also get a special diploma for their achievement.

ECKERÖ  **LINE**


Finnkino





**Is everything clear?
Your one hour starts when
I open the breakout rooms!**

Good luck!

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☀️ Training is FREE for participants! ☀️





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**Upskilling Immigrants for
Business Planning and Entrepreneurship
using AI Technologies**