

AIDC EASTERN CAPE

WHAT THE HACK.

Hackathon Survival Guide

1 August 2025



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Government mandate to the AIDC Eastern Cape

Grow the Eastern Cape automotive industry's global competitiveness.

Support the Provincial Economic Development Strategy Objectives.

Contribute to government goals of continuous growth, sustainable job creation, and skills development.

Hackathon Objectives

Identify Problems: Understand and document a new or existing problem found in any one of the 7 the Eastern Cape Automotive Masterplan 2035 pillars.

Propose Innovative Solutions: Develop, Create, Make and Propose solutions to address the problem.

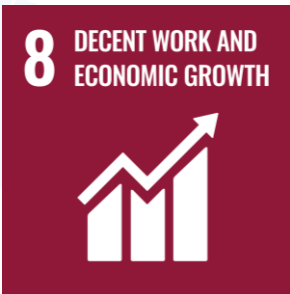
Collaborate and Learn: Enable a conducive environment for knowledge sharing and teamwork.

Prototype Development: Combine all the skills in the team to build and present a feasible concept.

Continuous Improvement: Provide foresight and consideration for sustainability of the solution.

Sustainable Development Goals

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. This hackathon aims to raise awareness, promote and contribute efforts towards the following aligned SDGs:



Friday

Time: 14h05

Key Deliverables:

1. Team Name.
2. Team Member Profiles and Roles.
3. Masterplan Pillar of Interest.

Saturday

Time: 10h40

Key Deliverables:

1. Problem Statement.
2. Research References.
3. Proposed Project Idea.

Saturday

Time: 16h45

Key Deliverables:

1. Database Model(ERD).
2. System Use Case or User Journey.
3. Sketch, Flow Chart, or Circuit Diagram

Sunday

Time: 09h00

Final Deliverables:

1. Presentation and 5-min Video.
2. Working Demo or Prototype.
3. Final Project Documentation.

Submission Method

All submissions must be uploaded to the team's Discord Channel:

1. Join the Hackathon Discord space: <https://discord.gg/E4xb3azjhA>
2. Ensure you and all your team members have joined in your team's Channel.
3. Watch the submission deadline time and upload all relevant deliverables.



DISCORD SERVER LINK
<https://discord.gg/E4xb3azjhA>

Saving or Exporting Files

- All work must be saved with the file's name clearly describing the file. Untitled documents will not be considered as official work done.
- Accepted file types include (but are not limited to) MS Word, PowerPoint, Visio, Project, and Excel. Technical sketches or other formats can be exported to JPEG, PNG, PDF, or if unsure – ask.
- Code Snippets, Simulations, CAD Files, or any other related Demo source files must be submitted inside a **.zip file** to ensure project is submitted fully

Uploading Submissions

- Once all required submission files are ready, one member of the team can upload each file to the relevant Discord channel.
- The timestamp on the file upload will be checked first before files are reviewed.
- Moderators will check the quality and standard of submissions.
- Teams who are disqualified will be announced before the next stage begins.

Date

SUNDAY:

3rd August 2025

Time:

10h00

Format:

Elevator pitch presentation with Q&A session

Deliverables:

- PowerPoint Presentation.
- Working Demo or Prototype.
- 5-min Video Explainer of Project
- Final Project Documentation

Expectations

Presentation Slot:

Each team will get a **15 minutes** long time slot to present their project idea to the judging panel.

Questions and Answers:

Judging panel will be allowed a further **5 minutes** to ask questions and get responses from the team.

Time Penalties:

Each presentation should **NOT** go over the **20 minutes** time allocated; the penalty will be -5 points.

Scoring:

Judges will be allowed to deliberate on the presentation made and score teams to determine the winning solutions.

“

If everything seems under control,
you're not going fast enough.

”

~Mario Andretti



1

MAKE YOUR TEAM KNOWN.

Points to Consider

- Name of your Team
- Team Profiles and Project Roles
- Masterplan Pillar of Interest

#TIP

- You can present the profile to best show the diversity, skills spread, age and gender disparity of the member of your team.
- You may consider giving a short reasoning as to why you chose the area your team is exploring.

2

WHAT IS THE PROBLEM?

Points to Consider

- What is the problem you are trying to solve?
- Who else would agree that this problem needs to be solved?
- Why does this problem need to be addressed urgently?

#TIP

- Start with a vivid story that's easy to understand, clear to follow and relatable.
- Use infographics, visuals, or data to tell a compelling story that proves the problem exists and is worth solving.



3

DESCRIBE IT IN
ONE LINE.

Points to Consider

Describe your solution by filling out the missing parts:

- A solution that helps ((a) who?) to ((b) do what?) by ((c) how does it work?), that will result in ((d) the Benefits).

#TIP

- (a) who – is going to use your solution.
- (b) what – does your solution enable them to do.
- (c) how – does it work or how is it used.
- (d) benefits – the user will gain from using the solution.

4

DESCRIBE YOUR USER.

Points to Consider

Research a bit to understand the person you are solving the problem for.

- What kind of a person are they? (young, old, man, woman, etc)
- How do they learn? (traditional, tech savvy, instructor-led, etc)
- What do they currently do to deal with the problem?

#TIP

- Be specific, focus on clearly defining your ideal customer and their strengths.
- If you are targeting everyone, you are targeting 'no one' – anonymous.
- Where you can, consult people outside the hackathon by calling friends or family who may have the problem to ask if they would use this kind of a solution.



5

**YOUR USERS'
CORE NEEDS.**

Points to Consider

Know your customer's intention and anticipate touch points:

- Visualize this using tools like a Needs statement.
- Think | “Who” needs a way to do “What” so that “Result”.

#TIP

No matter how fancy or complex the project idea is, it will not be a solution unless it addresses a need and makes meaningful impact towards a positive outcome for your user.

Example:

Themba, a 31 year-old Electric Vehicle owner in Gauteng, wants to travel to the Eastern Cape to visit his family and show off his cool new car to his old friends back home.

6

WHY WOULD AN INVESTOR BUY YOUR SOLUTION?

Points to Consider

What kind of business relationships or partners do you need?

- Make it worthwhile - what will they give and what will they get?
- Would it be once-off or continuous?
- What reasons would they have to maintain the relations further ?

#TIP

- (a) who – is going to use your solution.
- (b) what – does your solution enable them to do.
- (c) how – does it work or how is it used.
- (d) benefits – the user will gain from using the solution.



**SHOWCASE
YOUR WORK.**

Points to Consider

Demonstrate or showcase what you have worked on.

- Use case, Circuit Diagram, or Database Models (ERD).
- Flow Charts, Wireframes or Complete User Journey Illustrations.
- Cognitive Walkthrough Screens or Demo Simulations.
- Working Project Demo (1 complete functionality).
- Expected or Desired Outcomes and Predictions.
- Testing Results and Reporting Capabilities
- Additional Resources or Tools Needed for Scaling Up.

#TIP

- Try engage other participants outside of your team and observe how they can understand your ideas without any difficulties or doubts.
- Remember, to win a hackathon is not about showcasing a complicated idea; rather, a feasible and innovative solution to a real problem.

A large blue number '8' centered within a thick yellow circle. In the background, there is a faint, light blue map of the Eastern Cape region of South Africa.

8

**WRAP IT UP,
QUICKLY!**

Points to Consider

End off your presentation with a solid call to action or mission statement – cementing your idea.

- Prove that the problem has now been solved.
- Show the value the solution would bring.
- What the next step would be to implement it tomorrow.

#TIP

- Save time for the Q&A to allow the judges to engage you for more details.
- If you have time, show some of the 'nice-to-haves' that your solution has.
- Present a sustainability plan for your solution to roll out into other markets.
- Show alignment with Global Agendas, National Strategies, United Nation SDGs, etc.

STAY MOTIVATED AND HAVE FUN

Keep your **team's spirits** high by celebrating **small victories** and staying positive, the **experience** will be rewarding.

- Manage your time and pace yourself, survive .
- Upload your work 5-10 minutes ahead of the cutoff time.
- Check it, double check, triple check – just to be sure.
- Verify your facts and be clear, calm, and concise when responding.
- Allow turns for each team member to contribute to the project.

“

When something is important enough,
You do it even if the odds are **not in your
favour.**

”

~ Elon Musk



Thank You



COMMENTS