



# FORMIDIUM

# HACKATHON



BITS Pilani K K Birla Goa Campus

# WELCOME TO THE SEAMLESS AI/BLOCKCHAIN HACKATHON!

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This event is designed to inspire innovation in the application of AI to revolutionize sales and marketing strategies. Participants are free to choose any problem under one of the three tracks and may or may not select from the provided examples - solutions align with the focus of the chosen track.

# SEAMLESS AI/BLOCKCHAIN HACKATHON

## Purpose of This Hackathon

- Foster Innovation: Provide a platform for participants to think creatively and explore unique solutions to complex problems.
- Learn and Build Together: Encourage collaboration and skill development in two of the most transformative technologies of our time—Blockchain and AI.
- Solve Real-World Challenges: Develop practical applications that have the potential to make a tangible impact in various industries, such as finance, healthcare, and technology.

# TRACKS

## OVERVIEW

WE'VE STRUCTURED THE HACKATHON INTO THREE DISTINCT TRACKS TO HELP PARTICIPANTS CHANNEL THEIR EFFORTS AND EXPERTISE:

AI Applications: Build practical solutions that showcase the power of AI in domains like customer engagement, personal finance, and healthcare.

AI Benchmarking: Evaluate and optimize the performance of AI models to improve efficiency, reduce biases, and enhance real-world usability.

Blockchain Payment Systems: Explore blockchain's potential to revolutionize payments by designing secure, scalable, and decentralized systems.

# TRACK 1: AI POWERED APPLICATIONS

## PROBLEM STATEMENT 1: PERSONALIZED GIFT RECOMMENDATION AI

**Objective:** Build an AI-driven matching tool that provides personalized gift suggestions based on the user's personality traits and preferences.

**Requirements:**

- Data Collection: Create a 25-question personality survey to understand the user's preferences.
- Gift Ranking: Use AI to rank 20 predefined gift items based on the survey responses.
- Interactive Suggestions: Implement a conversational interface where the AI can "talk" to the user to refine suggestions or offer alternates.
- Selection and Checkout: Once the user selects a gift, capture their shipping details in a 5-field address box (e.g., Name, Street Address, City, State, ZIP Code).

**Key Features to Include:**

- Intuitive UI for the personality questionnaire.
- An explainable AI component to justify gift rankings.
- A user-friendly conversational chatbot to interact and finalize the gift.

**Impact:** Simplify the gift-selection process and enhance the user experience through personalization.

# TRACK 1: AI POWERED APPLICATIONS

## PROBLEM STATEMENT 2: AI-POWERED CUSTOMER SERVICE RECOMMENDATION TOOL

**Objective:** Develop an AI-driven tool to analyze incoming customer emails and send actionable alerts to the Client Success team for prompt responses.

**Requirements:**

- Integration with Microsoft APIs: Use Microsoft Graph API or similar tools to fetch and read incoming emails.
- Text Analysis: Leverage Natural Language Processing (NLP) to classify the emails by priority, sentiment, and topic.
- Alert System: Automatically generate alerts for high-priority or negative sentiment emails and send them to the Client Success team.
- Dashboard: Provide a dashboard to view the status of analyzed emails and track the team's responses.

**Key Features to Include:**

- Sentiment and priority scoring for emails.
- Integration with email systems via Microsoft APIs.
- Notifications through email, or other channels.

**Impact:** Streamline customer service workflows and improve response times by enabling proactive handling of critical client concerns.

# TRACK 1: AI POWERED APPLICATIONS

## PROBLEM STATEMENT 3: AI-POWERED LEAD GENERATION FOR SALES

**Objective:** Create an AI-based lead generation tool that identifies and ranks potential sales leads by analyzing public data sources.

**Requirements:**

- Web Scraping: Collect relevant data from platforms like LinkedIn, Twitter, and GitHub to identify individuals or companies matching specific sales criteria.
- Lead Scoring: Use AI to rank leads based on relevance, activity, and potential interest in the product/service.
- Engagement Insights: Provide actionable insights, such as recent activities, interests, or mutual connections, to assist sales teams.
- Output: Deliver a list of high-priority leads in a structured format (e.g., CSV, CRM integration).

**Key Features to Include:**

- Filters for industries, roles, locations, or other customizable parameters.
- A ranking system to prioritize leads based on likelihood of conversion.
- A user-friendly interface for viewing and exporting lead data.

**Impact:** Boost sales efficiency by automating the lead discovery process and providing tailored recommendations for engagement strategies.

# TRACK 2: BLOCKCHAIN PAYMENT SYSTEM

## PROBLEM STATEMENT 1: CROSS-BORDER PAYMENT PLATFORM

**Objective:** Design a blockchain-based payment system that facilitates secure, fast, and low-cost cross-border transactions.

### Requirements:

- Blockchain: Use Ethereum, Solana, or similar platforms for implementation.
- Features: Enable currency conversion, transaction tracking, and compliance with international regulations.
- Scalability: Ensure the system can handle high transaction volumes while maintaining low fees.
- Outcome: A proof-of-concept platform demonstrating seamless cross-border transactions.

### Key Features to Include:

- Wallet integration for sending/receiving payments.
- Support for stablecoins to reduce volatility.
- A user dashboard showing transaction history.

# TRACK 2: BLOCKCHAIN PAYMENT SYSTEM

## PROBLEM STATEMENT 2: DECENTRALIZED SUBSCRIPTION PAYMENT SYSTEM

**Objective:** Develop a blockchain-based solution for managing recurring payments in subscription services.

**Requirements:**

- Smart Contracts: Implement contracts that automate subscription payments and cancellations.
- User-Friendly Interface: Allow users to manage subscriptions and view payment history.
- Security: Ensure payment data is encrypted, and transactions are tamper-proof.
- Outcome: A working prototype for a decentralized subscription payment service.

**Key Features to Include:**

- Notifications for upcoming payments or insufficient funds.
- Integration with wallets and Layer 2 scaling solutions for reduced costs.