The Columbia AI for Good Hackathon ↗

Cheat Sheet # 2

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Summary

❝ Welcome to the Columbia AI for Good Hackathon.

This is your space to explore how AI can be used responsibly to solve real problems. Over the next two weeks, you will experiment with vibe coding tools, design structured AI systems, and turn ideas into working prototypes.

This is not about building something impressive. It is about building something that matters.

We believe
AI has the power
to empower people and
create meaningful social
and economic impact.

CHEAT SHEET # 2

Building for Impact: TBL + Social Business Model Canvas
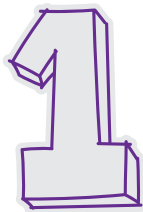
This hackathon is not just about building AI.

It's about building AI with purpose.

You will use two frameworks to structure your idea:

Triple Bottom Line (TBL)

Social Business Model Canva

1 First Part: Tripple Bottom Line

Think of this as your impact filter.
Every project must answer:

PEOPLE

Who are you helping?
What problem are they facing?
How does your solution improve their lives?
How will you measure real impact?

Examples of measurable impact:
% reduction in wait time
Increase in access
Cost savings for users
Improved mental health score
Jobs created

PLANET

Does your solution improve environmental outcomes?
Does it reduce waste?
Optimize energy?
Improve resource efficiency?
Reduce emissions?

If not environmental, explain why.
Not every project needs a strong planet component . but you must think about it.

PROFIT

Can this survive in the real world?

Who pays?

What is your revenue model?

Is it sustainable long term?

A social idea that cannot sustain itself is not scalable.

Quick TBL Checklist

Before presenting, ask:

✔ Is our social impact measurable?

✔ Is the business financially sustainable?

✔ Are there trade-offs between impact and profit?

✔ Can we scale this beyond Columbia?

2 PART 2: SOCIAL BUSINESS MODEL CANVAS

This helps you move from idea → real venture.

Key Resources	Key Activities	Type of Intervention	Segments	Value Proposition
What resources will you need to run your activities? People, finance, access?		What is the format of your intervention? Is it a workshop? A service? A product?	Beneficiary	Social Value Proposition / Impact Measures
Partners + Key Stakeholders		**Channels**	Customer	How will you show that you are creating social impact? / Customer Value Proposition
Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?	What programme and non-programme activities will your organisation be carrying out?	How are you reaching your beneficiaries and customers?	Who are the people or organisations who will pay to address this issue?	What do your customers want to get out of this initiative?
Cost Structure		**Surplus**	**Revenue**	
What are your biggest expenditure areas? How do they change as you scale up?		Where do you plan to invest your profits?	Break down your revenue sources by %	

Problem

What specific pain are you solving?

Be precise.

Bad: "Education inequality"

Better: "Low-income students lack access to AI tutoring in NYC public schools

Target Beneficiaries

Who is affected most?

Define:

Age

Geography

Income level

Role (student, founder, nurse, etc.)

Value Proposition

What does your AI solution actually do?

Clear formula:

"We help [who] solve [problem] by using [AI capability], resulting in [clear benefit]."

Social Impact

What measurable change happens?

Add 1–3 KPIs.

Example:

30% faster access to services

20% cost reduction

15% increase in access

Revenue Model

Choose one:

B2B

B2C

SaaS subscription

Marketplace

Transaction fee

Government contract

Hybrid

Key Activities

What must you build or operate?

Model training

API integration

Data collection

Partnerships

UX development

Key Partners

Who makes this possible?

Universities

NGOs

Corporations

Governments

AI vendors

Cost Structure

What drives cost?

Cloud compute

Engineering

Data

Marketing

Compliance

AI Component

Be specific.

Are you using:

Multimodal analysis?

Agentic orchestration?

Predictive modeling?

NLP?

RAG?

Vision?

Judges will look for real AI integration.

🧠 **How Judges Will Evaluate You**

Your project must show:

- Clear problem definition
- Measurable social impact
- Real AI integration
- Feasible execution
- Sustainable business model

⚡ **10-Minute Team Exercise
Before building:**

- Fill out TBL in 5 minutes
- Fill out Canvas in 10 minutes
- Refine your value proposition
- Start building

thank you

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