



General Guidelines

Overview

In line with the Year of Tolerance and reflecting on the UAE's founding principles of promoting co-existence of cultures and communities, this competition is calling out for application that reflect solutions towards building cohesive workplace for passionate people to unlock opportunities, bounce ideas with peers, advisors, experts and find potential customers or collaborators next door.

- The information outlined in this business plan template should be used as a guide to organize your ideas in a logic workflow and facilitate the understanding about your proposition. **what do you plan to do**, and **how do you plan to do it**. Any information that does not serve this purpose should not be included in this document.
- The information in this document is the minimum requirement for your application to be assessed.
- The Competition is open to all product or service submissions based on a new technology or an innovative application of an existing technology. Submission relevant to the theme of the competition will qualify for judging. The scores will be given on the following criteria:
 - Functionality | the proposition of the solution is suited to practically serve the purpose well
 - Originality | the solution is innovative and brings out fresh perspective to theme
 - Execution | the implementation of a proposed plan is methodically presented, and team is experienced to develop the solution
 - UI/UX | The visual elements and experience of the proposed product or service follow seamless flow
- While this Power Point template is provided, it is advisable to use your own theme/template, as long as all information requested is provided
- For Queries and Clarifications Contact events@in5.ae



OPEN CALL
**Tech For Good
Challenge**

Deadline for submission:
SEPT 26, 2019

 **39TH GITEX
TECHNOLOGY
WEEK**

Project Name



Provide short description outlining your solution towards the challenge theme

Solution Statement



A single statement that describes what you do and why you do it.

Example 01 - Careem:

With the help of technology we offer our Customers the freedom of mobility, we give our Captains an opportunity to take financial control of their own life, and we provide our Colleagues with a platform to build an institution that will inspire generations of innovators.

Example 02 - Spotify

With Spotify, it's easy to find the right music for every moment - on your phone, your computer, your tablet and more.

Product Service Description



Use this section to describe your product/service. Description must provide a clear understanding of how the product/service works, what are the exclusive characteristics (if any), and what is the price range for the product in the market.

Supporting information (depending on business nature):

1. Value Chain
2. Innovative materials/technology
3. Synergies with existing products/services

Value Proposition



What is unique and/or innovative about your product or service?

Competitive Analysis



1. Benchmark your solution with similar products/services
2. Provide Customer validation details
3. What are the Opportunities and threats (SWOT) pertaining to your solution

Business Operating Model



The business model must include:

1. Fixed and variable costs
2. Identification of revenue streams

Management Team



Who are the people behind the Project? Minimum information required includes:

1. Full name
2. Position
3. Key responsibilities
4. Relevant past experience*

*Relevant experience refers to subject-related activities that can demonstrate the candidate's knowledge/understanding of the industry.

(e.g. Having worked in a hotel kitchen for applicants trying to open a restaurant)

Roadmap



Explain roadmap & milestones, in case you are required to develop the solution or provide milestone already achieved by your venture

Provide URL of your solution

Provide wireframe of your solution in case you are at idea stage

Contact



Provide contact details and social media links of the team

Thank you

