

# YARL GEEK CHALLENGE

## Season 8 - Senior

### PROSPECTUS



July, 2019

YARL IT HUB

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IT Hub

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# 1. Introduction

The Yarl Geek Challenge Senior is a premier entrepreneurship competition open to all youth. The intent of the competition is to nurture entrepreneurship, business skills, technological skills, innovation and creativity. The best and the brightest young minds will be invited to join hands to solve some of the world's toughest problems. While competing with their peers, participants will have the opportunity to network with Entrepreneurs, Researchers, Technology practitioners and other participants.

The competition will be announced and applications will be called in July. All applicants will be invited for two webinars on Business Model Canvas, Customer Validation and Business Pitching. After the sessions, the teams will submit the Business Model Canvas and the initial Pitch Deck. After reviewing these submissions along with their applications, selected number of teams will be invited for the first round of Yarl Geek Challenge Senior, which will be held for 3 days in Jaffna. During the three days in Jaffna, the teams will be immersed in many activities which would help them refine their product, pitch and business model. On the third day, the teams will be pitching their products to an eminent panel of judges and a limited number of teams will be selected to pitch at the grand finale which will happen in Colombo. Entrants will be advised to vigilantly review the prospectus before submitting an entry.

The winners of the Yarl Geek Challenge will go on to win some amazing prizes and *other surprises!*

**NOTE: Teams should submit their applications on or before the 16th of August 2019.** Proposals should be named as **TeamName\_ProductName\_Version.pdf** and submitted using the form given at <http://yarlithub.org/ygc/> in the format specified in appendix A on or before **16th August 2019.**

## 2. Team Formation

The application for a team shall consist of a maximum of five members.

Competitors have to form their own team. We recommend teams, to include members with a good mix of complementing skill sets, which will efficiently help to complete the product prototype, pitch and run a startup. Product development, product design, domain expertise, business strategy, Financial modelling and pitching skills are some of the skills generally expected in this competition.

Participants must adhere to the following rules in forming teams:

- Each entrant of the competition shall be a member of only ONE team and not more than one team.
- No participant will be allowed to change teams once the competition has started unless otherwise exceptionally agreed by the judges and approved by the competition organizing committee.
- Teams shall not include any new members during the competition or remove members from the team on their own accord.
- Team members shall decide and appoint a leader (hereon referred to as Team Lead), who shall hold the position during the entire course of the competition.
- Each team will bear the sole responsibility for its own functioning and teamwork. In no event will Yarl IT Hub officiate any dispute regarding the conduct or cooperation of any team or its members.
- All expenses as part of the competition (software, hardware, learning material, travelling, etc.) shall be borne by the members of the respective teams and in no circumstances will be paid or reimbursed by Yarl IT Hub.

## 2.1 Team member - Eligibility Criteria

Participants are eligible to enter if the following requirements are met at the time of entry.

- Entrants must not be in any form involved in the execution or administration of this competition
- If your team is invited to participate in the finale and if your team is unable to participate for any reason, then we may disqualify your entire team and invite the next highest scoring team to participate.

## 2.2 Team Lead's Responsibility

- Team Lead is the main contact point of a team to the competition organizers.
- He/she must ensure that the team abides by competition rules and is responsible for driving the team to achieve goals during the competition.

## 2.3 How Do I Enter?

To participate in Yarl Geek Challenge Season 8 - Senior, you must submit team's project proposal **in the format specified in appendix A** on or **before 16th August 2019** by filling the form at <http://yarlithub.org/ygc> . Name your proposal file as **TeamName\_ProductName\_Version.pdf**.

Yarl IT Hub will review your team's proposal and approve OR recommend improvement OR reject your application. In the event of improvement/recommendation you are expected to re-submit the proposal for the organizing committee's perusal. Once approved the teams may start to work on their product/project/idea.

# 3. Role of Technical Mentors

Technical Mentors are the technical advisors of the team. Each team shall have a mentor working with them to guide, inspire and help their teams throughout the competition.

Team has two options, they could either

- a. Bring their own mentors
- b. Request the organizing committee to assign a mentor in the event of them unable to find one. Such requests should be clearly mentioned during proposal submission.

A technical mentor will be an experienced professional who can guide the team to build the technology needed for the start up.

Their role involves;

- Advising the team during the competition to ensure team performances are at the highest level.
- Mentors should help the teams to define the appropriate scope for the intended minimum viable product.
- Inspect team's work, preparation for the competition

## Mentor criteria

- Anyone acting as a team mentor must limit the level of support provided to team to technical and business guidance and must not contribute in any way that may be considered original authorship, or in a way that may enable claims of rights or ownership to the submitted entries.
- She/he will be an experienced professional.
- The mentors should not change the team's idea rather improve the concept which the teams bring forth.

- Mentor cannot present or answer questions on behalf of the team in any presentation or Question and Answer sessions though mentor could seek consultation with the organizing committee whenever they feel necessary.

## 4. Judging Panel

The judging panel for each round will consist of eminent Entrepreneurs, Researchers, Investors, Technologists and/or Business personalities with representation from both academia and industry.

Criteria based on which the teams would be evaluated throughout the competition.

- Completeness of a minimal viable product
- Sustainable Business Model
- Scalable Business Model
- Usability and User Experience
- Innovation
- Originality

## 5. Competition Format

Description	Location	Date	Event
Proposal submission, initial round of evaluation to qualify entries for Hackathon	Online & via Designated form	16th August, 2019	
Webinar – 1 and Business Model Canvas submission	Online	To be decided	
Webinar – 2 and Pitch deck submission	Online	To be decided	
3 day event, which will be done in the typical Hackathon format. Shortlisted teams will be selected to participate in the finale.	Jaffna	4 <sup>th</sup> – 6 <sup>th</sup> October, 2019	YGC Season 8 - Hackathon
The grand finale	Colombo	20th October, 2019	YGC Season 8 – Finale

## **5.1 Proposal Submission & Webinars**

Initially, teams need to submit the application along with the proposal (format is given in Annexure A) through given online form. All the teams applied will be invited to participate in two webinars that will be conducted by industry experts. These webinars will be on Business Model Canvas, Customer Validation and Business Pitching. After the first webinar, the teams will have to submit their Business Model Canvas. This will be reviewed by the organizing committee and the feedback will be given. After the second webinar, the teams will have to submit their initial pitch deck. This will also be reviewed by a panel and the teams will get feedback.

The teams which qualify through the review process will be invited for the three-day event which will happen in Jaffna during the first week of October. Once invited for the finale, it is mandatory for the teams to have at least one online meeting with an assigned mentor and this will be monitored by Yarl IT Hub. In the event of improvement/recommendation, you are expected to re-submit the proposal for the organizing committee's perusal after making necessary improvements. Late submissions and no responses for review comments will result in rejection.

## **5.2 Yarl Geek Challenge –Hackathon**

The second phase of the event which is scheduled to take place in Jaffna in extended hackathon format. In this phase, the teams are expected to pitch their idea and work on their idea for three days to crystalize their concept into a working prototype and a full pitch deck. On the final day, they will pitch their idea with a business plan for it and demo their full product / working prototype.

## **Selections Kickoff (Day 1)**

Initially teams will get the chance to introduce themselves and describe their concept in short within 2 minutes. This pitch will help the teams to get to know what each team is working on.

During the course of the day, the team will have a one on one consultancy session with experts to refine and help their Business Model and Product pitching. They will also have the privilege of listening to some high profile keynote speakers.

## **Selections Happening (Day 2)**

Teams are expected to concentrate on the feedback given on the previous day. During day time, the teams would do a dry run of their pitch in front of an expert panel, who would provide feedback and tips on improving their pitch on the next day.

## **Selections D-Day (Day 3)**

On the final day of the Selections Round teams should be ready with their demo and pitch. Each team will get 4 minutes for the demonstration/pitch to the judging panel and have to face 2 minutes question and answer session. Judges will shortlist a smaller number of teams to pitch at the Yarl Geek Challenge Finale to be held in Colombo.

## **2 weeks development time**

During this 2 weeks period leading to the Yarl Geek Challenge finale, teams are expected to improve their product and the pitch based on comments, discussions they had with mentors, judges and investors.

## 5.3 Yar! Geek Challenge - Finale

Teams will present in front of an eminent panel of judges.

- Each team gets 4 minutes to do their demonstration/presentation
- 2 minutes of question and answer session with the judging panel

## 6. Competition rules and copyright

In addition to any competition specific requirements and unless otherwise indicated in the specific competition rules, to be eligible for judging, an entry must meet the following general standards:

1. All entry material must be presented and/or submitted in the English language with the exception of localization projects.
2. If required to make an oral presentation or provide supporting materials, these presentations and materials must be presented and/or submitted in the English language with the exception of the localization projects.
3. The content of your entry and any supporting material must be acceptable for all viewing audiences. We will automatically disqualify any entrant who submits any entry or supporting materials that contain text, sound or images that we, in our sole opinion and for any reason, find offensive or inappropriate for public viewing, or that presents Yar! IT community in a negative light.

By submitting an entry in this competition, you confirm that, to the best of your knowledge:

- a. Your entry meets the requirements set forth above and in the applicable specific competition rules
- b. The entirety of the entry is yours or your team's original work

- c. Your team has obtained any and all consents, approvals, or licenses required for you to submit your entry
- d. All expenses as part of the competition (software, hardware, learning material, travelling, etc.) shall be borne by the members of the respective teams and in no circumstances will be paid or reimbursed by Yarl IT Hub.

**Important note about copyright:** Your team's entire entry must only include material (including source code – both open source and third party sourced, user interface, music, video or images) that you own or that you have permission from the copyright/trademark owner to use. Your team's entry may not include copyrighted materials (such as source code, user interface, background music, images or video) unless you own or have permission to use the materials. Ownership is not defined as purchasing a CD at a music store for replay, playing a copyright recording on your guitar or repurposing an application's user interface --- your team's entry will be disqualified if copyrighted materials, including but not limited to these examples, are a part of your entry without appropriate licensing or permissions. If you do use permissible copyrighted materials, you must include the permissions information by citing the artist/creator and license information as per the respective competition rules. Note that even material released under sites such as Creative Commons, common open source code licenses, and other similar licensing may need permission or acknowledgement as per the specific license. Note: your team's entry will be disqualified if permissions information is not included as per the requirements.

We reserve the right to disqualify or reject any entry that we, in our sole and absolute discretion, determine does not meet the above criteria. If, in any competition, we do not receive a sufficient number of entries meeting the entry requirements, we may, at our discretion, select fewer than the designated number of winners. The decisions of the judges are final and binding in all matters related to the competition.

## 7. Notifications Regarding the Competition

If your team is selected to participate in the Hackathon and Yarl Geek Challenge grand finale, we may notify you through the **team lead's email** or contact number you provided at time of sign up within the timelines designated or in some cases it will be announced at the session itself.

If we require that you affirmatively accept an invitation to compete in a subsequent round of any competition, and the notification that we send is returned as undeliverable for any reason, or you are otherwise unreachable for any reason, we may disqualify you and extend an invitation to the next highest scoring team/entrant.

If you do not complete the required forms as instructed and/or return the required forms within the time period listed on the winner notification message, we may disqualify you and select the next highest scoring team/entrant.

## 8. Winner Selection Criteria

Winner will be selected based on the Judges assessment of the teams capability to embark on an entrepreneurial journey and create a successful start up with the product.

## 9. Winners' Prizes

The winning team and the runner up team will be given exciting prizes in addition to potential investment/funding they may get from investors.

Teams confirmed as winners:

- May not designate another party as the winner. If any individual or team is unable or unwilling to accept the prize, the prize may be awarded to the next highest scoring team/entrant.
- If a team accepts a prize, each individual will be solely responsible for bearing all applicable taxes related to accepting the prize.
- In the event any non-cash prizes are awarded, may not exchange non-cash prizes for cash or any other merchandise or services. However, if for any reason an advertised prize is unavailable, Yar! IT Hub reserves the right to substitute with a prize of equal or greater value.
- In the event any non-cash prizes are awarded, unless otherwise noted, all prizes are subject to their manufacturer's warranty and/or terms and conditions.
- Mentors of winning teams ARE NOT awarded any cash prizes in association with their participation in Yar! Geek Challenge.

## 10. Prize Obligation

That, by accepting a prize, Yar! IT Hub and its event partners may use of your proper name along with your institution name in online and in print, or in any other media, in connection with this competition, without payment or compensation to you, except where prohibited by law.

# Appendix A

## Proposal for Yarl Geek Challenge Season 8

Team Name:

	Name	Email	Mobile Number
Lead			
Member 1			
Member 2			
Member 3			
Member 4			

Name any organisation you are affiliated to [If all members are part of a company or students of a specific institution please specify it.] :

### Product Details

Please answer the questions **completely**. You may provide illustrations / sketches if needed. Initial round of evaluations for qualifying to YGC will be based on the answers you provide on following questions.

1. What is your start up/product going to do?
2. What is new about what you are going to do or make?

3. Who are the target users(or product beneficiaries) for your start up/product?
4. Who are your competitors and how do you differ from them?
5. How do you intend to make money with this product?
6. What tools will you use to build your product?
7. Have you already started building the product? If yes, whats the stage you are at?
8. Have you already registered a company?
9. Tell us why we should select you for Yarl Geek Challenge Season 8?
10. Do you wish to continue to build a startup using this product after Yarl Geek Challenge?

**NOTE: To take part in Yarl Geek Challenge Season 8, Teams should prepare a proposal answering above questions.**

Project proposals should be named as **TeamName\_ProductName\_Version.pdf** and submitted using the form given at <http://yarlithub.org/ygc/> in the format specified in appendix A on or before **16<sup>th</sup> August, 2019**.