

# SUSTAINABILITY STARTATHON: GRAND FINALS

ACI Youth Leadership Summit 2023, Singapore, 29 October - 3 November

## Introduction to the Guidebook

Welcome to the ACI Youth Leadership Summit: Sustainability Startathon participant guidebook! If you're reading this, you likely have a passion for innovation and entrepreneurship and want to turn your ideas into reality. This guidebook is here to help you navigate the process of participating in a Startathon, from crafting a compelling pitch to networking with professionals and refining your idea. Whether you're a first-time founder or a seasoned entrepreneur, this guidebook is filled with step-by-step guidelines, practical tips, and good examples to help you succeed in this Startathon.

So, let's get started and help you turn your idea into a reality!

## About the Sustainability Startathon: Grand Finals

At OSG Youth Alliance, we believe that the future of business lies in sustainable solutions that address pressing environmental and social challenges. That's why we've created this competition to encourage and support the next generation of innovators and entrepreneurs who are committed to creating a more sustainable world.

The Grand Finals will offer a range of activities related to the sustainability topic, which will aid you in developing your final round idea. Additionally, you will have the chance to meet and collaborate with other participants from ASEAN, China and India, who have also won in their respective Country rounds. In the Grand Finals, you will be assigned to a group with new team members, be assigned a new topic, and work together to create a new idea within 48 hours. The idea will be presented to a panel of judges.

The purpose of Sustainability Startathon is to provide a platform for university students to showcase their innovative ideas that address sustainability challenges, receive feedback from experienced judges and facilitators, and have the opportunity to win support from corporations and universities to take their ideas to the next level. We are looking for creative and impactful solutions to a variety of challenges, ranging from renewable energy and circular economy to sustainable agriculture and urban mobility.

Competing Teams will prepare a presentation to be delivered live to a panel of judges. This presentation will cover the problem, the proposed ideas and solutions, as well as the impact on the field and customers' lives.

Our goal is to foster a culture of sustainable innovation and entrepreneurship among university students, providing them with the skills, resources, and network they need to succeed as sustainable entrepreneurs. We want to help students turn their ideas into viable businesses that create positive social and environmental impact.

We are excited to see the innovative sustainable solutions that emerge from this Startathon and to support the next generation of sustainable entrepreneurs.

## Objectives

The objectives of the Sustainability Startathon are to:

1. To provide opportunities for youths from ASEAN, China and India to showcase their ideas related to a sustainability theme.
2. To enable learning and interactions between industry experts and enterprising youths through workshops, mentorship and experience sharing.
3. To promote cross-border and cross-cultural teamwork, friendship and mutual understanding among youths from ASEAN, China, and India.

## Important dates and events

| Date               | Time        | Events                         |   |
|--------------------|-------------|--------------------------------|---|
| <b>29-Oct-2023</b> | Whole day   | Sustainability Quest (Indoor)  |   |
| <b>30-Oct-2023</b> | Whole day   | Sustainability Quest (Outdoor) |   |
| <b>31-Oct-2023</b> | Whole day   | Sustainability Forum           |   |
| <b>1-Nov-2023</b>  | 0900 - 1500 |                                |   |
| <b>1-Nov-2023</b>  | 1500-       |                                | Sustainability Startathon: Grand Finals |
| <b>2-Nov-2023</b>  | Whole day   |                                |   |
| <b>3-Nov-2023</b>  | -1700       |                                |   |
| <b>3-Nov-2023</b>  | 1700        | Networking Dinner & Showcase   |   |

*\*agenda subject to change by the main organiser*

## Rules

- **Team Composition:**
  - Each team should consist of 4-6 youths.
  - Each team must comprise of members from different countries, unless approved by the organiser.
- **Each Youth** in the team should be:
  - Between 18 and 25 years old of age, unless approved by the organiser.
  - Proficient in English Language
    - Suggested level at IELTS 6 or TOEFL iBT 60
- **Event Information:** The event schedule and other relevant information will be available on the programme website (<https://www.osgyouthalliance.org/aciyls2023>). Competing Teams are advised to check the website regularly and contact the following organizing staff:
  - **Name:** Regina Lio (Community Development Executive, OSG Youth Alliance)
  - **Email:** regina.lio@osg.sg
- **Mandatory Events:** There are several mandatory events during the Startathon Grand Finals, as indicated on the event schedule. If a participant is unable to attend a mandatory event, they must inform the organising staff beforehand. Any Competing Team or Team Members who are absent from Mandatory Events may be disqualified from the Startathon Grand Finals.
- **Originality:** Participants are encouraged to brainstorm and develop their own original ideas. Copying another team's idea or any forms of plagiarism will result in immediate disqualification.
- **Respectful Conduct:** Competing Teams must adhere to a high standard of respectful conduct. Any language or behavior that is discriminatory, offensive, or harmful in any way will not be tolerated.
- **Language:** All submissions and communication during the competition must be in English.
- **Sensitive Topics:** In order to maintain a respectful and inclusive environment during the Startathon Grand Finals, we kindly request all participants to refrain from presenting politically or culturally sensitive topics throughout the program. We believe that fostering a positive and welcoming atmosphere will enhance the overall experience for everyone involved. We appreciate your understanding and cooperation in adhering to this guideline.

By following these rules, we hope to ensure a fair and respectful competition that fosters innovation and creativity among all participants.

## Plagiarism

As the organiser of this Startathon, we value originality and innovation in all ideas submitted. To ensure fairness and prevent plagiarism, we require all participants to **indicate their idea references** and inform them that we will be **conducting manual checks**. Please note that participants' ideas should **not be more than 30%** similar to their references. Any instance of plagiarism or significant similarity will result in disqualification and a mark deduction. We will deduct marks in proportion to the degree of similarity identified in the submission. We encourage all participants to be creative and come up with their own unique ideas, while also acknowledging the contributions of others in their field. By upholding these standards, we aim to foster a culture of originality and respect for intellectual property in this community.

## Awards

The winning teams at the Sustainability Startathon: Grand Finals in Singapore will be awarded with the following prizes\*:

- First Place: SGD10,000 per team
- Second Place: SGD5,000 per team
- Third Place: SGD3,000 per team

*\*All milestone payments to be dispersed depending on completed stages of project and idea development.*

Winning teams are also provided with 3-6 months of mentorship opportunities to further develop their ideas, and showcase them at next year's summit. All country rounds contestants and grand finalists will be invited to join the ACI Youth Leadership Summit alumni community, following the competition.

## Final Presentation Guidelines

### Points of Emphasis

- All presentations have a time limit of **5mins!** This is a strict time limit and presentations **after 5mins** will not be considered for assessment. Be brutally efficient with your time!
- Judge Q&A: The panel of judges will have up to 2 mins to ask questions.
- Not everyone in your group must speak. Distribute time between speakers as your team sees fit.

- Have an introduction slide with team members' names rather than verbally introducing yourselves to save time.
- Make sure to address the specific problem you are solving, but don't dwell on the background of the prompt if it isn't vital to understanding your design process or invention.
- Answer Q&A questions succinctly so more questions can be covered to address the judges' concerns.

### Presentation Content

- **Proof of concept:** Demonstrate the design's functionality in the form of a simulation, comparison to existing technology, prototype, or other means. Focus on the components of the design that differentiate it from existing solutions. Aim to show how the design provides a valuable solution to the challenge.
- **Realisation potential:** Show that the design is manufacturable (consider materials and processes) and relatively affordable compared to existing solutions. Make sure to consider the context of the challenge given the design considerations.
- **Applicability:** Explain the specific problem that you are solving. Show how the design fits into the existing solution space and *how* it adds to existing solutions. Make sure to consider who is using the device and in what setting.

### Presentation Etiquette and Tips

- Map out the flow of the presentation before you start inserting content
- Focus on images and infographics rather than long bullet points and paragraphs
- Be consistent with type sizes, fonts, colors, etc.
- Avoid showing any detailed code, consider a flow chart or other visual representation instead.
- There is no formal dress code requirement. Feel free to dress as your team likes!
- Rehearse, rehearse, rehearse! Even if you have an awesome design, you need to be able to communicate its value in a compelling way to the judges.

### Tips for success

We want to provide participants with the necessary resources and tools to learn and succeed! Below are some tips that we think will help you:

**Read the Problem Statement Thoroughly.** Please take the time to read through all of these problem statement as they will help to guide your research and determine the specific problem that you want to solve.

**Attend Masterclasses or Workshops.** We encourage you to attend as many of the Masterclasses or Workshop events as possible. These are golden opportunities to learn more about the topics that will help in your ideation and solutions.

**Review the Judging Criteria and Final Presentation Guidelines.** We encourage you to refer to the judging criteria and final presentation guidelines throughout the week to make sure you are positioning your team to hit all the benchmarks.

## Judging Criteria

| Judge:   | Team:                         |              | Score :   |                    |
|--|-------------------------------|--------------|-----------|--------------------|
| Metric   | 1<br>Needs<br>Improve<br>ment | 2<br>Average | 3<br>Good | 4<br>Exempla<br>ry |
| <b>Section A: Business Viability</b>   |                               |              |           |                    |
| <b>1. Clear Value Proposition</b> <ul style="list-style-type: none"> <li>Product explained clearly</li> <li>Product solves clear problem</li> <li>Pain points are clear</li> <li>Clear Unique Selling Proposition (USP)</li> </ul>   |                               |              |           |                    |
| <b>2. Clear Customer Segment</b> <ul style="list-style-type: none"> <li>Customer segments outlined clearly</li> <li>Market size well-supported</li> </ul>  |                               |              |           |                    |
| <b>3. Clear Business Model</b> <ul style="list-style-type: none"> <li>Revenue model is well thought out</li> <li>Cost model is well thought out</li> <li>Right partners (if any) are identified and leveraged</li> <li>Demonstrated that revenue supports cost</li> </ul>  |                               |              |           |                    |
| <b>4. Clear Assumptions</b> <ul style="list-style-type: none"> <li>Clearly articulate assumptions made for value proposition, customer segment, business models, and product/technology</li> <li>Key hypotheses are tested</li> <li>Evidence of market interest/feedback from potential customers/stakeholders?</li> </ul> |                               |              |           |                    |

| Section B: Product   |  |  |  |  |
|--|--|--|--|--|
| <b>1. Clear Functionality</b> <ul style="list-style-type: none"> <li>Product enhances user experience of intended users</li> </ul>   |  |  |  |  |
| <b>2. Technical Feasibility</b> <ul style="list-style-type: none"> <li>Product/service can be produced at scale</li> <li>Product is compatible with existing infrastructure</li> </ul>   |  |  |  |  |
| <b>3. Innovation</b> <ul style="list-style-type: none"> <li>Demonstrate originality and creativity in design or approach</li> <li>Incorporated novel technologies, materials etc.</li> </ul>   |  |  |  |  |
| Section C: Sustainability  |  |  |  |  |
| <b>1. Clear Relevance</b> <ul style="list-style-type: none"> <li>Product addresses UN SDG goals</li> <li>Displayed understanding of selected UN SDG goal</li> </ul>  |  |  |  |  |
| <b>2. Impact Potential</b> <ul style="list-style-type: none"> <li>Considered impact of the product to create positive social/environment outcomes</li> <li>Considered potential challenges of product in creating intended impact</li> </ul> |  |  |  |  |
| Section D: Additional Notes  |  |  |  |  |
|  |  |  |  |  |

## Frequently Asked Questions

**Q: How many members should there be in each team?**

**A:** Participants will be assigned to an international team of between 4 and 6 members per team.

**Q: Can my team submit more than 1 application?**

**A:** No, we strongly encourage your team to focus your efforts to complete one application based on your best idea.

**Q: What are the selection criteria for the Sustainability Startathon: Grand Finals?**

**A:** The selection criteria are found in the table below.

|                            |   |
|----------------------------|---|
| <b>Quality of Research</b> | <ul style="list-style-type: none"> <li>Is the idea's relevance justified by substantial market research and identification of trends?</li> <li>Are design thinking principles being well applied?</li> </ul>  |
| <b>Innovative-ness</b>     | <ul style="list-style-type: none"> <li>Is a fresh or unique approach being introduced to address the problem?</li> <li>Does the proposal leverage technology's potential to innovate and scale?</li> </ul>  |
| <b>Feasibility</b>         | <ul style="list-style-type: none"> <li>How feasible is the solution, considering the required cost, time and effort?</li> <li>Does the proposal acknowledge and thoroughly address the limitations and challenges of the proposed solution?</li> </ul>  |
| <b>Impact</b>              | <ul style="list-style-type: none"> <li>Is the benefit / value to the consumer / business / sustainability cause clear?</li> <li>How impactful is this solution in the life of the user / customer? (The solution could have a big impact on a small group of people; or a small impact on a big population.)</li> </ul> |

**Q: How would Intellectual Property (IP) be handled for the Startathon?**

**A:** This Sustainability Startathon does not make any IP claim on what you develop or take any equity in your future company. In fact, participants are encouraged to use only open-source information. If participants want to bring in background IP, or think they are likely to develop foreground IP, they should immediately inform the organising team.

**Q: What skills do I need to participate?**

**A:** An interest in ideation, innovation, social impact solutions, and collaboration is all that's required! Sustainability Startathon welcomes people of various skills and backgrounds. Whether you're the type of person who loves designing, coding, crafting, making, public speaking, community service, lab work, etc., the Sustainability Startathon is the place for you! Your diverse background, experience, and skills will make your team stronger, which will make your solutions more dynamic. With every new idea, the Sustainability Startathon will become more awesome for everyone involved.

**Q: Thought of something we didn't cover?**

**A:** Please contact the following organising staff:

- Name:** Regina Lio (Community Development Executive, OSG Youth Alliance)
- Email:** regina.lio@osg.sg

We'll be happy to help! Someone else probably has the same question and we'd love to keep expanding our FAQ page with your valuable feedback.