



Columbus
ASSOCIATION



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Project ideation and pitch deck presentation



Green Campus Hackathon: Building Digital Solutions for
SDG and Green Agenda Integration in University Life

Introduction



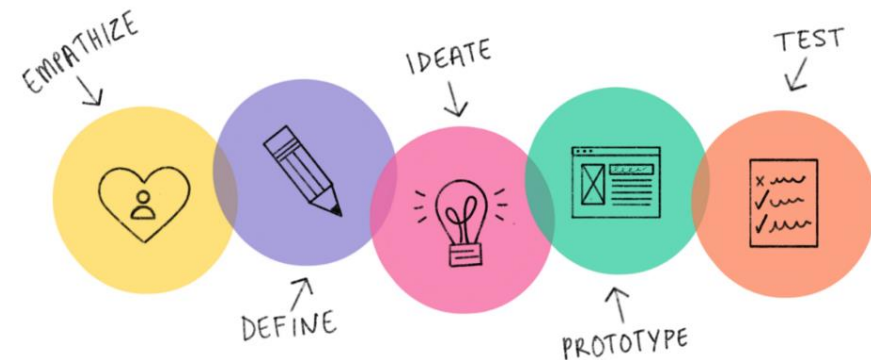
- Undoubtedly, there are multiple approaches and different tools in the literature that can be used to guide the teams in developing their solutions and presenting their ideas.
- For the purposes of the present hackathon, all ideation tools are correct, and none is wrong! Participants can freely choose from a wide variety of tools aiming to enhance brainstorming activities, including SWOT analysis, Business Model Canvas, lean start up methodology, mind mapping, & many more. Sky is the limit!
- To be clear, the project ideation methodology utilized by the participants **will not be evaluated or even submitted as part of their final solution.**



Examples of brainstorming & ideation tools



- Brainstorming is the **generation** of ideas in a spontaneous manner that encourages creative thoughts and problem-solving strategies.



Choosing your brainstorming tool



- Choosing the right ideation/brainstorming tool for a team depends on several factors, including team's size, project goals, and team members work/study preferences.
- The proposed tools are indicative, and you can mix and match, use several or none. You will find many more in literature and you can prepare yourself by studying them and selecting the right one for your team.
- You can also modify an existing tool to fit the scope of the present hackathon, create your own or simply, do not use one at all!

DigiEduHack Solution Canvas



DIGIEDUHACK SOLUTION CANVAS

Title of the solution:	<input type="text"/>	Team name:	<input type="text"/>
Challenge addressed:	<input type="text"/>	Challenge category:	<input type="text"/>
Background of the team: <small>(multiple selections possible in case of mixed teams)</small>	<input type="checkbox"/> Higher Education Students <input type="checkbox"/> Teachers <input type="checkbox"/> Others (please specify) <input type="text"/>		
	<input type="checkbox"/> Researchers <input type="checkbox"/> Primary School Students <input type="checkbox"/> Professionals <input type="checkbox"/> Secondary School Students		

Solution description

What is the final product/service/tool/activity you're proposing? What are its main elements, technologies and objectives? Could you please include a brief implementation plan with some key overall milestones, resources required and eventual barriers foreseen?
How could your solution be used to enhance digital education nowadays? How could its success be measured?

Target group

Who is/are the target group/s of your solution and how will they benefit from it? Why is your solution relevant to them? how do you plan to engage these groups so you fully meet their specific needs?

Context

What is the current or future problem you're trying to solve? How does your solution align with DigiEduHack 2024 annual theme?
How does your solution confront the challenge posed by the hackathon organiser and how does it address the challenge category?

Impact

How will your solution catalyse changes in education and what impacts will it have at social and environmental level? Could you provide examples or scenarios illustrating how such changes and impacts might unfold?

Describe it in a tweet

How would you describe your solution in a short catchy way with maximum 280 characters?

Innovativeness

What makes your solution different and original? Are there similar solutions or approaches currently available or implemented by education sector practitioners? If so, why and to what extent is your solution better?

Transferability

Can your solution partly or fully be used in other education/learning contexts or disciplines? Could you provide any example?

Sustainability

Once you have a prototype, what are your plans for a further development, implementation upscale and replication of the solution? How do you see it working in the mid- and long term?

Team work

Present the members of your team.
Why are you the perfect team to develop this work and what are the competencies you all bring in so the solution is developed successfully? What is your expertise within the thematic field concerned? Are you planning to continue working as a team in the future? If so, why?



Submitting the project idea/solution



- Independently of how you will proceed with the ideation and brainstorming activities, the final project should be submitted **only in the form of a pitch deck video presentation (max 150MB)**.
- No other documents are needed or will be submitted for the evaluation phase.
- The solution should be a **3 minutes (max)** pitch deck video that will be uploaded in the INVITE platforms' wall and at DigiEduHack. Judges and other teams will be able to watch your video on the platform's wall and evaluate your idea, creativity and presentation skills.
- Whether you decide to show us your beautiful faces, hear only your voices, include a presentation, it's your choice. We do not want to limit your creativity!



Pitch deck presentation



- A pitch deck presentation is a quick teaser of an idea. It's aims to grab listener's attention & create curiosity. In few words, you convey the essence of your idea, what problem it solves, and why it's exciting.
- Pitch decks are commonly used in formal settings, where you have a dedicated time slot for a detailed presentation.
- Unlike in vivo presentation pitches, a video pitch gets more information across per second. All this is just by the virtue of being a video, given you the opportunity to rehearse, record, modify and optimize it.
- Your video can show your idea in action. Pitch deck videos give you the chance to speak directly to the audience and inspire them about your idea and its importance.



Pitch deck presentation elements




Your pitch deck should include, but not limit to, the next elements:

- **The problem** - talk about the problem you are solving and what it causes. Is it universal?
- **The solution** - describe your idea. Use sketches, pictures, stories. Showing is always better than telling.
- **The expected impact** - what value it adds to the environment, the university, the academic community?
- **What it needs to be implemented** - define activities, necessary resources, technologies, etc.
- **Approximate cost** - make a cost estimation taking into account the feasibility of the idea.

Align the presentation to the hackathon evaluation criteria is also an important key-factor for success.

Pitch deck tips



- Make sure you have the equipment for video filming: lights, camera and... action! 
- When you are creating a pitch deck video, it usually matters if your face is there. Even if you are presenting something (e.g., a ppt), it helps to have a little bubble in a corner of the screen that shows you are there. In this case, choose a location with good lighting and neutral background. Place camera (phone, laptop, webcam, etc.) at eye level, facing you. Make sure audio is clear and easy to hear (may use microphone).
- Write down the script of the video or create an outline of the key points you want to cover in your pitch.
- Take some time to practice your pitch before you start recording. Speak clearly and make sure you know what you want to say and how you want to say it.
- You can use visuals to support your message. To illustrate your points, you might use a ppt presentation, a combination of text, images, etc.

Pitch deck tips (cont.)



- Keep it short and to the point. Limit the video to 3 minutes length. It give you enough time to introduce the idea, explain the problem it solves, and highlight the benefits of the solution, without losing viewer's attention.
- Once you've finished recording, you can use a video editing tool to cut out any mistakes or pauses.
- Good audio is key. If anything is at all unclear, or you are struggling with English, consider using subtitles.
- Remember to keep your pitch concise and to the point. It's also a good idea to dress appropriately and to use body language and facial expressions to engage your audience.
- Don't forget! Your presentation should address the main evaluation criteria to maximize your winning chances!
- Finally, show us your passion! If you believe in it, others will believe in it too!



Thank you

Together, we can make a difference for our planet and future generations...



Sources



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