

STARRISE Methodological approach for Hackathon Global Workshop Festival

Introduction:

The Global Workshop Festival Hackathon is a 36-hour on-site and online event taking place in **Latvia, Riga, Brīvības iela 223a, 2nd Floor from November 22 to 23**, bringing together participants to solve real-world challenges in food logistics while integrating software, app and game elements. This unique event offers an opportunity for individuals from the gaming and logistics sectors to collaborate, exchange ideas, and innovate. Participants can work on projects across various domains, including **hardware, software (apps, platforms, serious games for training and awareness), and service-based solutions**, allowing for diverse approaches to address these challenges.

The hackathon will provide a platform for participants to pitch new or existing ideas, develop prototypes, and receive valuable feedback from industry experts. The event will be hosted on-site in Riga, with a simultaneous online presence through Discord to ensure global participation. The hackathon will also be streamed live, enabling broader engagement. Teams will work together to present their ideas, develop them into working prototypes, and at the end of the event, outstanding solutions will be rewarded.

With a focus on fostering creativity, collaboration, and innovation, the Global Workshop Festival Hackathon is open to students, startups, and professionals, offering a chance to address critical issues in food logistics while bringing the excitement and engagement of mixed creativity.

Participant Registration Process:

Participants will be required to complete a [registration form](#) that includes:

- Choose participation method – onsite or online
- Name, Surname
- Gender (Male, Female, Non-binary)
- Affiliation (Startup, Individual, or Company)
- Email
- Phone Number
- Country and City
- Postal Code
- Website or Portfolio Link (optional)

If participants have their own project ideas, they are encouraged to submit:

- Title of the Idea
- Abstract: A brief description of the idea
- Skills Needed: Outline the expertise and team roles required to develop the idea

Participants who do not have their own idea can choose from pre-defined ideas provided at the event. These ideas, identified by STARRISE Consortium partners, stakeholders and others will each include a problem description - essentially a case study - that participants must use as the basis for developing their proposed solutions. **Participants can expect challenges in areas such as hardware, software (apps, platforms, serious games), and service-based solutions, providing a range of approaches for innovation.**

- **Consent Clauses for Participants:**

At the bottom of the registration form, participants must agree to the following:

- **Consent to being filmed** and publicly shown during the event.
- **Registration with STARRISE Journey:** The participant will be added to the STARRISE project list and will receive email communications about the project and will be registered in STARRISE Journey - <https://starriseproject.eu/journey/>
- **Receive Future Notifications:** Consent to be informed about STARRISE activities, masterclasses, workshops, hackathons, investment opportunities, and other exclusive opportunities.
- **Idea Registration:** The submitted idea will be cataloged publicly, allowing other participants to contribute to it.

Warning: Due to venue constraints, onsite participation will be limited. First come first serve service. Registration is open till the 20th of November.

Discord Group Structure and Permissions:

After completing the registration survey, participants will receive an invitation link to join the official Global Workshop Festival Discord server (<https://discord.gg/NUcqzy6kY7>). Discord will serve as the primary communication platform for the hackathon, facilitating seamless interaction among participants, hosts, and project partners.

Discord is a voice, video, and text chat app that's used by tens of millions of people ages 13+ to talk and hang out with their communities and friends.

Access and Permissions

Upon joining the server, each participant will be assigned a role based on their involvement in the hackathon. The roles come with specific permissions to ensure the server remains organized and effective for collaboration:

- **Participants:**
Participants will have access to:
 - **General Channels:** Open chat rooms for discussing general topics, asking questions, and engaging with others in the community.
 - **Project Group Channels:** Once a participant selects or forms a project team, they will gain access to their team's **dedicated project channel**. This is where they will collaborate with their team members, share files, and coordinate their project development.
- **Hosts and Co-Hosts:**
Hosts will be responsible for overseeing the entire server and ensuring everything runs smoothly. They will have:
 - Full access to **all channels**, including project groups.
 - The ability to **manage permissions** and provide support to participants.
 - The responsibility of organizing discussions, events, and maintaining server order to prevent chaos.
- **Project Partners:**
Project partners, such as sponsors or stakeholders, will have the ability to:
 - Access **all project group channels**, where they can observe discussions, monitor progress, and provide feedback.
 - Engage directly with teams by reviewing shared documents or offering advice and insights in project discussions.

Collaboration and Communication

The Discord server will act as a hub where participants can:

- **Connect with their team members** in dedicated project channels.
- **Communicate with mentors and moderators** for guidance throughout the hackathon.
- **Access important event information** and updates from hosts, ensuring that everyone is kept in the loop.

Hackathon Event Schedule:

36 hours, from 11:00 on Day 1 to 20:00 on Day 2 (EET, Riga). (Hackathon event schedule, small changes may occur.)

Day 1 (November 22)– Kick-off and Idea Presentation

- **11:00 – 11:15: Opening of "GWF2024"**
 - Theme: Hardware, software, serious games and app solutions for food and logistics for better interregional cooperation within STARRISE project.
 - Hosts provide an overview of the festival's goals, program structure, and expected outcomes.
 - Explanation of the hackathon focuses on food and logistics challenges, emphasizing the importance of interregional collaboration.
- **11:15 – 12:15: Identified Challenges in Food and Logistics by STARRISE project**
 - Showcase of Key Industry Challenges:
 - Present key food and logistics challenges, focusing on problems identified from an interregional perspective.
 - Presentation format: Short, structured 3 minutes for every idea that is already available to be worked on.
- **12:15 – 13:15: Inspiration Case Studies: Industry Experts and STARRISE Journey participants (TBC)**
 - Niklāvs Strads (Odissey Studios, Glee) – Loyalty Program App Builder
 - Presentation on Glee's approach to gamifying loyalty programs, with examples from recent projects that enhance customer engagement through digital apps.
 - Vadims Morozovs (VOZOROM) – Car Monitor System Technology
 - Overview of VOZOROM's monitoring technology, covering applications in logistics to improve vehicle tracking, efficiency, and safety through digital monitoring systems.
 - Alex Schtelbe (Schtelbe Technologies) – From Vision to Solution
 - A case study on turning conceptual visions into practical tech solutions. Strategies for identifying needs, rapid prototyping, and scalable solution development will be discussed.

Note: Everyone will have a 15-minute presentation and 5 min for a little break.

- **13:30 – 14:30: Participant Pitches and Team Formation**
 - Participant Pitches:

- Participants who wish to pitch their own project ideas will have 2–3 minutes to present their concepts, outlining their idea and the challenges they intend to address.
 - The goal is to inspire collaboration and attract team members with complementary skills.
- **Team Formation:**
 - After the pitches, participants form teams based on mutual interest and complementary skill sets. Each team should consist of **3–5 members**.
 - Teams will select their project idea from the presented challenges or participant pitches and confirm their team structure.
- **14:30 – 15:00 PM: Food break**
- **15:00 – 17:00: Masterclass 1**
 - Mastering the Art of Pitching: Presenting Innovative Ideas with Impact (TBC) Manuel Seuffert , A.T. Kearney GmbH, Germany
- **17:00 - 18:00 Masterclass Nr2**
 - Crafting Tomorrow's Culture: Tech and Innovation at Tvibit" Ismet Bachtiar, Tvibit, Norway
- **18:00 – All night: Evening and Night work Session**

Day 2 (November 23) – Final Development and Presentations

- **09:00 – 10:00: Check-in and Mentorship Round**
- **10:00 – 12:00: Masterclass 3**
 - IoT learning about the Internet of Things (Systems, software etc.) (Ulrich Nordbisrath TBC)
- **12:00 – 14:00: Masterclasse Nr 4.**
 - Building VR Experiences (Alise Cukova) Masterclass for building a VR experience in Unity Engine, teaching the basics of how to make VR experiences.
- **14:00 – 14:30: Food break**
- **14:30 – 17:00: Work session**
- **17:00 – 19:00: Final Presentations**
 - 3-5 minute presentations by each team, followed by a short Q&A with judges.
 - Each team demonstrates their prototype or concept.
 - Judges evaluate based on innovation, feasibility, impact, and presentation quality.
- **19:00 – 20:00: Judging and Deliberation**
 - Judges deliberate and score projects based on the set criteria.
- **20:00 –: Awards and Closing Ceremony**
 - Announcement of **winning teams** and awarding of prizes (**Digital Certificate, Gift cards**).
 - Final remarks from organizers and mentors.
 - Group photo and networking session.

Table for Event Schedule:

EVENT SCHEDULE

DAY 22.11.2024 (Friday)	
Time	Event
11:00 - 11:15	Opening of GWF2024
11:15 - 12:15	Identified Challenges in Food and Logistics by STARRISE project
12:15 - 13:15	Inspiration Case Studies: Industry Experts and STARRISE Journey participants
13:30 - 14:30	Participant Pitches and Team Formation
14:30 - 15:00	Food break
15:00 - 17:00	Masterclass 1 - Mastering the Art of Pitching (Manuel Seuffert)
17:00 - 18:00	Masterclass 2 - Crafting Tomorrow's Culture (Ismet Bachtiar)
18:00 - All night	Evening and Night Work Session
DAY 23.11.2024 (Saturday)	
Time	Event
09:00 – 10:00	Check-in and Mentorship Round
10:00 – 12:00	Masterclass 3 - IoT learning about the Internet of Things (Ulrich Nordbistrath)
12:00 – 14:00	Masterclass 4 - Building VR Experiences in Unity Engine (Alise Cukova)
14:00 – 14:30	Food break
14:30 – 17:00	Work session
17:00 – 19:00	Final Presentations and Q&A
19:00 – 20:00	Judging and Deliberation
20:00 –	Awards and Closing Ceremony

Team Formation and Reward Distribution Rules:

1. **Team Size:**
 - Each team should consist of **3 to 5 members**. Teams can be formed either:
 - At the start of the event during the team formation phase, participants are grouped based on their chosen or presented ideas.
 - Participants may also join existing teams if they find an idea they are passionate about.
2. **Team Roles and Responsibilities:**
 - Each team should assign roles based on skillsets. Typical roles include developers, designers, and project managers.
 - Clear communication and coordination within teams are encouraged to ensure smooth workflow and idea development.
3. **Reward Distribution Within the Team:**
 - If the team wins a prize, the team members must decide how to divide the reward. There are two options:
 - **Team Reward:** The selected team member receives **100%** of the prize. The team must nominate **one person** from their group to collect the prize and

distribute it equally among themselves. This should be communicated via Discord by team consensus.

- **Shared Rewards:** The team may decide to share the prize among all members equally or proportionally. For example:
 - Each team member can receive a fixed percentage, such as **20%, 25%, or 33.33%** depending on how many members are in the group.
- The final decision on reward distribution must be documented in the team's project chat on Discord to ensure transparency.

End of Hackathon Reward, Prize:

The hackathon prize pool consists of **digital gift cards**. Teams will be awarded one of the following, based on their collective decision:

- **Google Play Gift Card**
- **App Store Gift Card**

The prize amounts are:

- **1st place:** €500 (in gift cards)
- **2nd place:** €300 (in gift cards)
- **3rd place:** €150 (in gift cards)

Each team must decide **during team formation** which type of gift card they wish to receive (Google Play or App Store).

In addition, **all participants** will receive a **Digital Certificate of Participation** in recognition of their efforts.

Prize Distribution:

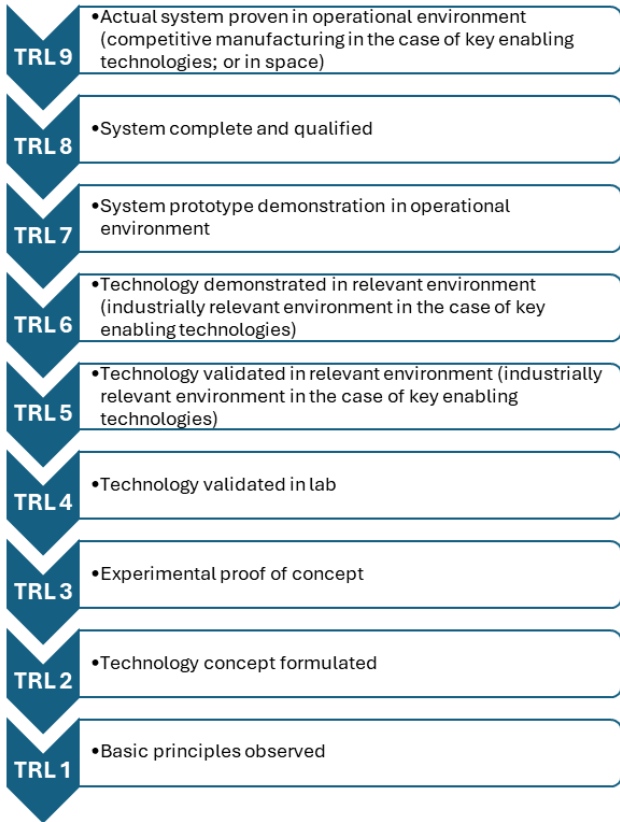
- After the winning teams are announced, each team member will undergo an **identification verification process** to ensure all participants are properly identified before receiving their reward.
- Prizes will be distributed within **7 business days** after all members of the winning teams are verified.
 - Participants must submit their identification information to confirm eligibility.
 - The organizing team will also **check all winners against international sanction lists** to ensure compliance with legal standards before issuing the rewards.

Additional Prize Information:

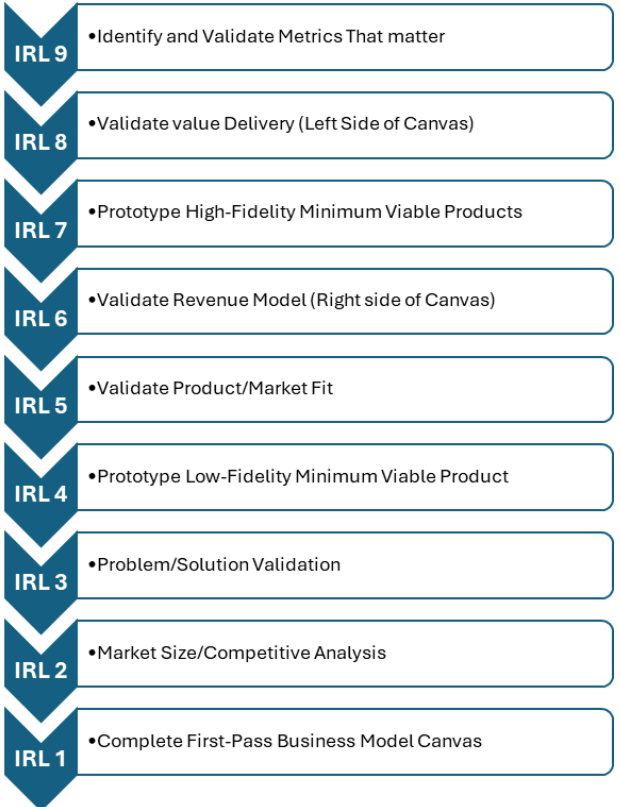
- The method of prize delivery will vary based on the type of prize:
 - **Digital gift cards** (Google Play or App Store) will be distributed via email or another contact method provided by the participants.
- **Digital certificates** will also be sent electronically to all participants.

Judging Criteria:

	Max points	notes
Advantages and Competitiveness	3	<p>1 point - the idea of a solution has been developed, but not carried out by competitors' analysis and certain advantages of the solution over Competitors</p> <p>2 points - the idea of a solution has been developed, and made by competitors' analysis, but no definite advantage over Competitors</p> <p>3 points - the idea of a solution has been developed, an analysis of competitors has been carried out and defined advantages of the solution over competitors</p>
Development Perspective	3	<p>1 point - the idea of a solution has been developed but it is clearly not technologically feasible</p> <p>2 points - the idea of a solution has been developed, it can be implemented technologically, but it would be very time consuming and would require large financial Investment</p> <p>3 points - the idea of a solution has been developed, it is possible technologically to be implemented within a reasonable period, the team has considered funding options – EU projects</p>
Innovation/ Uniqueness	3	<p>1 point - the idea of a solution has been developed, but it is not unique and Innovative</p> <p>2 points - a solution idea has been developed that is like already existing solutions, but with innovative applications within the company</p> <p>3 points - the idea of the solution has been developed, it is innovative and unique at national and/or international level</p>
Presentation	3	<p>1 point - the presentation is given, but the speaker is not familiar with the idea, the narrative is vague, unable to respond fully to the jury's Questions</p> <p>2 points - the presentation is given, the speaker knows the ideas foundation, able to answer questions, but not provide in-depth and detailed outline</p> <p>3 points - the presentation is given; the speaker knows in depth idea and able to exhaustively answer the jury's questions</p>
Ratio of IRL to TRL	3	<p>Using STARRISE deliverable D7.3 methodology approach:</p> <p>Respective technological readiness based on TRL, and investment readiness based on IRL</p> <p>TRL - levels</p>



IRL - levels



1.1. Methodology and Criteria

The Methodology and Criteria employed by the STARRISE project will play a pivotal role in shaping the trajectory of regional innovation projects. With a clear focus on capacity building, the Consortium places significant emphasis on assessing the technical capabilities of ideas and projects aimed at addressing regional challenges. In this context, the evaluation framework incorporates both Technology Readiness Level (TRL) and Investment Readiness Level (IRL). **Recognizing the project's capacity-building nature, TRL takes precedence over IRL during the assessment process.**

The comprehensive evaluation process involves a meticulous selection procedure for ideas and potential projects. Following the gathering of project ideas at the regional level, a Consortium-level discussion takes place to categorize similar ideas, eventually leading to the formation of cohesive project titles. The first round of project selection occurs at this stage, where the Consortium, guided by key performance indicators (KPIs), aims to identify and support 30 promising project ideas.

Ensuring transparency and equal opportunities for all, each project idea undergoes evaluation using the proposed equation:

$$\text{TRL} \times 3 + \text{IRL} = \text{Score}$$

This **weighted approach** prioritizes technological readiness while considering the importance of investment readiness. The selected ideas will receive direct project support through individual consultations, mentoring, coaching, and masterclasses. It's expected that support will be up to 16 hours per project.

After the implementation of project support activities, **a second evaluation is conducted** using the same equation. This approach results in each project idea receiving two scores, allowing for the assessment of developmental progress, team performance, and commitment to transforming the project idea into a regional innovation investment business case.

The organization of this process entails the initial collection of project ideas at the regional level, followed by evaluations and grouping at both interregional and regional levels. Additionally, projects are scored on a scale from 1 to 5, with 1 indicating a NUTS3 or lower regional project and 5 signifying a project of NUTS1 regional significance.

The Consortium aims to support a minimum of 30 project ideas, with a proposed distribution of 15 projects in Agri-Food and 15 in Logistics. The regional coverage plan allocates five projects per region, with the flexibility to adjust based on the significance of the project ideas.

		<p>As the Consortium enhances its competence in investment project development through various training programs and ecosystem-building activities, these methodologies ensure a robust and dynamic approach to regional innovation within the STARRISE project.</p> <hr/>
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Jury Composition

The jury panel will be comprised of three key members with diverse perspectives and expertise to the judging process:

- One representative from the event coordinator
- One representative from the STARRISE partners
- One independent member

The decision on the ranking will be based on points, with the top six projects selected according to their scores. From these, the jury will choose three finalists and determine the final placement.