AstroPreneur

Event Objective

AstroPreneur is a hackathon aimed at designing and prototyping an **AI-powered entrepreneurial assistant**. The challenge is to build an intelligent solution that supports entrepreneurs across the entire startup journey: from the spark of an idea to product launch and beyond. By leveraging the power of open-source LLMs, AI agents, and generative models, participants are encouraged to create tools that help transform concepts into market-ready solutions.

Functional Axes

Each team may choose to develop one or more parts of the entrepreneurial assistant. The challenge is divided into the following functional axes:

- Ideation & Concept Development

- Market Research & Analysis

- Product Design & Development

- Brand Identity & Positioning

- Business Model & Financial Planning

- Legal & Regulatory Compliance

- Marketing Strategy Development

- Sales Strategy & Channel Development

- Production & Operations Planning

- Go-to-Market Strategy & Launch

Expected Functional Outcomes

Ideation & Concept Development

- AI-supported brainstorming and idea generation.

- Systematic problem identification and validation.

- Conceptualization of solutions through creative methods.

- Initial feasibility assessment using structured frameworks.

- Iterative refinement based on market insights and feedback.

Market Research & Analysis

- Target market identification and segmentation.

- Competitive landscape analysis (direct and indirect competitors).

- Market size estimation based on industry data.

- Customer persona creation (behavioral and demographic).

- Trend analysis and forecasting of emerging opportunities.

Product Design & Development

- User-centered design using design thinking principles.

- Creation of low- and high-fidelity prototypes.

- Automated drafting of product requirement documents (PRDs).

- Tech stack recommendations and feasibility assessment.

- Iterative design improvements through AI-powered simulations.

Brand Identity & Positioning

- Development of brand assets (logo, color schemes, typography).

- Clear definition of brand voice and storytelling.

- Positioning strategy against competitors.

- Generation of slogans, taglines, and digital assets via AI.

Business Model & Financial Planning

- Business model canvas generation.

- Cost structure and revenue stream mapping.

- Pricing strategy exploration and monetization options.

- Financial forecasting and break-even analysis.

- Scenario simulation for alternative business strategies.

Legal & Regulatory Compliance

- Guidance on intellectual property and data privacy.

- Drafting of NDAs, partnership agreements, and contracts.

- Compliance with relevant regulations (e.g., GDPR).

- Risk identification and legal checklists for startups.

Marketing Strategy Development

- Comprehensive marketing roadmap creation.

- Support for SEO, content, and digital campaigns.

- Social media and influencer outreach strategies.

- KPI tracking (CAC, conversion rates, engagement).

Sales Strategy & Channel Development

- Funnel design and customer acquisition methods.

- Distribution and partnership strategy planning.

- AI-assisted sales pitch generation and lead nurturing.

- Integration of CRM strategies for growth.

Production & Operations Planning

- Workflow and process planning.

- Lean and agile development cycles.

- Vendor and supply chain management (for physical products).

- Quality control and cost efficiency recommendations.

Go-to-Market Strategy & Launch

- Launch playbook creation and pre-launch buzz building.

- Beta testing and iterative feedback collection.

- Cross-functional coordination across product, sales, and marketing.

- Measurement of launch success via adoption and retention metrics.

Technical Constraints

- Use of generative AI models (text, image, video, etc.).

- Only open-source or free models, APIs, and LLMs are allowed.

- UI/UX must be designed with Figma, Adobe XD, or web prototypes.

- Pre-existing code/templates may be used if declared and adapted.

- Open-source datasets or self-created datasets must be used.

- Any web scraping must comply with source terms of service.

Deliverables

- Commented source code.

- Technical documentation (README).

- Final presentation and demo (5 minutes).

Event Agenda

Day 1 – Kickoff & Development

- Opening ceremony and challenge briefing.

- Keynote: AI for Entrepreneurship.

- Team formation and brainstorming.

- Selection of functional axes.

- Start of development with mentor guidance.

- Evening checkpoint and feedback session.

Day 2 – Finalization & Pitching

- Prototype refinement and preparation.

- Pitch training and mentoring sessions.

- Submission of code and documentation.

- Final presentations and 5-minute live demos.

- Jury deliberation and announcement of winners.

- Closing ceremony.

Evaluation Criteria

- Innovation & Creativity – 20%

- Technical Implementation – 20%

- Business Relevance – 20%

- Design & User Experience – 15%

- Pitch & Presentation – 15%

- Collaboration & Documentation – 10%

Optional: Bonus and Extensions

- **Sustainability Bonus**: alignment with SDGs or eco-friendly practices.

- **Cross-Functional Bonus**: covering multiple functional axes.

- **Integration Bonus**: creative use of APIs or open-source models.

- **Scalability Bonus**: demonstration of global scalability.

- **Community Impact Bonus**: solutions with tangible societal benefits.