

Telstra Innovation Hackathon 2022

Round 2 Participant's Pack

- Deliverables and how to pitch
- Oct 17th Hack Day – RSVP now
- Past examples
- Partners software

Introduction to #TIH2022



Welcome to Telstra Innovation Hackathon 2022, an event where 200+ teams explore disruptive solutions for complex business problems.

#TIH2022 builds an ecosystem of Industry Peers, Partners, Startups, Universities and Employees who can come together to collaborate and innovate over 4 weeks.

This year, participants are expected to develop prototypes, ideas and investment proposals using Telstra re-usable assets, user personas and customer data sets.

THEME I *Optimised Products for 5G Monetisation*

THEME II *Mitigating Customer Fraud*



Rounds and Approach

The Ask



Ideate & Design

Build a plan on how you want to address the challenge and draft out a To-Be state from a process and technology perspective



Build your Vision

Collaborate (within your teams) and build your next generation innovative product on your systems. This can be anything ranging from an App or a piece of hardware to a web-based portal.

Remember to load your code into your storage location periodically.



Sell Sell Sell

Build an eye-catching presentation that will be used by your teams to sell your idea and demo your product

Deliverables per round

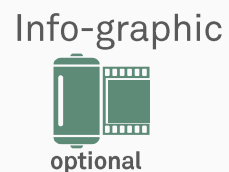


Completed

Round 1

Elevator Pitch

- Submission of the vision of the idea
- Submission to be 1-2 min video with supporting documents optional



Round 2

Model Presentation

- Present the idea in a model, low fidelity prototype / pretotype or design to the panel
- Showcase a working model prepared in Round 2 to the judges
- Present it to the senior leaders



+ /or

Working Model /
Prototype / Pretotype

Round 3

Prototype Presentation

- Showcase your model to the judges
- Present it to the executives who will choose the shark tank



+

Product Demo / Prototype
or Pretotype Demo

Round 4

Shark Tank

- Showcase your refined, final model demo with 1.5 min video to the judges
- Present it to the executives of the Shark Tank



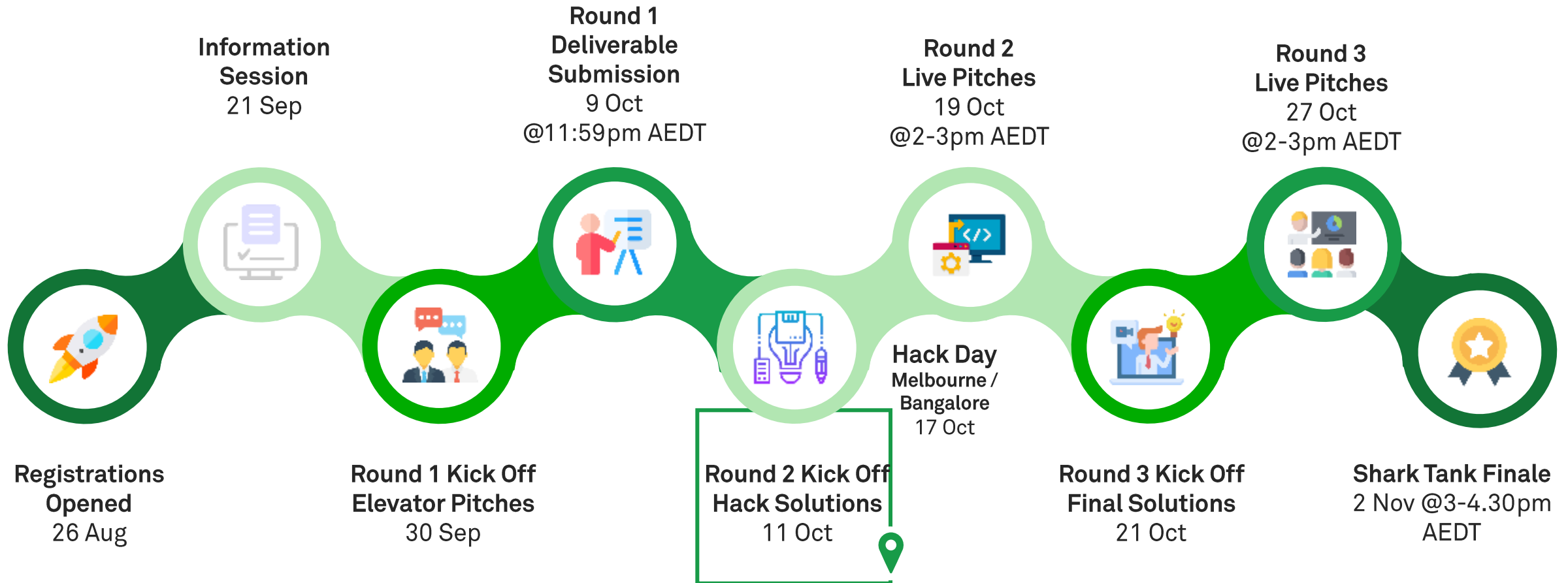
+

Product Demo / Prototype
or Pretotype Demo

Key Milestones



What's happening in the hackathon? Plan your time around these key milestones. Distribute tasks amongst your team.



Submit your work in BrightIdea prior to Round 2 Live Pitches

TIH2022 Hack Day – Live In Person Event

Bangalore and Melbourne – Oct 17th



Location 1: Melbourne

Time: 2:30pm AEDT

Location: Insight Studio and Expo Space, CIC, 242 Exhibition Street

Location 2: Bangalore

Time: 10:00am IST

Location: Telstra ICC, Primrose 7B, Embassy Tech Village,
Devarabisanahalli, Bengaluru 560103



Catered | Merchandise | Networking | Mentors

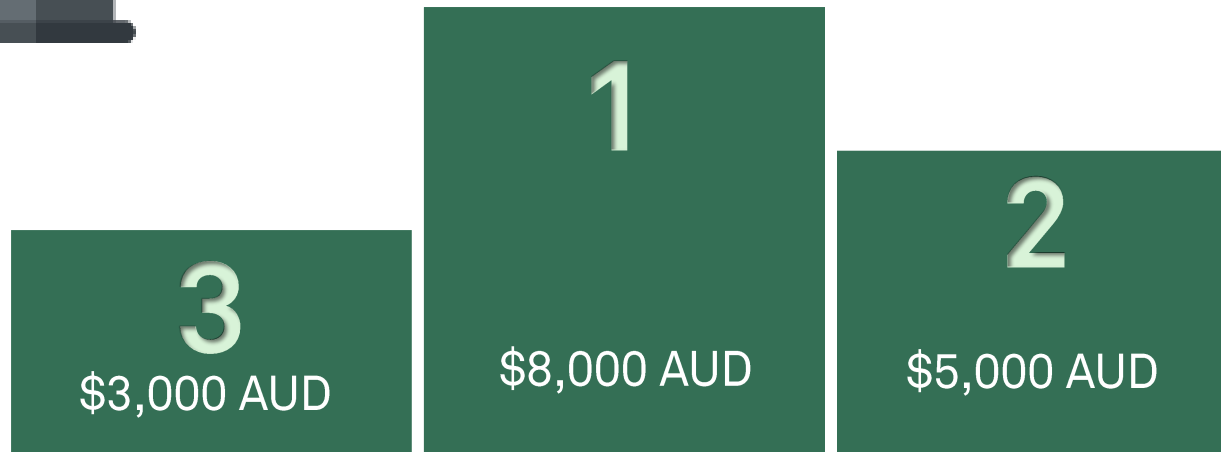
[RSVP NOW - CLICK ME](#)

Prizes and Awards



We have secured a total prize pool of \$20K AUD.

Main Prizes



Category Prizes

Watch this space. We will announce additional prizes shortly.

Participants have access to the following Technology Platforms



Telstra is proud to partner with leading technology providers, so you are covered for the hackathon. Each team is encouraged to choose the platform that best suits their idea or prototype and arrange for what they need.

Request access by emailing TIH2022@team.telstra.com



Round 2 Details

Round 2 – Model Presentations

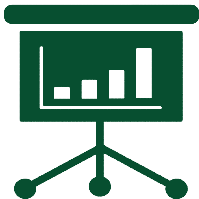


All presentations to be done on Wednesday, 19th October 2022 between 2 – 3pm AEDT

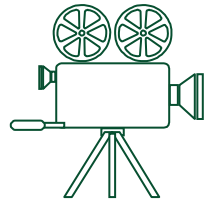
The focus of this round is to present your idea to the judges. Core elements of the presentation should include what the idea is about? What is the impact on end customers? How this would work? (Participants can choose to show a paper prototype at this stage)? What did users say? and most importantly how it aligns to the theme?

9 Mins to create an Impact

Presentation



Video



Participants can choose to present a PowerPoint presentation and/or a video.
Or you may wish to show the conceptual prototype directly.



Participants will be presenting their ideas to a virtual panel on **19th October, 2022**. Each team will have a total of **9 mins to present** their idea (7 mins + 2 mins Q&A)

Desirability, Viability and Feasibility



Desirability, Viability, Feasibility (DVF) is a guide to validate if all parameters of a value exchange are addressed in the team pitch.

- ✓ Customer (D): "Do I need this?"
- ✓ Business (V): "Should we do this?"
- ✓ Technology (F): "Can we do this?"



Judging Criteria for Round 2



Teams to be rated on a scale of 1 to 5 (1-Low and 5 -High) for Desirability, Viability, Feasibility, Presentation, and Alignment to Theme. Judges to consider the description of each criteria before putting the overall score on Menti

Desirability

Does this address the user challenges?

How does this impact the customer?

Does this change the status quo?

Does this improve customer experience or brand impact or optimize processes?

Viability

How innovative is the idea? Is this something new?

Are there something similar in the market already addressing the challenge?

Is it “out of the box”?

Feasibility

How robust is the idea?

Is this idea scalable?

What is the feasibility of implementation of the idea?

What is the Return on investment?

Presentation

How good is the presentation?

Does the presentation make an impact?

Is this creative?

Does this address all aspects of the challenge?

Alignment to Theme

Is the thought process of the participant team aligned with the theme?

Round 2 Pitch Presentation – Last Year’s Winner

The Problem for Stadiums

We need **more patrons**,
 spending **more money**,
more often.

The Solution

A mobile app that creates **unforgettable stadium event experiences** by using augmented reality to **put fans in the action**.



User feedback

We asked **32 people** what they thought...

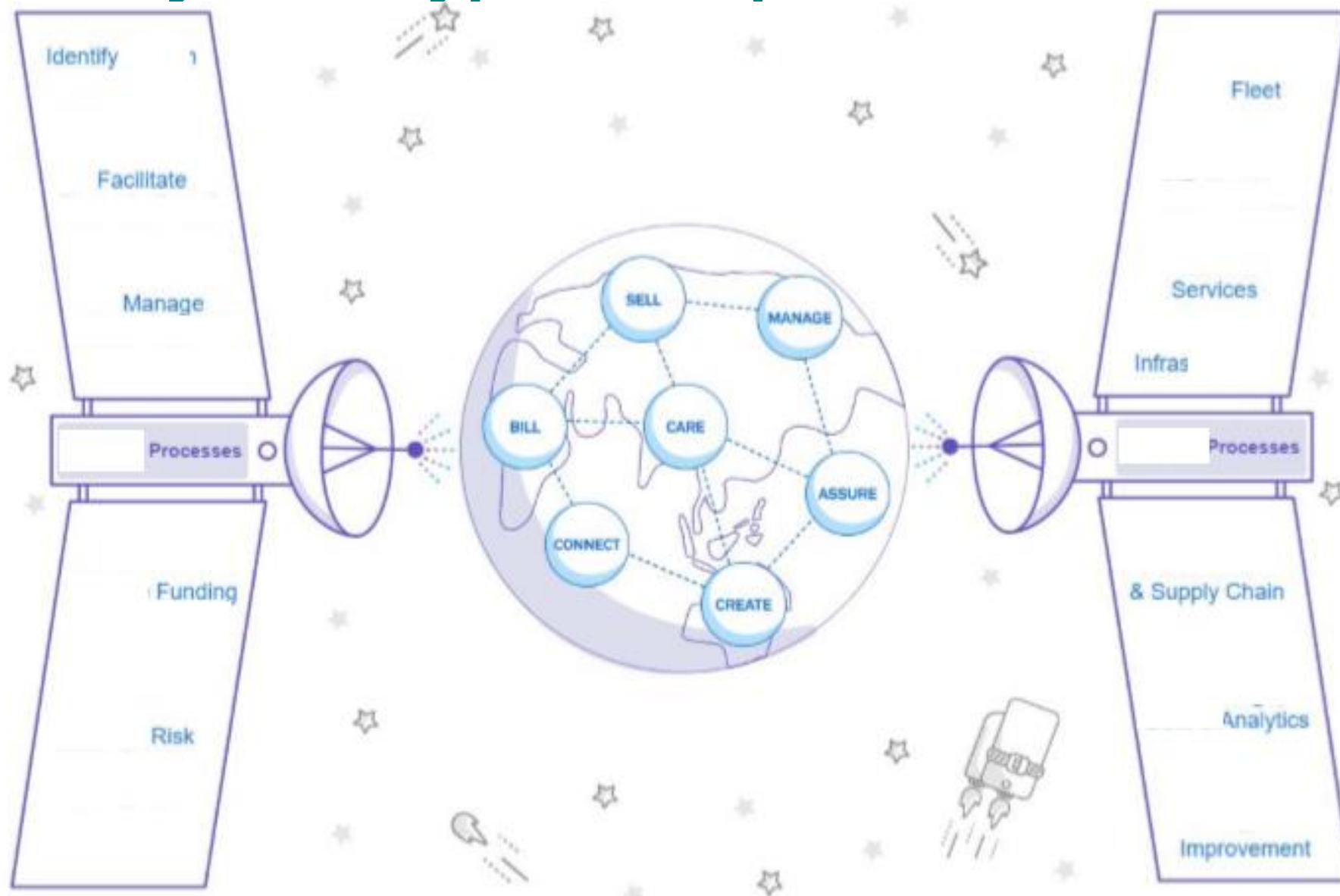
What people liked

- Unique experiences, **exclusive to the event**.
- The ability to **engage with the crowd**.
- Collecting **trading cards**.
- The experience **continues after the event**.

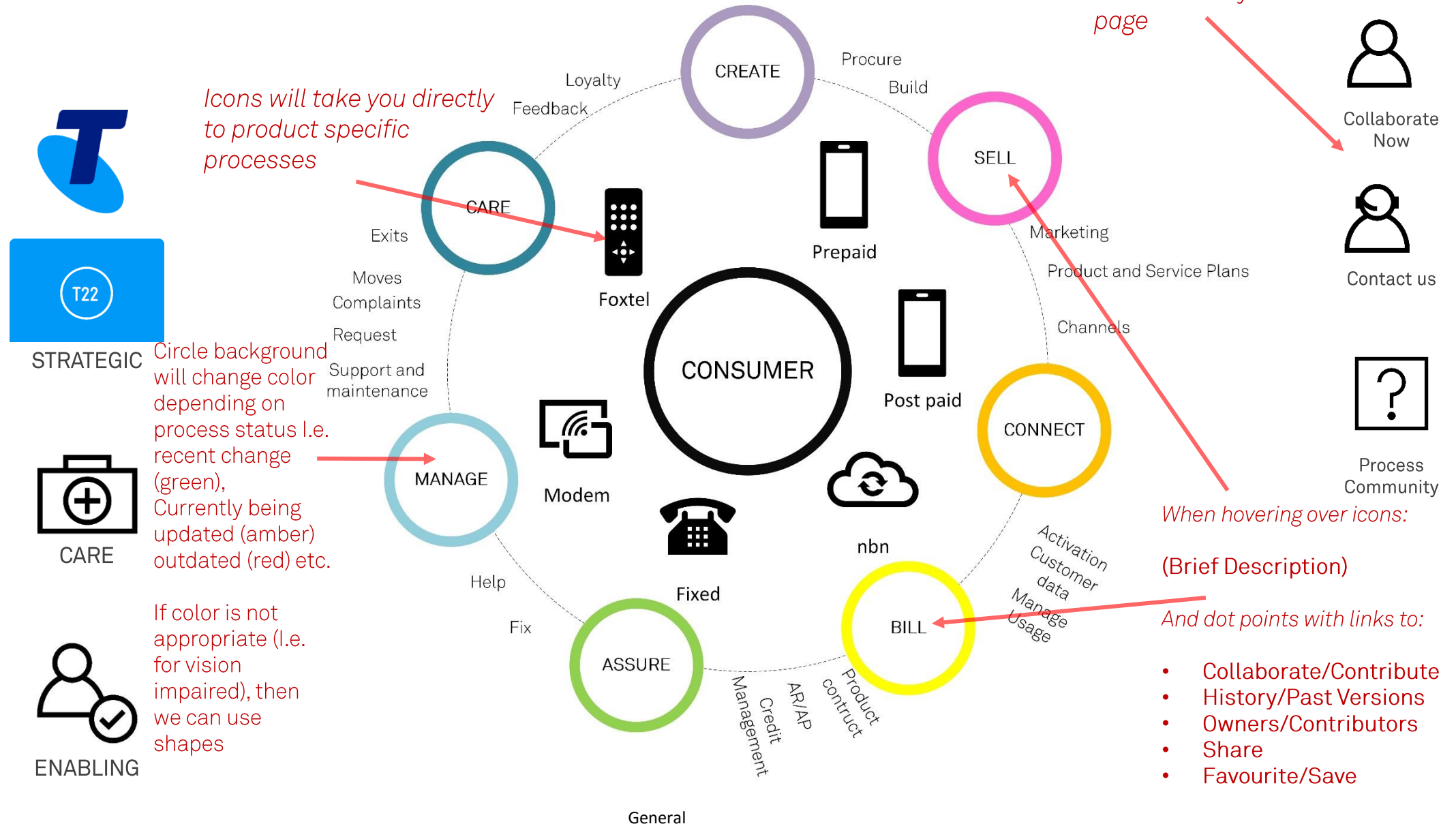
What people didn't like

- Concerns the app could **distract from the event**.
- Parents **don't want their kids on devices** the whole time.
- Collecting **trading cards**.

Low Fidelity Prototype Example



Low Fidelity Prototype Example



UX Testing Example

Iteration 1	PAIN POINTS/ISSUES	RECOMMENDATIONS/COMMENTS	OVERALL Y/N
Design 1	Colours are off – hex code	Hovers - hold mouse over the main section, then the other sections will show afterwards.	BIG YES
	Colour of text of hard to view		
	Size of menu items are too small, hard to view easily	Works better as a landing page.	
Design 2			NO
	Not as visually appealing	Difference between old and ours	
	Not fixated somewhere, whereas design one draws you into it	Simple as possible	
	Normally look at content L-R, design 1 does this well, design 2 has them sorted structured into a hierarchy	Keep things simple	
Level 2	Unsure what sidebar was	Add Title above left side "What do you want to do today?"	
	Ambiguity is confusing		
	Too much text at the moment	Find a way to show how the journey works?? Arrows, circles, linear etc; just so that its easier to understand how the process is structured in the second page	
		Icon and text instead of circle and text, if we can find them in the brand hub wherever they apply	

Illustrative support for teams

EXPERIMENT CANVAS		DESIGN A BETTER BUSINESS	
RISKIEST ASSUMPTION What is the riskiest assumption you want to test? <p style="text-align: right;">1</p>	RESULTS Record the qualitative or quantitative results of the experiment <p style="text-align: right;">4</p>		
FALSIFIABLE HYPOTHESIS Construct your hypothesis We believe that < specific, testable action > Will drive < specific, measurable outcome > Within < timeframe > <p style="text-align: right;">2</p>	CONCLUSION Did your results match your hypothesis? Or did they contradict your hypothesis? And was your result clear enough? <input type="checkbox"/> VALIDATED <input type="checkbox"/> INVALIDATED <input type="checkbox"/> INCONCLUSIVE <p style="text-align: right;">5</p>		
EXPERIMENT SETUP What kind of experiment will you use? What are you measuring? How many times? <p style="text-align: right;">3</p>	NEXT STEPS What is your next move? <p style="text-align: right;">6</p>		

CC BY DESIGNABETTERBUSINESS.COM | The Experiment Canvas was created by Ash Maurya

- 1. RISKIEST ASSUMPTION** What is the riskiest assumption you want to validate?
- 2. FALSIFIABLE HYPOTHESIS** Declare the expected outcome beforehand.
- 3. EXPERIMENT SETUP** What is the prototype you will use to test with? What are the important variables and metrics? Is it quantitative or qualitative?
- 4. RESULTS** Enter the qualitative and/or quantitative data resulting from your experiment.
- 5. CONCLUSION** Did your result validate or invalidate the hypothesis? What did you learn?
- 6. NEXT STEPS** Do you need to iterate or pivot?

EXPERIMENT CANVAS

Want help? Message Shane Williamson on Slack



Illustrative support for teams

RISKIEST ASSUMPTION	RESULTS
<p>FALSIFIABLE HYPOTHESIS</p> <p>Construct your hypothesis</p> <p>We believe that <u>< specific, testable action ></u></p> <p>Will drive <u>< specific, measurable outcome ></u></p> <p>Within <u>< timeframe ></u></p>	
EXPERIMENT SETUP	CONCLUSION
	NEXT STEPS

VALIDATED
 INVALIDATED
 INCONCLUSIVE



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171 Second Street, Suite 300, San Francisco, California, 94105, USA.

The Experiment Canvas was created by Ash Maurya



Good Luck!

Appendix

Theme 1

Optimised Products for 5G Monetisation

How might we use Telstra's core network to create new solutions leveraging these capabilities to add value to our customers?



Build data architecture that is reusable, modular and cloud-based



Use network data to resolve challenges customers have with lack of visibility



Leverage unique advantages of access to the network for a 'Better on Telstra' experience



Location	Item	Price
S001	D005	15
S002	D009	07
S003	D195	08
S004	D200	10
S005	D95	12



ORDER PICK TIME	08:02:15
ORDER PICK TIME	04:36:08
ORDER PICK TIME	04:35:08



Theme 1 – Optimised Products for 5G Monetisation

Telstra’s core network is extensive, with deep configuration options available across bandwidth, latency, and prioritisation along with valuable data available for the services connected to us around, location, connection status, coverage data, device type, usage patterns and more.

How might we use Telstra’s core network to create new solutions leveraging these capabilities to add value to our customers?

Features and Capabilities:

- Use network data to resolve challenges customers have with lack of visibility
- Leverage network capabilities to enhance how businesses can operate within niche environments
- Data architecture that is reusable, modular and cloud-based
- Design improved connectivity experiences for applicable customer journey touchpoints and/or use cases
- Focus on solutions that include automation and APIs to drive new behaviours
- Explore opportunities that could have direct customers along with B2B2X applications

Success Criteria:

- Leverages unique advantages of access to the network for a ‘Better on Telstra’ experience
- Customer or Business have flexibility to control scenarios based on need
- New value is created for one or more industry verticals
- Solution can be monetised, such as through a consumption driven API
- Complements existing product roadmaps



Optimised Products for 5G Monetisation

What?

- Telstra is progressively enhancing its national mobile network with 5G capability and coverage
- Telstra have commenced 5G monetisation via core mobile plan offerings – e.g. Adaptive Mobility (enterprise segment), 5G plans for consumer and small business segment etc.
- Introduced ‘Network Optimised Products’ leveraging network levers such as speeds, bandwidth, latency , QoS prioritisation to provide experiential uplift outcomes – e.g. Accelerator (speed uplifts in moments that matter)
- We are building out the Network optimised products roadmap to deliver prioritised experiences and experiential outcomes across numerous customer use cases/industry verticals – Gaming, Immersive applications (AR/VR), Video calling , enterprise / industry applications etc. (e.g. prioritised traffic application experiences for traffic authorities, monitoring , safety , predictive maintenance , mission critical point of sale experiences in stores etc.)

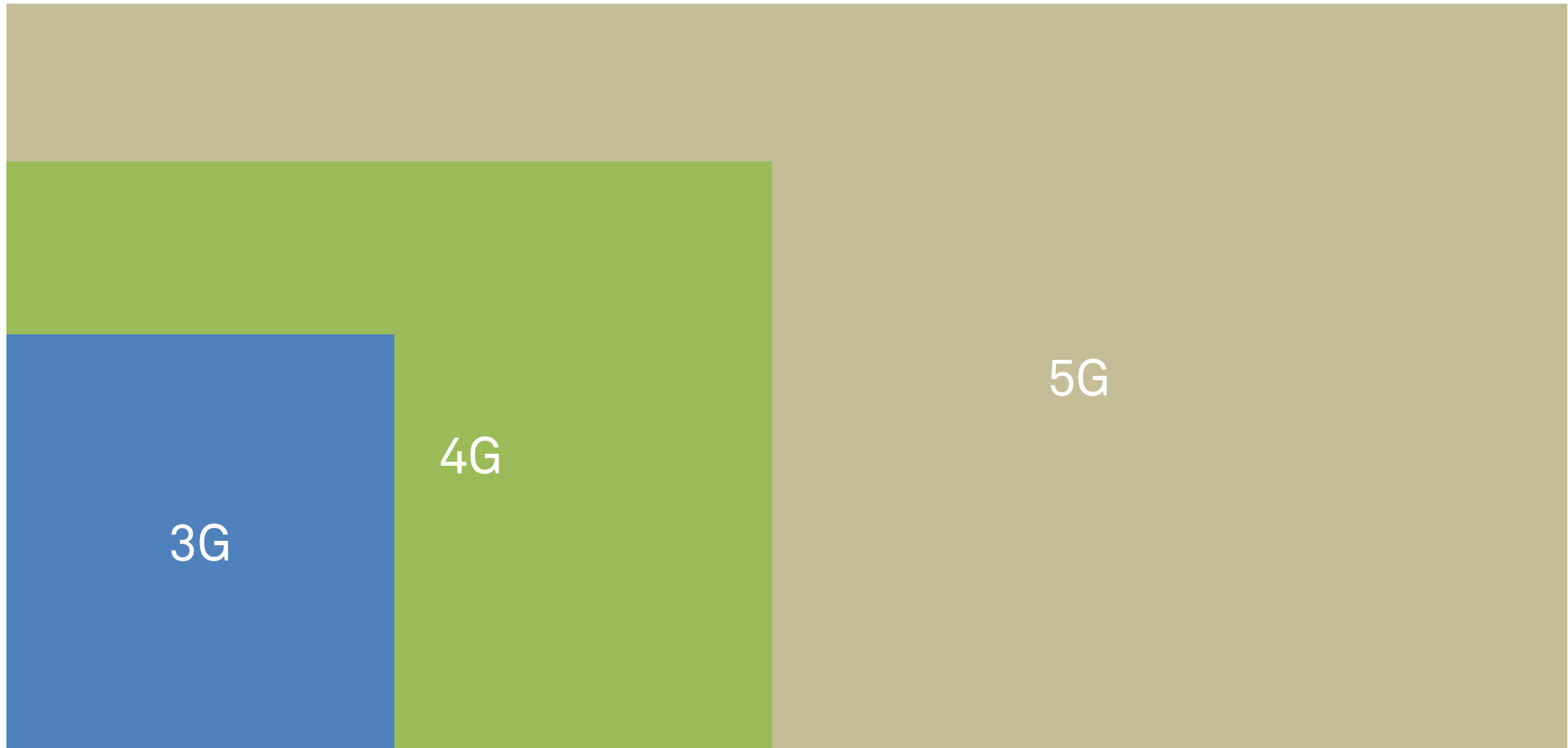
So What?

- Telstra continues to evaluate what customers are seeking and how can we create optimised network solutions / products that deliver tangible customer benefits & outcomes ; is continually seeking to understand use cases and applications that customers value the most and are seeking prioritised experiences , willing to pay for these experiences
- Telstra is focussed on building out network optimised product solutions that deliver the following features and capabilities
 - ✓ Use network data to resolve challenges customers have with lack of visibility
 - ✓ Leverage network capabilities to enhance how businesses can operate within niche environments
 - ✓ Technical architecture that is reusable, modular and cloud-based
 - ✓ Design improved connectivity experiences for applicable customer journey touchpoints and/or use cases
 - ✓ Focus on solutions that include automation and APIs to drive new behaviours
 - ✓ Explore opportunities that could have direct customers along with B2B2X applications

Now What?

- Via the TIH, Telstra is seeking the best possible network optimised use case, product & solution that will deliver the biggest customer value and business impact that anchors to the following :
 - ✓ Leverages unique advantages of access to the network for a ‘Better on Telstra’ experience
 - ✓ Customer or Business have flexibility to control scenarios based on need
 - ✓ New value is created for one or more industry verticals
 - ✓ Solution can be monetised, such as through a consumption driven API
 - ✓ Complements existing product roadmaps

Realising the opportunity will require out of the box thinking



Theme 2

Mitigating Customer Fraud

How might we leverage Telstra first party data to help other organisations combat fraud, crime and misconduct?



Identify or suppress available attack vectors



Stop 1000's of fraudulent activities or identity crimes before they occur



Reduce scams and fraud

See the [portal](#) for full problem statement

Theme 2 – Mitigating Customer Fraud

Telstra has already deployed advanced capabilities for proactively preventing fraud, such as blocking scam phone calls & SMSs, preventing the spread of malware, and stopping fraudulent orders of mobile handsets. This is possible through the use of First Party Data, relating to Telstra's network and customers.

This same data has the potential to help other organisations in Australia combat fraud, such as banks, eCommerce providers or retailers. Telstra First Party Data could be accessed through APIs, and integrated into these organisations existing fraud solutions, or be used to build entirely new applications.

How might we leverage Telstra first party data to help other organisations combat fraud, crime and misconduct?

Features and Capabilities:

- Use customer, calling, SMS or location data to limit or prevent fraudulent activities
- Algorithms or technology which ensure high success rate & minimise real customer impact
- Data architecture that is reusable, modular and cloud-based
- Identify or suppress available attack vectors
- Designed for applicable customer journey touchpoints

Success Criteria:

- Stopping 1000's of fraudulent activities or identity crimes before they occur
- Reduces scams and bad debt by \$x000s
- Customer or Business have flexibility to control scenarios based on need
- New value is created through cross-industry data sharing (i.e. fraud which previously Telstra or the other organisation couldn't detect, is now able to be detected by these organisations sharing data).
- Solution can be monetised, such as through a consumption driven API
- Not solving for existing roadmap items of the T Protect mission (to be shared during briefings)
- Indicator

Theme 2 Research – Useful links



This what Telstra is *already* doing, and many are internally focussed. Let's see how we and build new innovative solutions for the broader industry!

<https://exchange.telstra.com.au/blocking-scam-text-messages-before-they-even-reach-you/>

<https://exchange.telstra.com.au/tag/cleaner-pipes/>

<https://www.telstra.com.au/support/mobiles-devices/phone-sms-scams>

<https://exchange.telstra.com.au/what-is-porting-fraud-sim-swap-telstra/>

Our Executive Panel ("The Sharks")



We are excited to have such a diverse panel for the Telstra Innovation Hackathon 2022!



Vicki Brady
Chief Executive Officer



Amy Wettenhall
Group Owner
Mobility



Brendan Goode
Chief Information
Security Officer



Adam Driussi
Chief Executive Officer



Matthew Koertge
Managing Director



Alex Badenoch
Group Executive
Transformation,
Communications & People



Meet the Team that brought you TIH2022



Sandy Cameron



Luca Stamatescu



Amy Wettenhall



Mel Taouk



Ed Marchant



Bharath
Raghunathan



Will Fettke



Andrew Scott



Dave Bell



Sheenu Chaudhry



Parmod Ghatwal

Meet the Team that brought you TIH2022



Amanda Li



Ben Kereopa-Yorke



Ivy Tang



Khyati Grover



Purple He



Aaron Chitaranjan



Sacha De Wilde



Gayathri Pandurangan



Dion Kouskouris



Whitney Sugiatno



Fleur Cearns



Vinaya Wate



Rachel Matterson

Thanks to our partners!



Round 1 Details

Round 1 – Elevator Pitch



Please complete the following by the deadline – 9 October 2022 by 11:59pm AEDT

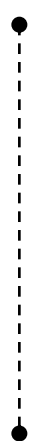
Your elevator pitch for how you solve the problem and thinking around **Desirability, Viability, Feasibility**.
(this concept will be continuously developed by your team throughout the Hackathon)

Accepted Submission format

A4 Format



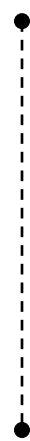
Formats:
DOCX & PDF
optional



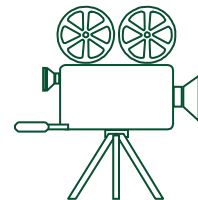
Presentation (max 6 slide)



Formats:
PPT & PDF
optional



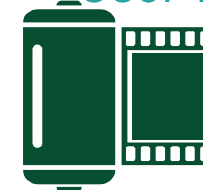
Video (2 Min, < 10 MB)



Formats:
MP4



Lean Canvas &
User Tests



Formats:
DOCX, PPT, PDF
optional

Note:

- Submissions done via BrightIdea will be considered only.
- All submission size should not exceed 100 MB
- All videos can be saved to a cloud account and the link for the video shared to reduce the submission size
- Gaddie Pitch builder template and Lean Canvas template provided to support you in getting your key messages across

Submission instructions pending ~4/Oct

BASIC TEAM CHARTER

TEMPLATE

Team
Name

Goals

What we want to achieve as a group?

What are our individual personal goals?

People & Roles

What are our names?

What skills and strengths do we have on board of our group?

Purpose

Values

What do we stand for?

What are guiding principles?

What are our common values that we want to be at the core of our team?

Rules & Activities

How do we communicate and keep everyone up to date?

How do we make decisions?

How do we execute and evaluate what we do?

Judging Criteria on Desirability, Viability & Feasibility (DVF)



Desirability (D)	Viability (V)	Feasibility (F)
<ul style="list-style-type: none"> • Is this desirable to customers? • Improve customer user experience? • Improve end user journey state? • Addresses customer pain points? 	<ul style="list-style-type: none"> • Deliver incremental Revenue? • Return on Investment (Profitability)? • Contribution to Technology Roadmap? • Contribution to brand? 	<ul style="list-style-type: none"> • Effort & complexity involved? • Cost to produce & maintain? • Technical proficiency? • Risk(s)? • Size of capital investment? • Magnitude of ambiguity?
<p>D = "customer value"</p> <p>the more critical customer pain points being solved, the bigger D number</p>	<p>V = "expected benefits"</p> <p>the higher business value, the bigger V number</p>	<p>F = "job size"</p> <p>the higher complexity/ cost/ ambiguity/ time/ etc., the bigger F number</p>

Total score for prioritisation:

$$\frac{D + V}{F} =$$



Scrum Poker numbers

Gaddie Pitch



The **Gaddie Pitch** is named after Antony Gaddie & is widely used as a way to help people structure & build their **elevator pitch**.

The Gaddie Pitch uses a **3 sentence framework** to deliver a clear answer to “**what are you trying to do?**”

You know how... **TARGET + PROBLEMS**

What we do... **BENEFITS + FEELINGS**

In fact... **EXAMPLE**

<http://anthillonline.com/the-art-of-the-pitch-antony-gaddie-on-how-to-create-a-lasting-first-impression-and-boost-your-business-operations-in-three-simple-sentences/>

Example Gaddie Pitch



***You know how...** rural Australian customers cannot get access to reliable & secure Internet connectivity?*

***Well, what we do...** is provide them with a unique satellite based secure Internet connectivity solution with solar powered mesh networked base stations allowing them to connect from anywhere in rural Australia.*

***In fact...** our recent technology trials have shown a 98% coverage capability over the trial region & all participants have committed to purchasing the system once it is live.*

Gaddie Pitch builder template



You know how... 3	TARGET 1	PROBLEMS 2
<In the first sentence, talk about your target market & their problems. Begin the first sentence with the words “You know how...” Explain who your customers are & what their issue is.>	<Who is your target audience?>	<What problems do the target audience have?>
What we do ... 6	BENEFITS 5	FEELINGS 4
<Under “What we do,” write down what you do. Feel free to use jargon and technical terms that are specific to your industry. Answer the question “What products or services do you offer?”>	< answer the question, “What is the benefit to the customer in doing business with us?” Don’t list “features,” focus on actual outcomes for your customers.>	< hone in your focus on the emotions that will result from doing business with us. Answer the question, “How will your customers or clients feel?”>
In fact ... 7		
< you want to back up your claim. Following the words “In fact”, share a testimonial. Make sure it’s an example where you’ve delivered for a client. If possible quote the name & company that you’ve helped.>		

You know how... **TARGET + PROBLEMS**

What we do... **BENEFITS + FEELINGS**

In fact... **EXAMPLE**

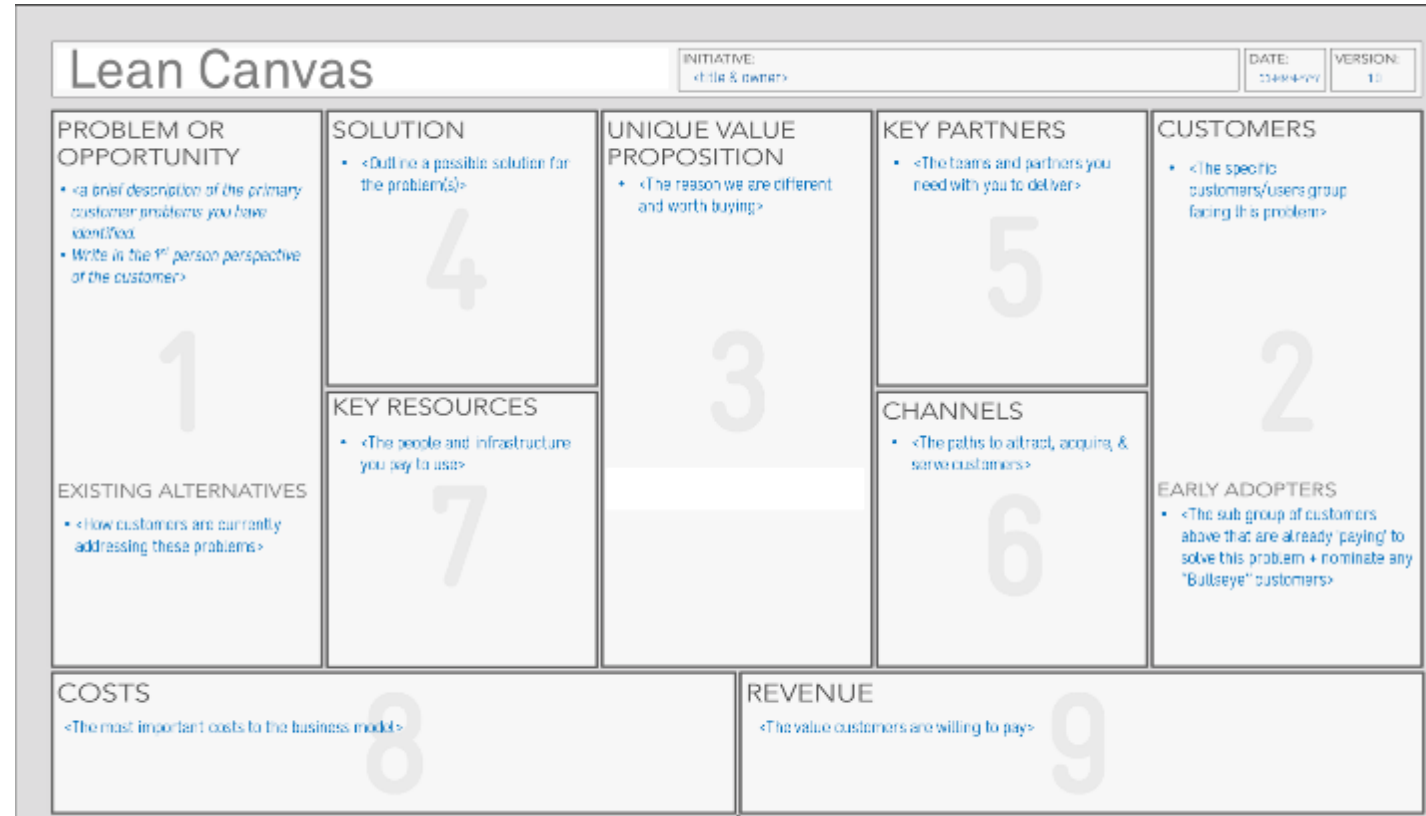
Lean Canvas



The **Lean Canvas** was designed as a stakeholder management & collaboration tool to understand the riskiest assumptions around a concept/idea.

Concept features are focused & prioritised around the customer & their problems.

Ultimately this canvas is a framework to assist in understanding your riskiest assumptions around the business model of your potential solution & what should be validated early.



Lean Canvas Example



Lean Canvas		INITIATIVE: <i>AI online concierge IT dept</i>	DATE: <small>JJ-MMM-YYYY</small>	VERSION: <small>1.0</small>
PROBLEM OR OPPORTUNITY <ul style="list-style-type: none"> <i>I don't know what software will help my business.</i> <i>I can't manage my customer data easily & securely</i> <i>I'm worried about loosing important files</i> EXISTING ALTERNATIVES <ul style="list-style-type: none"> <i>Outdated software located on PC.</i> <i>Manual book keeping</i> <i>Customer data backed up on USBs</i> 	SOLUTION <i>AI online concierge IT dept. with:</i> <ul style="list-style-type: none"> <i>Virtual assistant</i> <i>Company IT & security assessment service</i> 	UNIQUE VALUE PROPOSITION <i>Learning AI engine hooked into Telstra customer info systems so it can understand customer's purchases & history with Telstra.</i>	KEY PARTNERS <ul style="list-style-type: none"> <i>AI vendor</i> <i>SMB portal team</i> 	CUSTOMERS <ul style="list-style-type: none"> <i>Australian based small businesses with 1-50 employees managing a field-force</i> EARLY ADOPTERS <ul style="list-style-type: none"> <i>Bob's Accountancy</i> <i>Edge printer repairs</i> <i>Foundry windows</i>
	KEY RESOURCES <ul style="list-style-type: none"> <i>AI vendor</i> <i>Hosting</i> <i>SMB portal</i> <i>DevOps team</i> 		CHANNELS <ul style="list-style-type: none"> <i>SMB portal</i> <i>TBCs</i> <i>Telstra partners</i> 	
COSTS <ul style="list-style-type: none"> <i>\$55K AI software</i> <i>\$15K per month hosting</i> <i>\$250K portal upgrade</i> <i>\$1M integration with existing systems</i> 		REVENUE <i>Subscription based pricing starting at \$39 per user per month</i>		

Lean Canvas

INITIATIVE:
<title & owner>

DATE:
DD-MMM-YYYY

VERSION:
1.0

PROBLEM STATEMENT(S)

- <a brief description of the primary customer problems you have identified.>
- <Write in the 1st person perspective of the customer>

1

SOLUTION

- <Outline a possible solution for the problem(s)>

4

VALUE PROPOSITION

- <Our over arching value proposition to customers>

3

KEY PARTNERS

- <The teams and partners you need with you to deliver>

5

CUSTOMERS

- <The specific customers/users group facing this problem>

2

EXISTING ALTERNATIVES

- <How customers are currently addressing these problems>

KEY RESOURCES

- <The people and infrastructure you pay to use>

7

CHANNELS

- <The paths to attract, acquire, & serve customers>

6

EARLY ADOPTERS

- <The sub group of customers above that have the greatest pain around the problem(s)>

COSTS

<The most important large costs to the solution>

8

VALUE RECEIVED

<The value our company receives (eg: revenue, brand improvement, sponsorship)>

9



Thank You