

# How to Succeed

## Business Solutions

We're looking for impactful business ideas that can address real-world challenges. Unlike traditional hackathons that focus on building products, here we're interested in well-defined business concepts that have the potential to create value in the marketplace. Though product building is still included.

## Clear Market Needs

Effective solutions address real market needs. Your idea should provide a clear solution to a problem or challenge that businesses or consumers face.

## Feasibility and Scalability

While we appreciate innovation, it's important that your idea is feasible and has the potential to scale. Consider the practicality of implementing your business concept and how it can grow in the long term.

## B2B and B2C

Your business ideas can target either B2B or B2C sectors. Whether you're proposing solutions that cater to other businesses or directly to consumers, we're excited to see your innovative ideas across the board.

## Software-Centric Solutions

For this Innovation Sprint, we're focusing on software solutions rather than hardware. Your idea should be primarily centered around software-based platforms, applications, or services.

## Sustainability and Viability

While creativity is encouraged, we're particularly interested in ideas that have the potential to be sustainable and add real value to the world. Ensure your business concept isn't just a hobby but has the potential to create a lasting impact in the market.

## Leverage Tailwinds

Ideas that leverage prevailing trends or emerging market forces often have a competitive advantage. Consider how your concept rides on these "tailwinds" to gain momentum and resonate with the current business landscape.

## Addressing a Large Market

A successful business idea typically addresses a sizable market. Think about the reach of your solution and how it can cater to a broad audience.



**LAUNCH**  
FACTORY