



Telstra Innovation Hackathon 2022

Round 1 Kick Off Briefing

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*



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

Themes

Problem Statements

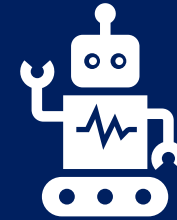
THEME I



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?

THEME II



Mitigating Customer Fraud

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

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	D105	08
S004	D200	10
S005	D95	12



ORDER PICK TIME	08:02:15
ORDER PICK TIME	04:30:08
ORDER PICK TIME	04:35:08



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.)

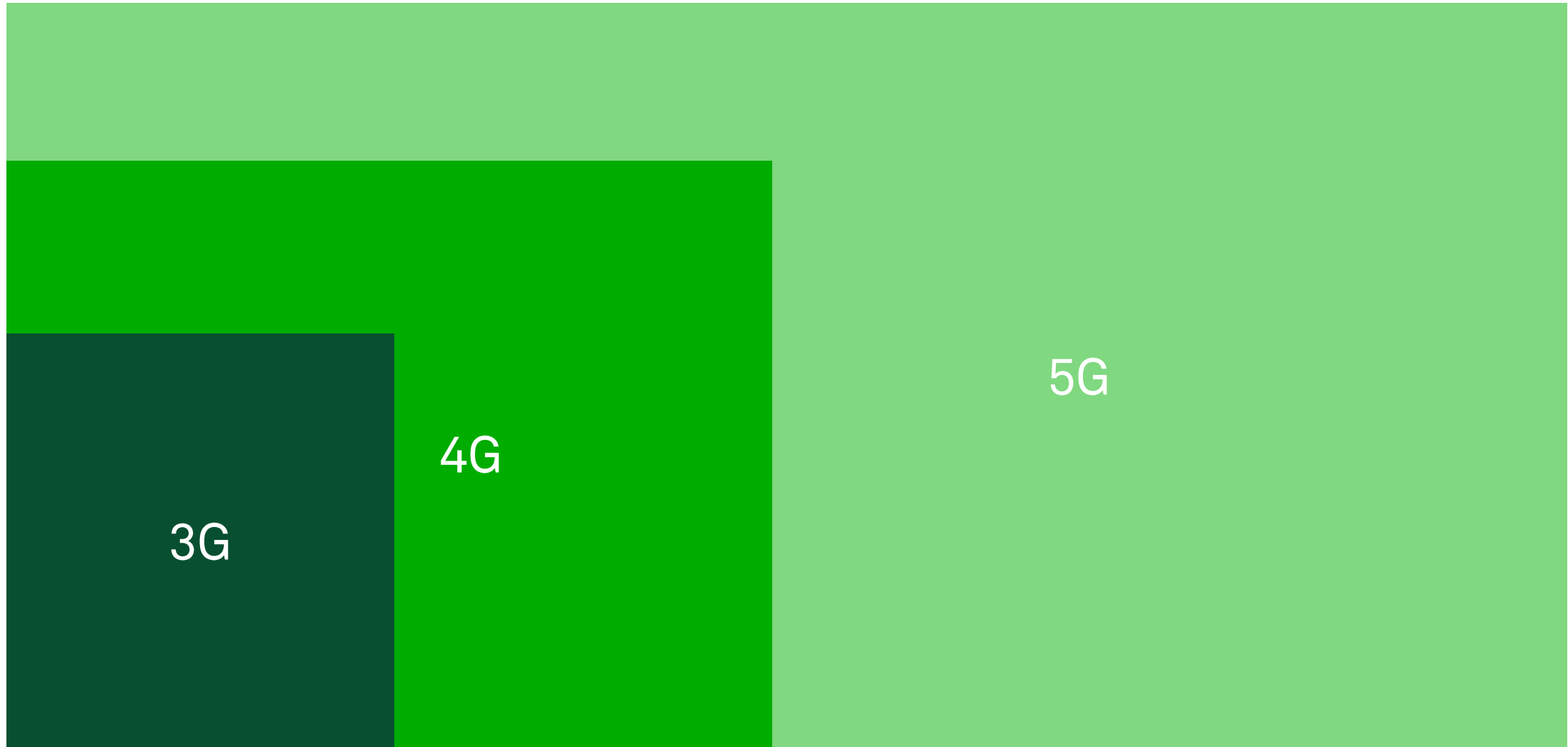
So What?

- 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 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/>

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

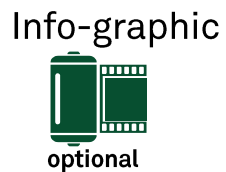
Deliverables per round



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

Evaluation Parameters



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?"

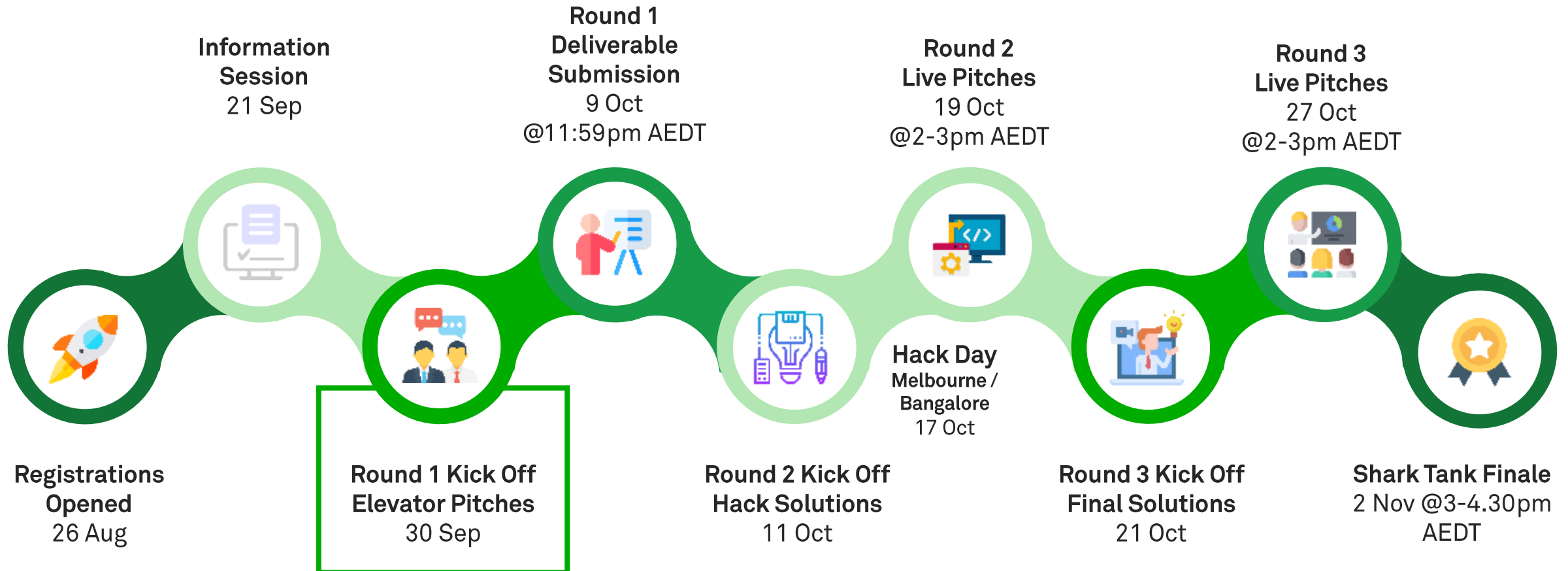


Schedule

Key Milestones



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



Important: We will soon provide instructions how to submit in BrightIdea

TIH2022 Events from October 3 – October 7



Tuesday, October 4



2:00pm (AEDT)
30 minutes

A deep dive for everyone thinking about **how to solve for Theme 1: Optimised Products for 5G Monetisation.**

REGISTER NOW



3:00pm (AEDT)
30 minutes

Join product manager, Benjamin Gram from Google for a presentation on ideas for solving for the themes using Google and related services.

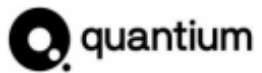
REGISTER NOW



3:30pm (AEDT)
30 minutes

A deep dive for anyone thinking about **how to solve for Theme 2: Mitigating Customer Fraud**

REGISTER NOW



4:00pm (AEDT)
30 minutes

Join us for a thought provoking discussion with Data Analytics Leader, Shiraz Amod from Quantium, showcasing how to address different data and AI problems.

REGISTER NOW



4:30pm (AEDT)
30 minutes

Join Telstra Agile Coach, Fiona Mackenzie for a session on how to approach the Round 1 deliverables, assign team roles, and define a team cadence.

REGISTER NOW

Wednesday, October 5



2:30pm (AEDT)
30 minutes

Join AI/ML Leader, Thasmika Gokal from Microsoft for a discussion on a first principles questioning framework to recognise unique, intentional and sustainable AI/ML opportunities.

REGISTER NOW



3:30pm (AEDT)
50 minutes

Learn how AWS is jointly developing innovative 5G/Edge solutions with Telcos globally, and enabling more accurate detection of fraudulent activities.

REGISTER NOW

SELF-SERVICE CALENDAR REGISTRATION

Click the session you wish to sign up for

You will then go to the MS Teams Webinar registration page for the talk, with an abstract and speaker.

All sessions to be recorded and provided on the portal.

Collaboration Tools



How we communicate and collaborate

TIH2022 Portal



<https://telstra.brightidea.com/tih2022>

Registration, general information, notifications, submissions, messaging, link to teams' collaboration tool of choice

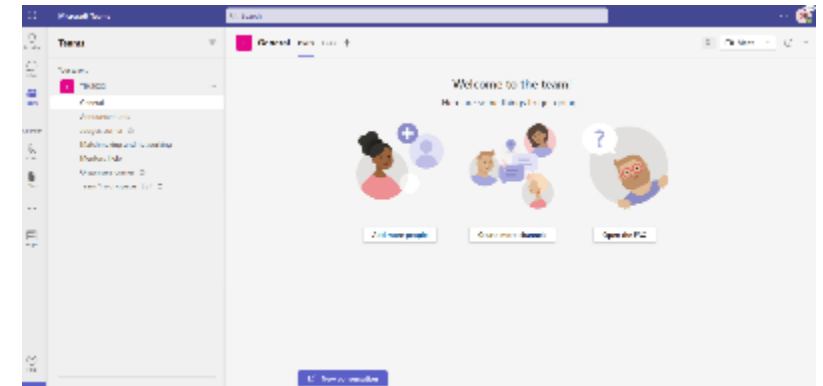
TIH2022 Mailbox



TIH2022@team.telstra.com

Announcements and email comms between TIH2022 Organising Team and Participant Teams

Collaboration Tools



[Accept the invite from Aaron Chitaranjan >> MS Teams link](#)

We have a dedicated MS Teams instance for all teams to use. You will have your own private team channels.

Select the toolset available to you to get the hackathon done!

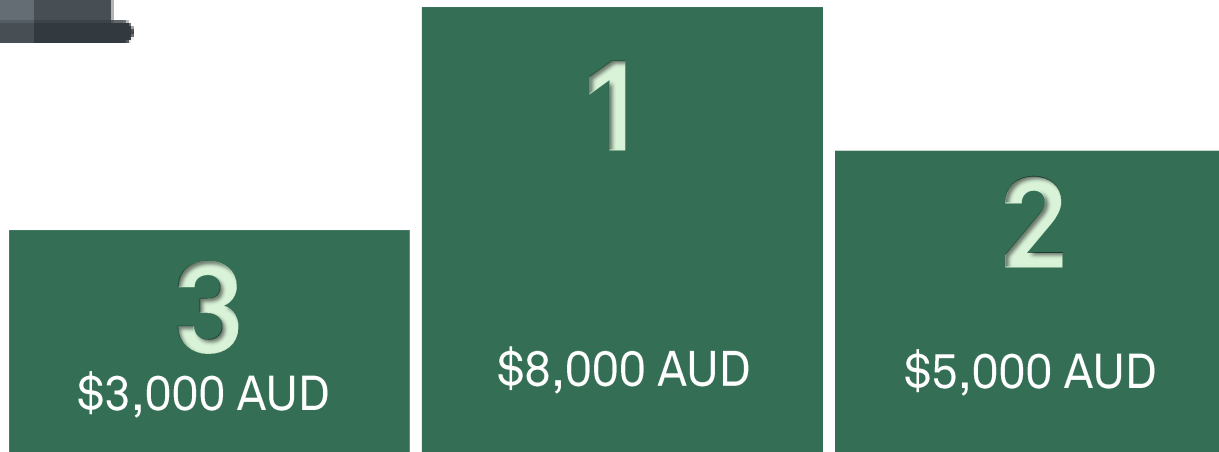
Prizes, Partners and Judges

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.

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



Thanks to our partners!





Good Luck!

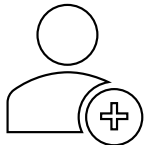
Match Making



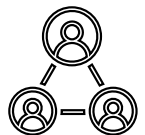
The contest allows team participation only. If you have not formed a team, look out for partners now!



Invite external partners



Look for team members on the portal.
Add to your profile



We can help you. Let us know if you are interested in matchmaking.



Round 1 Details

Round 1 – Elevator Pitch



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

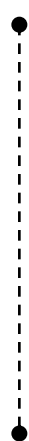
Your elevator pitch for how you solve the problem and thinking around **Desirability, Viability, Feasibility**.
(this concept will be continuously developed by your team throughout the Hackathon)

Accepted Submission format

A4 Format



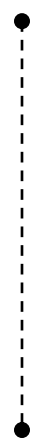
Formats:
DOCX & PDF
optional



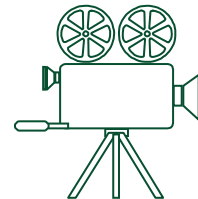
Presentation (max 6 slide)



Formats:
PPT & PDF
optional



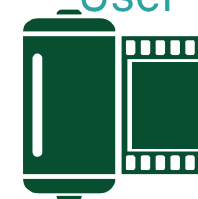
Video (2 Min, < 10 MB)



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**

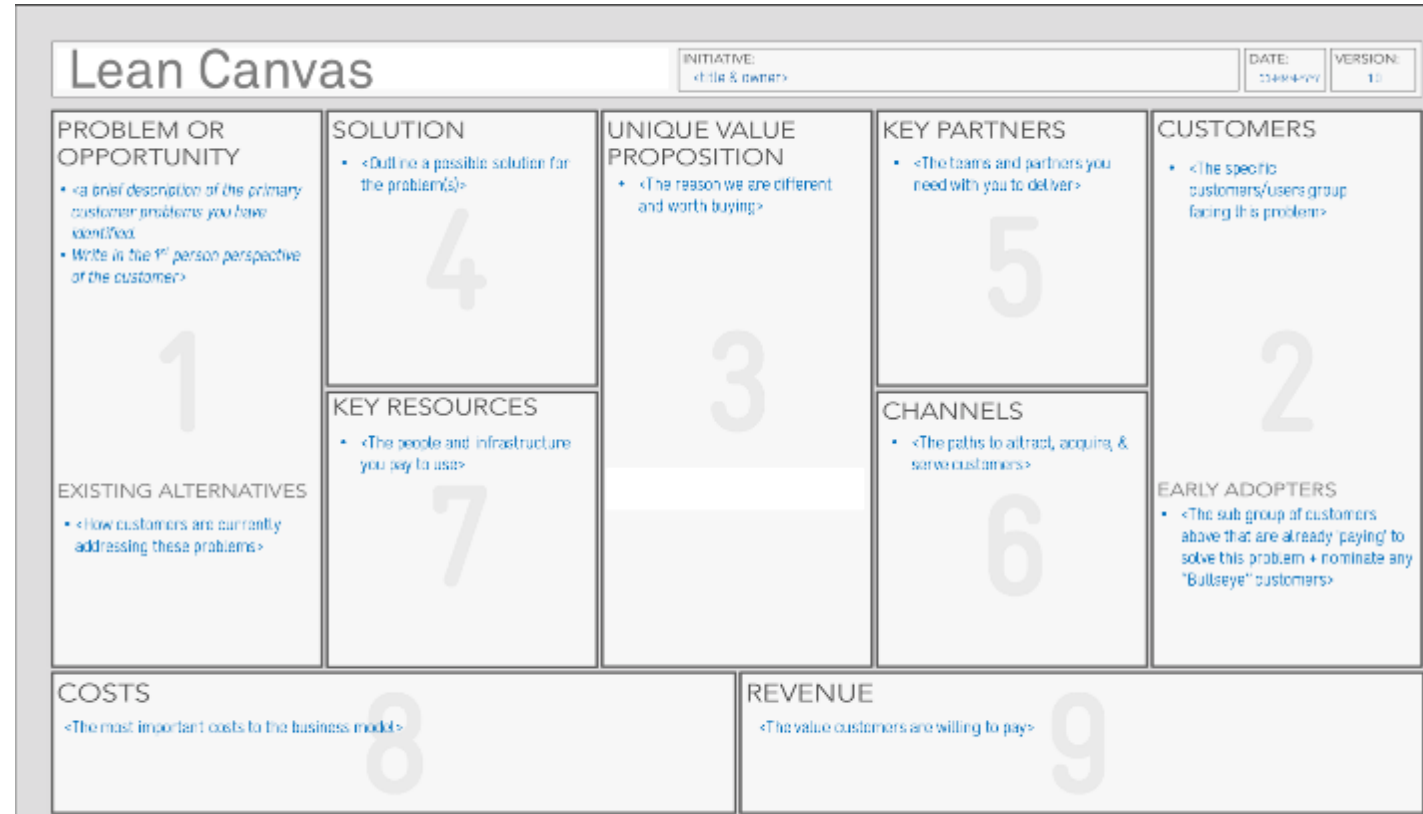
Lean Canvas



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

Detailed Challenge Statements

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



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



Thank You