

Sustainability Innovation Challenge

Info Sheet

Challenge Question

«Create a product or service that uses technology to foster genuine human connection and/or counter the growing loneliness in our digital society.»

Idea

- Your idea must be developed on the spot; you must not present any existing concepts or solutions generated solely by AI.
- To help you structure your idea, a Business Model Canvas (BMC) template is available, which you may use if you wish. You can find it on the [landing page](#).

Pitch

- You have three minutes to present your idea, accompanied by three PowerPoint slides
- This will be followed by a two-minute Q&A session
- **Language:** English or Standard German
- **Time slot for your pitch:** between 3:30 p.m. and 4:30 p.m.
- Only ideas you pitch yourselves are eligible for the prize money

Key Content Points

Your pitch should, in particular, cover the following points (in any order):

- The idea and how it works
- Target audience and benefits
- The sustainability aspects of your idea (society and/or the environment)
- Implementation, funding and potential challenges
- How it differs from existing solutions/competitors
- Your next steps

Behaviour & Rules

- Groups of 3, up to a maximum of 7
- Fair play is essential: each group works independently
- Treat all participants, jury members and staff with respect
- If you reach the final pitch, your idea and slides must remain unchanged. It is the same pitch – no revised or new version