



GBDA SOCIETY
presents:

MOSAIC 2025

MARCH 8

PARTICIPANT PACKAGE

Welcome to Mosaic 2025

A message from the GBDA Society team

We're so excited to have you as part of the Mosaic Innovation Challenge. We hope this competition sparks creativity, builds connections, and leaves you with great memories. More than anything, we hope you have fun and feel part of a growing community.

We appreciate you coming, and can't wait to see you at future GBDA Society events!

Good luck & enjoy the challenge!

Schedule

09:00 AM - 9:30 AM	Opening Ceremonies
09:30 AM - 12:00 PM	Work session
12:00 PM - 01:00 PM	Lunch
01:00 PM - 05:00 PM	Work session
05:00 PM - 06:30 PM	Judging & Dinner
06:30 PM - 07:30 PM	Closing ceremonies

Join the Discord

This will be your hub for team formation, announcements, and event updates. discord.gg/9qsEdHCxPj

Support

If you need support during this event, our organizing team and mentors are here to assist you. Feel free to reach out to them via Discord. Mentors are upper-year students with experience in fields like marketing, UX design, product management, and more. If you have technical questions about your product or pitch, they are an excellent resource. Organizers are members of the GBDA Society team who are handling the event logistics. They can help with day-of questions and general inquiries.

The Challenge



Hybrid and remote work bring flexibility, but also miscommunication, lost progress, and weaker team connections. Working together isn't as seamless as it should be.

Introduction

In 2025, many companies have adopted hybrid or fully remote work models. However, teams struggle with:

1. Inefficient communication across time zones
2. Difficulty in tracking project progress and deadlines
3. Lack of spontaneous interactions that foster creativity and team bonding
4. Challenges in onboarding new team members remotely

These issues are leading to decreased productivity, missed deadlines, and lower employee satisfaction. Many existing tools solve individual problems, but there's no comprehensive solution that addresses all these challenges in one platform.

Impact

These challenges can result in decreased team performance, lower job satisfaction, and reduced productivity. Addressing these issues effectively is crucial for maintaining a competitive edge in today's remote work environment.

Your Task

In your teams, you will have until 5 PM to brainstorm a digital product and develop a startup pitch around that product for our “investors” (judges). Your pitch should explain what your product does, how it addresses the key pain points of the user, who your target audience is, how you plan to market the product to them, your business model, and your go-to-market strategy.

You will have 3 minutes to pitch your startup, with an optional 2 minutes for Q&A from the judges. Remember, this is your chance to showcase your creativity, business thinking, and presentation skills. Focus on presenting a strong, compelling vision for your product.

Your Task (continued)

There's no single perfect way to approach this task. Use your best judgment with the materials provided to craft a compelling pitch. At its core, you're focusing on understanding the user, creating a product that addresses their needs, and ensuring it's financially viable.

Judging Criteria

User-Centered Design

We want to see how well your product solves real user problems. Does your product meet a clear need, and is the design intuitive and easy to use?

Feasibility and Execution

Is your idea realistic? We'll assess how achievable it is and whether you've thought through how it can be built and launched effectively.

Market Understanding & Strategy

How well do you understand your target audience? We'll look for a clear strategy on who your customers are, how you'll reach them, and how you'll position your product in the market.

Business Viability

Can your product succeed in the long run? We'll be looking for a solid business model, including how you'll generate revenue and how your product can scale and grow.

Innovation and Creativity

We're interested in new ideas! Show us how your product stands out, either through unique features, a fresh approach, or creative problem-solving.

Good luck! We
hope you have a
great time

