



Hackathon
Challenge

2025

Team



Alan

Managing Director



Christian

Project Manager



Craig

Business Intelligence
Data Analyst



You?

Winning Hack
Team

Who are Core29?



Consulting

- Whole business analysis
- Digital transformation consulting
- Technology due diligence

Project Management

- Systems delivery
- Digital procurement
- Digital system implementations

Data & Applications

- Data analytics & visualisations
- Application development
- Data engineering



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Agenda

- 🌱 Challenge Introduction
- 🌱 Challenge Brief
- 🌱 Further Considerations for Advanced Teams
- 🌱 Assessment Criteria
- 🌱 Final Notes





Challenge Introduction

Across the world, wildlife conservationists and researchers rely on real-time data collection and analysis to track species, identify threats, and make data-driven conservation decisions. However, data collection remains a significant challenge due to the scattered nature of observations, lack of streamlined submission processes, and difficulty in extracting meaningful insights.





Challenge Brief

In this hackathon, your task is to build an **intelligent wildlife tracking application** that allows users (e.g., researchers, citizen scientists, park rangers) to **submit, categorise, and analyse wildlife data**. The solution should streamline data collection, enhance categorisation accuracy, and provide actionable insights through visualisations or predictive analysis.



Key Features

🐼 Data Submissions Interfaces

- Users can input wildlife observations manually or upload images.
- Location tagging (GPS integration or manual entry).
- Optional photo submission for species identification.

🐼 Categorisation & Organisation

- Auto-classification by species type, habitat, region, etc.
- Ability to filter and search data based on multiple parameters.

🐼 Insights & Analysis

- Interactive dashboards or reports showing species trends.
- Visualisations (charts, graphs, heatmaps) of data trends.
- (Bonus) AI-based predictions (e.g., species population changes, migration patterns).

🐼 Usability and Design


- Intuitive UI/UX for seamless data entry and visualisation.
- Mobile-friendly design (optional but encouraged).

Direction and Considerations

- 🐜 Can this be Gamified?
- 🐜 Can we use AI?
- 🐜 Can we build a mobile App?
- 🐜 Can we build an MVP (Minimum Viable Product)?
- 🐜 Should we be able to demonstrate our ideas?
- 🐜 Don't be afraid of taking a risk or being bold!
- 🐜 Always include the teams thought process and your vision
- 🐜 Ask lots of questions and share ideas

Assessment Criteria

Marking Category	Marking Weighting (%)
Technical Execution	30
Uniqueness and level of Innovation	30
User Experience	20
Presentation of a compelling solution	20



**“Simplicity is the ultimate
sophistication”**

Leonardo Da Vinci

Thank You & Good Luck!



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