



Telstra Innovation Hackathon 2023 Information Session II

Oct 11, 2023



Acknowledgement of Country





Agenda

- Welcome to TIH2023
- Prizes to be Won !
- Getting the best out of the Hackathon
- Team Formation
- Round 1 Deliverables and Timeline
- Sponsors word
- General Rules & Guidelines
- Q&A
- Networking session, Prizes giveaway

The rooms are open for 2 hours for anyone staying to meet, greet and socialize.





Welcome to Telstra Innovation Hackathon 2023

Telstra Innovation Hackathon (TIH) 2023 is a celebration of Innovation, Creativity & Collaboration!

Whether you are a coding wizard, a design guru, a data enthusiast, or simply a passionate problem solver, this is your chance to shine.

THEME 1 : Unleash the power of Mobile Network APIs

THEME 2: Sustainability in Action

THEME 3: Enhance Customer & Employee experience with GenAI

The Ask



1. **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

2. **Build your Vision**
Collaborate and build your next generation innovative product (App or piece of hardware or a web portal) on your systems. Remember to load your code into your storage location periodically.

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





Our biggest ever prize pool!

Top 3 winners take combined \$20,000 AUD home.

Category Prizes win \$2,000 each.

- Most innovative design / UX
- Best Technical/API solution
- Most Sustainable solution

**Prizes to be shared by team members.*

Winner & Champion
\$10,000

1st Runners Up
\$6,000

2nd Runners Up
\$4,000

TIH2023 Courtesy of Sponsors, there are plenty of spot prizes and giveaways!



Merch



Accessories



Gift Cards

Exclusive to attendees in Melbourne, Sydney and Bengaluru. This event is open to anyone, from partners to students, startups and staff. Separate prizes for online attendees. **All prizes not available in all locations.*



*For In-person
Bengaluru



*For In-person
Melbourne/Sydney



*For In-person
Melbourne/Sydney



*For In-person and online



Contact location PoC for prizes:

- Priyanka Chaturvedi- Bengaluru
- Nitin Negi- Melbourne
- James/Panda- Sydney
- Aishwarya V- Online

! OPEN COMPETITION ALERT



Send us your fav image of your hackathon team by Oct 23 & stand a chance to win Amazon gift cards.

Rules:

- Enter in 1 of 3 ways:
 - Email your entry to TIH2023@team.telstra.com
 - Reply to the discord challenge thread with tag 'competition entry'
- Be registered and in a team for the hackathon on the BrightIdea platform, by quoting URL.
- Share an image representing your team, be it having fun with your teammates, hacking away at a solution, desk pics or similar.



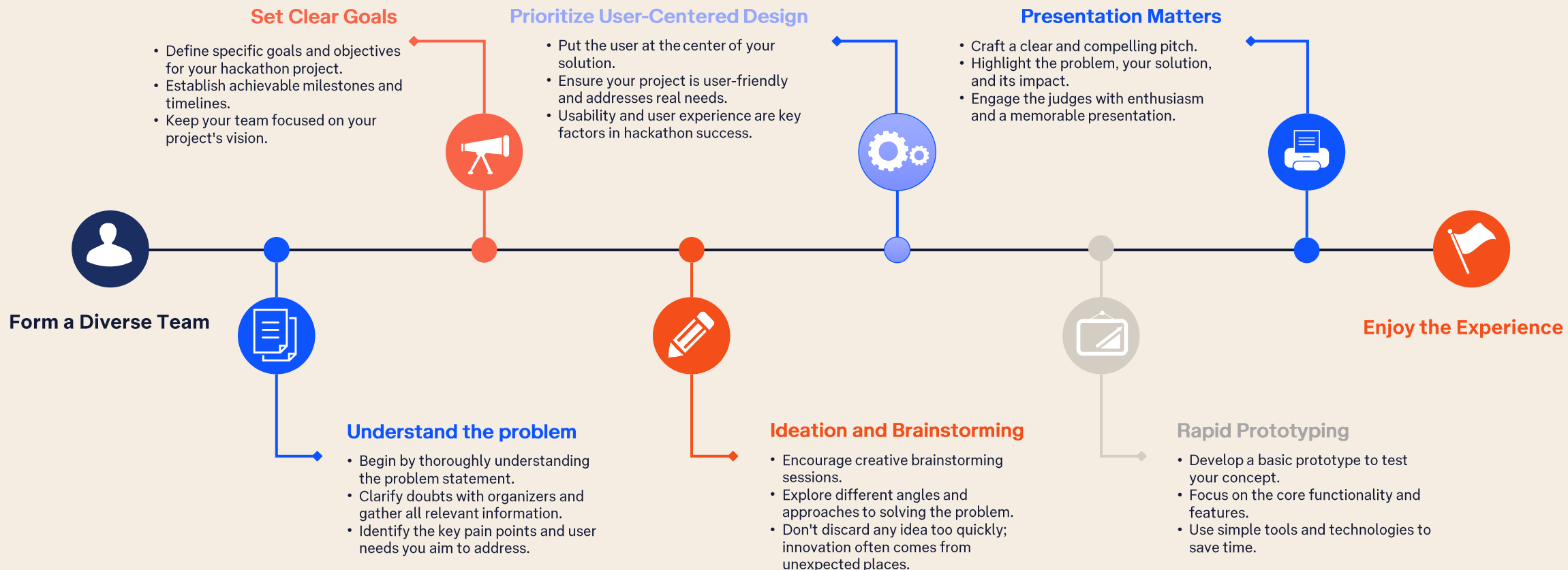


Icebreaker #1



Have you participated in a Hackathon before?

How to get the most out of a hackathon



What makes a great team?



Hipster



Hacker



Hustler



**HACKATHONS
INTERNATIONAL**



Share your experience, insights and any specific techniques or approaches for your success in a hackathon



If your team is present and if you can give a brief about your problem, statement/solution
Each location



How to form a team?

Icebreaker #2

Slido Code - [#2056006](#)

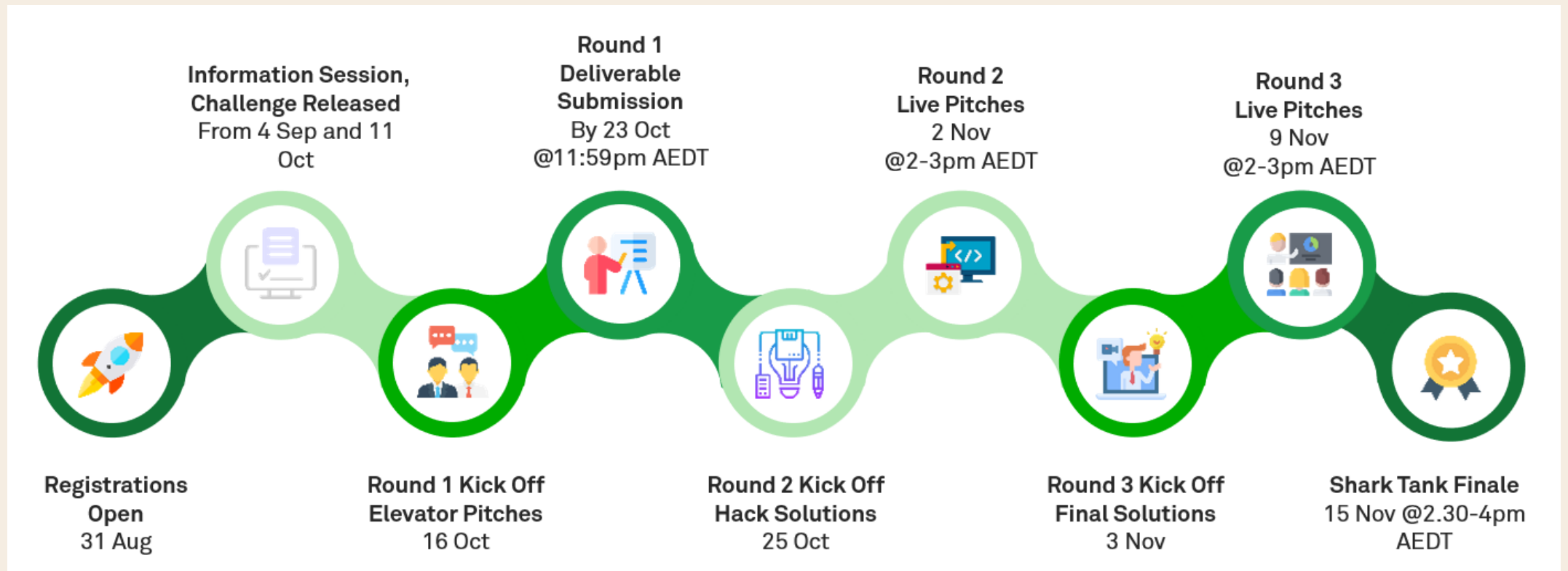


Key Milestones



Last date for registrations : **Oct 16**

Last date for Discord Photo competition : **Oct 23**





Round 1 Deliverable



YOU ARE HERE

Round 1

Elevator Pitch

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

Optional



AV

Info-graphic



A4

Deck



Round 2

Model Presentation

Last submission date: Oct 23rd

Format of submission : 1-2 min video

Where to submit : Bright Idea

Maximum file size : All submission size should not exceed 10 MB; for videos, try using public URLs over an attachment

Deck



+ /or

Working Model /
Prototype / Pretotype

Round 3

Prototype Presentation

Deck



+

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

Deck



+

Product Demo / Prototype or
Pretotype Demo

What's on in Round 1?



We have a range of useful sessions on during this round. Join when it suits you, or watch the recordings [here](#) on the portal.

Monday
16th October

Round 1 Kickoff
2:30pm AEDT / 9:00am IST
50 Mins

Masterclass: How to prototype
4:00pm AEDT / 9:30am IST
50 Mins

Tuesday
17th October

Theme 2 Deep Dive
2:30pm AEDT / 9am IST
2 Hrs

Wednesday
18th October

Theme 1 Deep Dive
2:30pm AEDT / 9am IST
50 Min

Infosys – GenAI and API Strategy
3:30pm AEDT / 10am IST
30 Mins

Thursday
19th October

Theme 3 Deep Dive
2:30pm AEDT / 9am IST
50 Mins

Friday
20th October

IBM - Watsonx Workshop
2:30pm AEDT / 9am IST
50 Mins

Monday
23rd October

No sessions
Submissions due 11:59pm
AEDT

Tuesday
24th October

No sessions
Judging and R2 results
released

- Current session times as of 12th October.
- We will send a R2 Briefing for 25th October invite to everyone during Round 1.



And now .. let's unveil our
sponsors!

THANK YOU

Title Sponsor



Theme Sponsor



Knowledge Partner



Supporting Partners



#InnovatewithInfosys #PlanetFirstwithWipro #IgniteImagination

Title Sponsor

Infosys[®]
Navigate your next

#InnovatewithInfosys #IgniteImagination

Title Sponsor

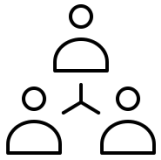


#PlanetFirstwithWipro #IgniteImagination



**Partners in
Sustainable Growth.**

Over the past 20 years we've built a rich partnership with Telstra.



1,200+

associates working in
60+ Squads and teams



5

delivery locations across
Australia & India



14+ years

of shared IP and
delivery

Track record
of delivery excellence
across IT, digital
experience and
engineering in Telstra.

We are one of the
**largest, most trusted,
purpose-driven
technology companies**
in the world.

we're realizing
ambitions for over

1,400
clients

across

66
countries



with

250K+
associates

1,200+
in Australia



Business fuels our purpose, and purpose fuels our business.

66% of Wipro's economic interest is held by a philanthropic trust— the Azim Premji Foundation, serving some of the most disadvantaged populations in the world.

We are a **founding member of the Transform to Net Zero coalition**, an ambitious endeavor that seeks to accelerate the transition to a net zero emissions global economy.

When you work with us, you're not just transforming your business. You're helping change the world.



We believe **impactful innovation** grows from **hands on experience** and **deep technological expertise.**

That's why we are here today!



Lab45.

An incubation space where our engineers and scientists fuel your innovation with ambition.



Wipro ai360.

Wipro ai360 creates an end-to-end innovation ecosystem, with responsible AI at the core. All 250,000 Wipro employees are getting trained on AI.



Topcoder.

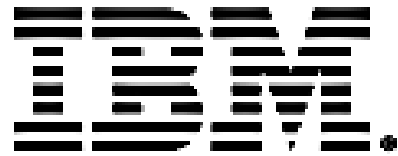
The world's largest on-demand digital talent platform, with 1.7M+ developers, designers, data scientists, and more.



Wipro Ventures.

Strategic investments that bring startup innovation to solve your enterprise challenges.

Theme Sponsor



#IgniteImagination

IBM WatsonX

watsonx.ai™

Train, validate, tune and deploy AI models

Operationalize and scale AI with
foundation models, generative AI
and machine learning.

A well-considered approach to AI can help you scale and operationalize more quickly and more effectively. The IBM approach is to combine generative AI with traditional machine learning techniques. Generative AI provides scalability through foundation models that are trained on unlabeled data. Traditional machine learning techniques offer fine-tuning and customization, using labeled data for improved accuracy.

Meet IBM watsonx.ai™, an enterprise-ready AI studio for AI builders. Build with our new studio for foundation models, generative AI and machine learning. With watsonx.ai users can leverage foundation models in a variety of ways including accessing open source models, IBM proprietary models, domain specific models, and bring your own models.



Build AI applications
in a fraction of the time,
with a fraction of the data.



Guide models to meet your needs
using tools for building and refining
performant prompts in the Prompt Lab.



Tune models with your enterprise
data in just 5 clicks; your data and
models remain yours, private and
secured in the Tuning Studio.



Components of the watsonx.ai studio

Generative AI

- Manage tasks such as content generation and extraction with foundation model libraries and use IBM-selected open-source models from Hugging Face.
- Use prompts to summarize documents, create content for marketing campaigns, extract information from unstructured text, and more.
- Use APIs and SDKs to integrate generative AI with applications.

Machine learning

- Build, train and deploy machine learning models with an MLOps collaborative studio.
- Construct solution engines for mathematical and constraint programming to address decision-optimization use cases.
- Automate data preparation, model development, feature engineering and hyper-parameter optimization.
- Create data preparation and predictive machine learning pipelines with visual modeling.
- Generate privacy-preserving synthetic tabular data to address data gaps, identify new insights, and train AI models.
- Get complete API and SDK for application integration.

Try watsonx.ai free →

[Click this link](#)

Talk to an AI expert →

Sherry Yu
Imran Hossain
[discord](#)



Knowledge Partner



#IgniteImagination

Supporting Partners



#IgniteImagination



General Rules and Guidelines



- Understand the Theme, objective, rules and judging criteria.
- Form diverse team.
- Plan & brainstorm.
- Stay organized. Do not wait till the last minute of the deadlines to do the submissions.
- No late submission under any circumstances will be allowed.
- The timelines for each stage of the event are updated on the Bright Idea portal and communicated via emails.
- All relevant instructions for each round will be communicated to you via a participant's briefing deck as we move on the different rounds. Please stick to the guidelines and instructions mentioned there.
- Have fun & network. Join our Discord channel.



TIH2023 Bright idea portal is your single location to find the correct information regarding this event.

TIH2023 Code of Conduct can be found on our Bright Idea portal. Projects or teams that violate the Code of Conduct will not be allowed to participate further in this Hackathon.



Q&A



We welcome you to stay after the Q&A for Networking, register for the event, pick up prizes if lucky, and talk to sponsors. We booked these rooms for 2 hours.

Good luck!

Got a good photo of the event? Share it to TIH2023@team.Telstra.com

Themes

TIH2023 | Themes & Problem Statements



Theme I

Mobile Network APIs



Unleash the power of mobile network APIs

Get hands-on experience with cutting-edge mobile network APIs that have the potential to transform the way we use

Theme II

Sustainability



Leverage technology for a sustainable Future

Leverage technology to find the best solutions to our sustainability challenges and shape our future

Theme III

Gen AI



Revolutionize employee & customer experience with Gen AI

Take on the challenge of creating an MVP that uses Gen AI to solve a real-world problem!

THEME 1 | POWER OF MOBILE NETWORK APIs

Delve into the vast opportunities the mobile network APIs offer and leverage them to develop new and exciting use cases using approved industry standardised CAMARA APIs. Unlock innovative experiences and revolutionize the way we use the mobile network.



Possible Use Cases:

Connected Vehicles

Transport Logistics

Personalised Retail
Experience

Hackathon Deliverable:

POC/ Prototype

THEME 2 | SUSTAINABILITY IN ACTION

Combine the power of technology-driven innovation and the deep-rooted spirit of community engagement to drive sustainable change and build a legacy for the future that we are all proud of.



Recommended Use Cases:

Emission Reduction

Biodiversity

Circularity

Reverse Supply Chain

Hackathon Deliverable:

Proof of Concept

THEME 3 | ENHANCE CUSTOMER & EMPLOYEE EXPERIENCE USING GENAI

By harnessing the power of AI-driven insights and automation, this solution aims to create seamless, personalised interactions that elevate satisfaction and engagement across the board.



Possible Use Cases:

**Building efficiencies
in shared services**

Personalisation

**New products &
services**

Hackathon Deliverable:

Prototype

Thank you