Driving business models and solutions with Edge AI

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Evening Session: 15 July, from 3 p.m. to 5 p.m.

Hackathon: Startup Quest, from idea to impact with Edge AI
Register HERE!

REMEMBER

- **Any proposals that are found to have used AI in developing the submitted idea will lead to the disqualification of all team members.**
- **Please bring your own laptop to participate in the activity.**

Total Duration:

1 hour 30 minutes

Objective:

Participants, working in multidisciplinary teams, will identify a real problem and propose an innovative business idea to solve it, leveraging the potential of Edge Artificial Intelligence (Edge AI). Creativity, understanding of the problem, and the value proposition will be valued more highly than technical complexity.

1. Welcome and Introduction (15 minutes)

Within a multidisciplinary approach, you will learn the key concepts of Edge AI and we will briefly review the 'opportunities' presented during the morning session.

2. Team Formation (5 minutes)

We will call out the participants of each team to confirm attendance, and you will need to select a team representative.

3. Defining the Challenge (30 minutes)

- Each team will draw a card with a specific challenge:

    "Smart Cities"

Examples include slow or inefficient processes in urban mobility, waste management, public space management, energy efficiency in areas with poor internet connectivity but requiring intelligence, or issues related to public safety.

- *"Accessibility for the Elderly Community, Social Impact of Edge AI"*

Examples include in-home assistance, smart alerts for various tasks or needs related to older adults such as adapting physical environments, social connectivity, or emergency care.

- *"Operational Efficiency of Small Businesses and Local Shops"*

Examples include solutions for process automation such as entry/exit sensors and customer flow management, real-time stock monitoring, purchase behaviour analysis to improve visual or product decisions, and/or Edge assistants for quick in-store service without internet connection. Also, financial or talent management.

Develop your business idea!

- Analyse and formulate your initial hypotheses.
- Using the downloadable resource available on the website, develop your proposal step by step and upload it to the shared folder for evaluation.

1. **NAME OF THE IDEA:**

2. **PROBLEM:** (What real problem are we solving?)

3. **SOLUTION:** (How does our idea, with Edge AI, solve it?) (Example: "A smart camera in the factory that detects faults in real time without sending videos to the cloud, protecting privacy.")

4. **UNFAIR ADVANTAGE / DIFFERENTIATION:** (What makes us unique or hard to copy?) (Example: "Our use of federated learning guarantees user data privacy, giving us an edge over other solutions.")

5. **KEY METRICS:** (How will we know it works?) (Example: "X% reduction in errors, Y% cost savings, customer satisfaction.").

6. **UNIQUE VALUE PROPOSITION:** (Why will the customer choose us?) (Example: "We allow businesses to make faster, safer decisions while protecting sensitive information.")

7. **CUSTOMER SEGMENTS:** (Who is it aimed at?)

8. **COST STRUCTURE:** (What will we spend on?) (Example: development, maintenance, hardware).

9. **REVENUE STREAMS:** (How will we make money?) (Example: device sales, service subscription, software licensing).

The Crazy Lab

Want a helping hand?

Complete one of these optional mini-challenges and share it during your elevator pitch:

- o " Describe it in a tweet"
- o " Make a quick sketch"
- o " Convince me in 60 seconds"

4. FROM STARTUP TO REALITY: FINAL ELEVATOR PITCH (15 MINUTES)

Each team should prepare a clear and compelling elevator pitch of 2–3 minutes.

Your pitch should be concise, engaging, and cover the key points outlined in the 'idea development':

➜ Problem: Describe the problem as specifically as possible.

➜ Solution: What Edge technology will you use? Present your innovative solution with Edge AI.

➜ User Impact: How does it affect the user?

➜ Customer: Who is the target customer?

➜ Key Value Proposition: What unique benefit do you offer?

➜ Differentiation or Final Touch: Why is this idea exciting and promising for the future?

5. *Star Awards + Collective Voting (4:30pm to 5:00pm)*

Star Awards

Once the proposals have been uploaded to the shared folder, the expert jury will review each one and score the following criteria from 1 to 10 (1 being the lowest and 10 the highest):

➜ Originality
➜ Feasibility
➜ Integration and/or use of Edge AI

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Share with your friends and colleagues!

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Collective Voting

In parallel with the expert evaluation, attendees will also be able to choose and vote for their favourite proposal.

Hackathon Evaluation Criteria:

In addition to the innovative nature of the idea, the following aspects will be assessed:

- Impact and Relevance: How well the proposal addresses a real problem or market need.

- Feasibility: The likelihood of bringing the idea to life with the available resources and technologies.

- Scalability: Potential for growth, expansion, or replication in other contexts or markets.

- Interdisciplinary Approach: Integration of different fields such as artificial intelligence, cybersecurity, blockchain, digital economy, etc.

- Clarity and Presentation: How clear, structured, and convincing the project presentation is.

- Sustainability (optional): Consideration of social, economic, or environmental aspects in the long term.

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