

Telstra Innovation Hackathon 2023

Participants Round 1 Briefing
Pack

October 13, 2023

A handy guide to Round 1 Deliverables

TIH2023 | Themes | The Ask | Prizes | Sponsors | Shark Tank Judges | Round 1
Schedule | Elevator Pitch | Match Making | Collaboration Tools | Pitch Templates



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.

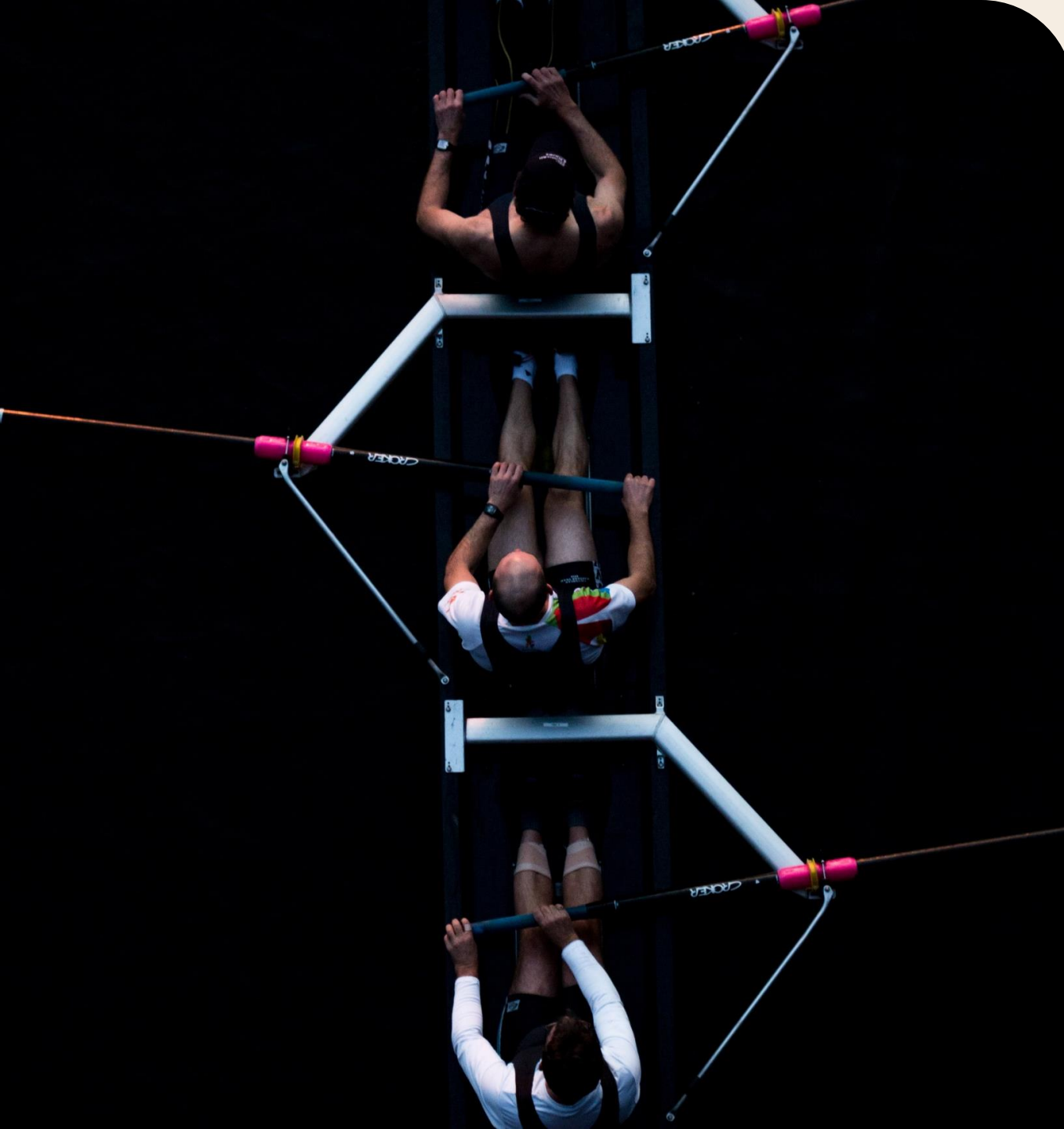
- Most innovative design / UX
- Best Technical/API solution
- Most Sustainable solution

**Prizes to be shared by team members.*

Winner & Champion
\$10,000

1st Runners Up
\$6,000

2nd Runners Up
\$4,000



TIH2023 Sponsors

Title Sponsor



Theme Sponsor



Knowledge Partner



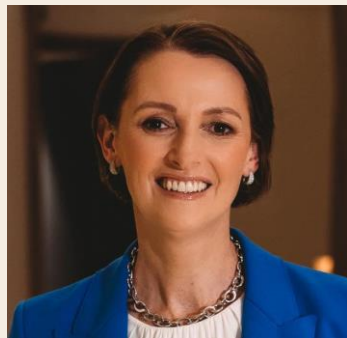
Supporting Partners



Shark Tank Judges



We are excited to have such a diverse panel for the Telstra Innovation Hackathon 2023 Finale!



Vicki Brady
Chief Executive Officer



Kim Krogh Andersen
Group Executive
Products & Technology



Lyndall Stoyles
Group Executive
Sustainability, External
Affairs & Legal



Adam Driussi
Chief Executive Officer



Colin McLeod
Executive Director
Melbourne
Entrepreneurial Centre



TIH2023 R1 Schedule

! 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 2 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 of your team card
- Share an image representing your team, be it having fun with your teammates, hacking away at a solution, desk pics or similar



Key Milestones

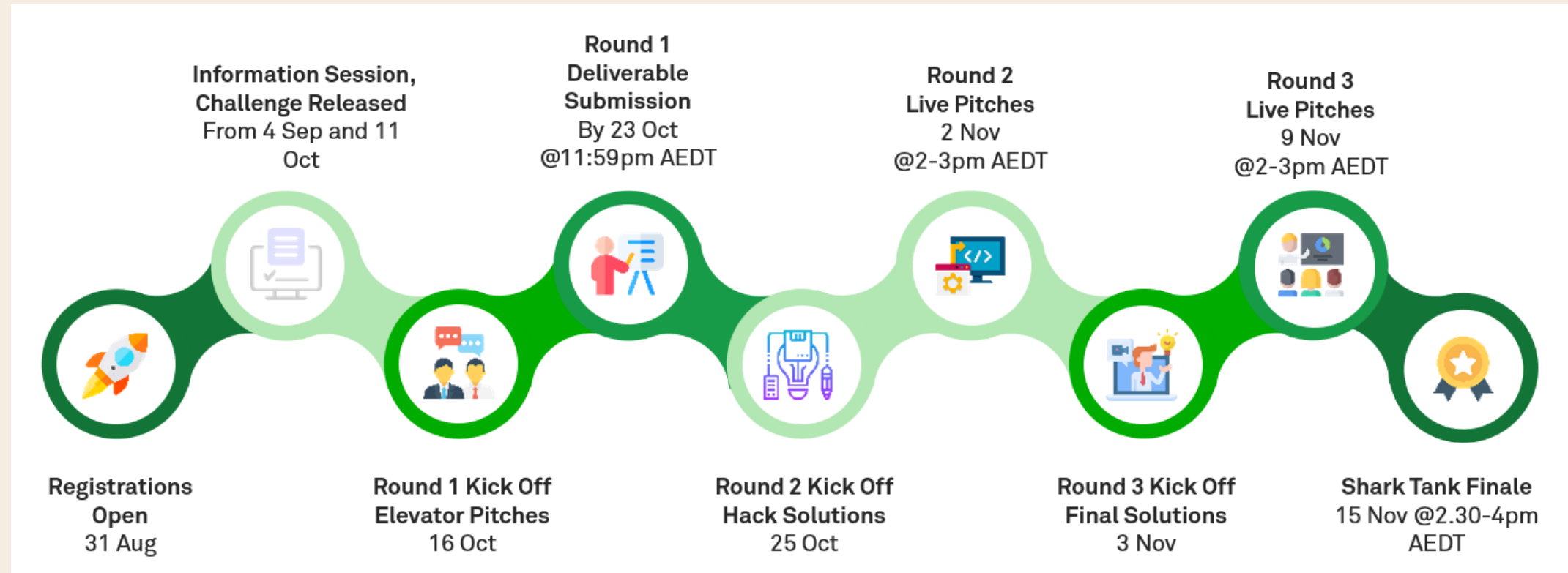


Create a team card in BrightIdea by: **Oct 16 (late entries until Oct 18 OK)**

Last date to submit R1 Elevator Pitch 'deliverable' in BrightIdea: **Oct 23**

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

Add team members to your team card by: **Oct 23**



What's on in Round 1?



We have a range of useful sessions on during this round. If the invites are not in your calendar, drop us an email at TIH2023@team.Telstra.com. Join when it suits you, or watch the recordings [here](#) on the portal.

<p>Monday 16th October</p> <p>Round 1 Kickoff 2:30pm AEDT / 9:00am IST 50 Mins</p>	<p>Tuesday 17th October</p> <p>Theme 2 Deep Dive 2:30pm AEDT / 9am IST 2 Hrs</p>	<p>Wednesday 18th October</p> <p>Theme 1 Deep Dive 2:30pm AEDT / 9am IST 50 Min</p> <p>Infosys – GenAI and API Strategy 3:30pm AEDT / 10am IST 30 Mins</p>	<p>Thursday 19th October</p> <p>Theme 3 Deep Dive 2:30pm AEDT / 9am IST 50 Mins</p>	<p>Friday 20th October</p> <p>IBM - Watsonx Workshop 2:30pm AEDT / 9am IST 50 Mins</p>
<p>Monday 23rd October</p> <p>Masterclass: How to prototype 4:00pm AEDT / 9:30am IST 50 Mins</p> <p>Submissions due 11:59pm AEDT</p>	<p>Tuesday 24th October</p> <p>No sessions Judging and R2 results released</p>			

General

- We will send a R2 Briefing for 25th October invite to everyone during Round 1.

TIH2023 Themes & Problem Statements

TIH2023 Themes

* See slides 11-13 for Detailed Problem Statements



Theme I

Unleashing power of
Mobile Network APIs



Theme II

Sustainability in
Action



Theme III

Enhance Customer &
Employee experience
with GenAI

Hackathon Deliverables:

Theme I

POC/ Prototype

Theme II

Prototype, Project

Theme III

Prototype

Theme I



Unlock the potential of APIs for seamless integration of telco network capabilities into end-user applications and services. Explore CAMARA APIs, industry-standardized, and showcase your strategy for harnessing Telstra's CAMARA-based APIs for innovation.

Suggested Use Cases:

1. Connected Vehicles

Develop a prototype to enable smart driving where quality on demand, device status and device location support use-cases such as remote monitoring and diagnosis of vehicle components, allowing fleet managers to optimise maintenance schedules, or enhance route optimisation.

2. Transport Logistics

Develop a solution where Edge Cloud and discovery and device identifiers enable real time analysis and decision making for transportation logistics and enhance visibility of supply chain assets.

3. Personalization in Retail

Build a solution where Identity, Consent and device location enable enhanced personalised shopping experience and improve promotion and customer engagement

APIs offer endless possibilities. You can either explore these areas or pick an area that excites you and build a solution to tackle real-world challenges to revolutionize mobile network usage.

Theme II

Technology empowers us with tools to monitor, manage, and mitigate environmental impact, driving us towards a more sustainable and eco-conscious future. Leverage this to create solutions that combat environmental impact and promote sustainability. Harness real-time monitoring, AI-driven resource optimization, blockchain transparency, and IoT-enabled efficiency.



Suggested Use Cases:

1. Emission Reduction

Develop a solution to accelerate action to reduce emissions and drive sustainability through our value chain. A few options are:

- a. **Provide energy efficient products and services** to our retail, enterprise and government customers
- b. **Enable 100% renewable energy generation** equivalent to our 2025 consumption. In addition to the government greening the grid, what can we do to transition to greener sources of energy or support the industry to do the same?
- c. **Embed emission into our processes:** We are currently trialling new ways to embed emissions into key processes: Annual Financial Planning, Procurement and Product Design such that emissions will be considered alongside \$, time, quality etc in making decisions. How can we embed emissions further into these process and/or other processes across Telstra?

Suggested Use Cases:

2. Biodiversity – Protecting flora & fauna

Build a solution that enables regrowing bio-diverse communities and limiting impact. A few options are:

- a. Aboriginal Land and Sea council performs drone monitoring of turtle nests in far north Queensland to protect them from wild pigs. How can we use tech to predict, monitor and protect other threatened communities?
- b. Australia has a very low stocks of native seeds and seedlings what can we do to automate seed and seedling production to enable major scaling of reforestation projects.
- c. Re-forestation is currently entirely manual. Telstra has committed to drone-based rejuvenation of land in Australia. What are some other initiatives Telstra could take up to use technology to protect our beautiful landscapes and flora & fauna we have in Australia?
- d. Buying offsets is an important part of the transition, how can we ensure we buy premium offsets (First Nations are bio-diverse, not a mono-culture), the funds are circular in nature and drive further bio-diversity, use tech to connect suppliers of offsets with buyers?

Suggested Use Cases:

3. Circularity

Network waste is the fastest growing waste in the world. We have a target to reuse or recycle 650,000 mobile phones, modems and other devices each year to 2025. Design a solution to embed Circularity in our processes. A few pointers to think of are:

- a. In the design phase - What can we do to avoid the use of materials?
- b. At the end of life - What can we do reuse minerals from network decommissions, office fit outs, products?
- c. At the beginning of life - What can we do to plan for the product or materials to be reused at the end of life?
- d. How can we incentivise customers, our own staff to reuse and recycle technology (mobile phones, modems, networks waste)?
- e. How do we test, learn and celebrate together?

Suggested Use Cases:

4. Reverse Supply Chain

Telstra aims to harness the productivity, sustainability and service benefits of establishing a true circular economy, enabled through building reverse supply chain capability for Network equipment. Build a model to connect the reverse and forward supply chains seamlessly through technology enablement. More details on the problem statement and expected solution are mentioned in the diagrams below.

Theme III



Embark on a thrilling challenge to design a Minimum Viable Product (MVP) that harnesses the transformative power of Generative AI. Your MVP's mission is threefold: streamline business processes, cut down on operational costs, and elevate customer experiences through personalization.

Suggested Use Cases:

1. Optimize Business Processes

Develop a solution to optimise workflows and automate repetitive tasks in functions such as Procurement, Supply Chain, People & Field services etc. to drive greater efficiency in the business.

2. Personalize Customer Experience

Create applications that use generative AI to provide hyper-personalised experiences such as learning programs or retail experiences tailored to the specific needs of individuals

3. New Product & Services

Explore the potential of generative AI to unlock new opportunities such as building solutions to ensure digital well-being for kids, digital equality to enhance accessibility for differently abled ensuring technology benefits everyone etc.

The world of Generative AI is filled with boundless opportunities. Explore it and identify an area that ignites your passion and embark on the journey of building a solution that addresses tangible real-world challenges.

Round 1 – Elevator Pitch

Please submit by EOD October 23, 2023 [11:59 PM AEDT]

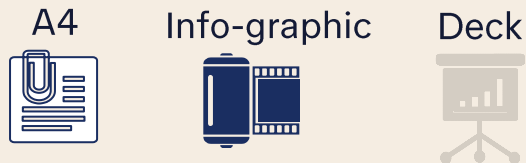


Accepted Submission Format

Preferred Mode



Optional Mode



Submit the file in this section of form

Attachments (optional)

Drag And Drop - [Browse your computer](#)
500 MB file limit - Private File(s)

- Submission of the vision of the idea. This is your initial concept/approach note on how would your team tackle the current problem statement.
- Submission to be 1-2 min video with supporting documents optional
- You will be developing this concept continuously with your team throughout the Hackathon.

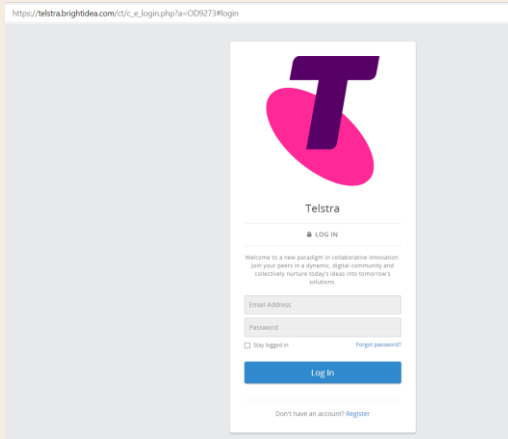
Note:

- Submissions done via online portal will be considered.
- All submission size should not exceed 10 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

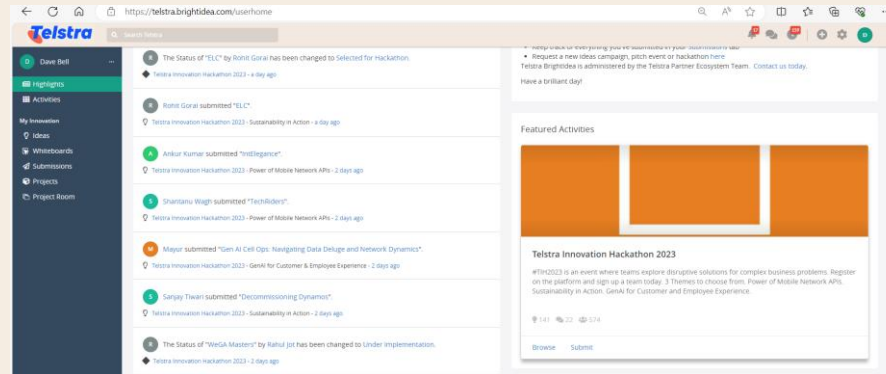
How to Submit in BrightIdea – Form a team (by Oct 16-18)



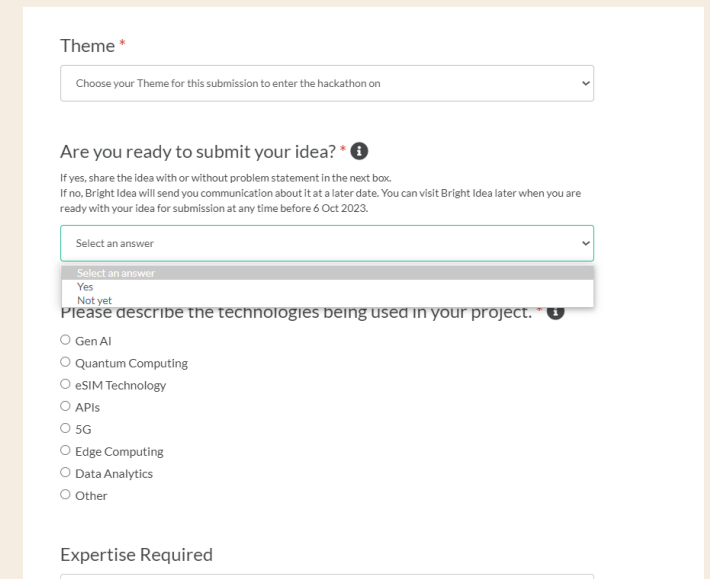
1. Register: Log in or create a new user, then log in



2. Click Telstra Innovation Hackathon 2023 tile on user home page



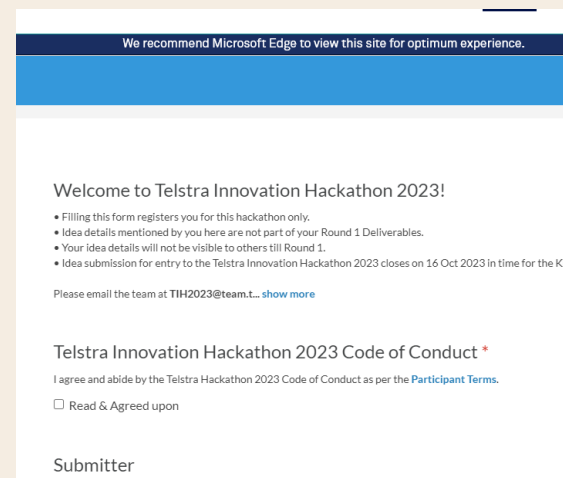
5. If you are ready to submit R1, click 'Yes'; if not, click 'Not yet'.



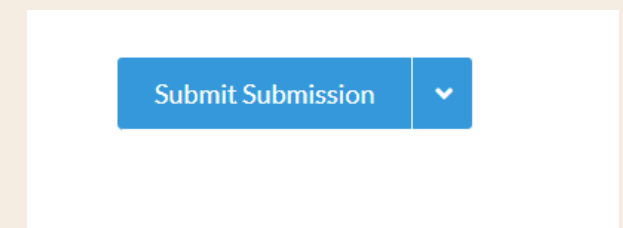
3. Click Sign Up



4. Fill out the sign up form as an individual or add team members



5. Click 'Submit Submission' to save the team



How to Submit in BrightIdea – Submit deliverable



6. Go back into your team card, or continue original submission, and click ‘Yes’ to ‘Are you ready ...’

7. Fill out the additional fields that pop up

Ready with your idea for submission at any time before 6 Oct 2023.

Yes

What problem are you addressing with your project? *

B I U S

8. IMPORTANT – Wait until the Org Team advances your team in the back end – this may take 24 hrs

9. Fill out the additional fields:

- Round 1 Idea Description
- Round 1 File Links
- Round 1 Deliverable

Save it. Done!

You can participate as an individual, but we encourage you to be part of a team. If you have not formed a team, look out for partners now!



Invite external partners

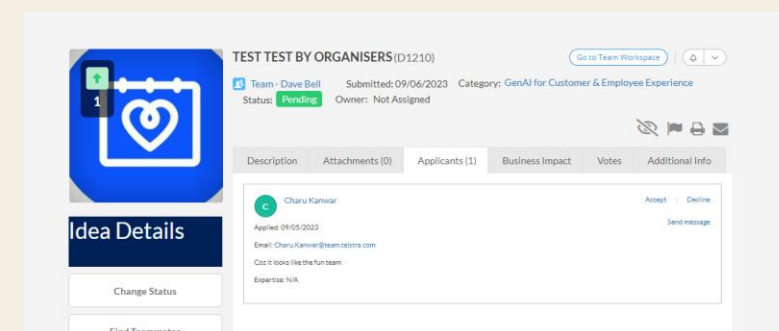


Look for team members on the portal under Expertise Required section.



Let us know if you are interested in matchmaking. Join our Discord Channel.

Match Making



Collaboration Tools



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 TIH2023@team.Telstra.com or request help in the [Discord channel](#)!



Watsonx.ai from IBM

IBM watsonx.ai™ is an enterprise-ready AI studio for AI builders. Build with our new studio for foundation models, generative AI and machine learning. You 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.



AWS

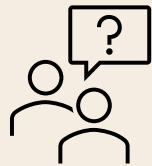
Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 175 fully featured services from data centres globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

Evaluation Parameters

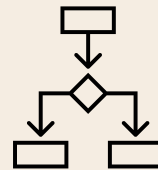
Desirability, Viability, Feasibility (DVF) is a guide to validate if all parameters of a value exchange are addressed in the team pitch.



Customer (D)
"Do I need this?"



Business (V)
"Should we do this?"



Technology (F)
"Can we do this?"



Judging Criteria

Desirability – Viability - Feasibility



Customer (D)

”Do I need this?”



Business (V)

”Should we do this?”



Technology (F)

”Can we do this?”

DESIRABILITY

- Is this desirable to customers?
- Improve customer user experience?
- Improve end user journey state?
- Addresses customer pain points?

D = “Customer Value”

The more critical customer pain points being solved, the bigger **D** number

VIABILITY

- Deliver incremental revenue?
- Return on investment (Profitability)/
- Contribution to Technology roadmap?

V = “Expected Benefits”

The higher the business value, the bigger the **V** number.

FEASIBILITY

- Effort & complexity involved?
- Cost to produce & maintain?
- Technical proficiency?

F = “Job Size”

The higher complexity/ cost/ ambiguity/ time etc., the bigger the **F** number

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?”

[Here is some reading](#) on how to give perfect pitch using Gaddie pitch method.

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

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

In fact... **EXAMPLE**

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.

Round 1 Templates

Gaddie Pitch Builder Template



You know how... 3	TARGET 2	PROBLEMS 1
<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 do 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.>		

Good luck!!!