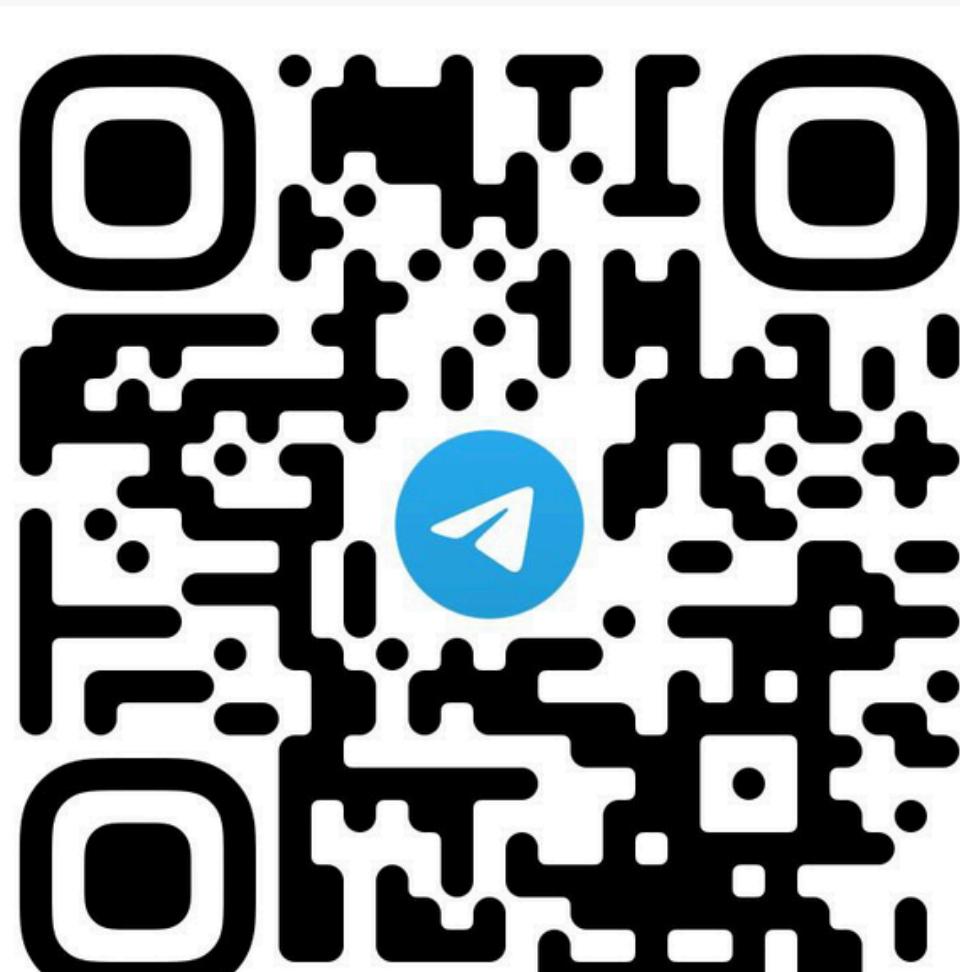
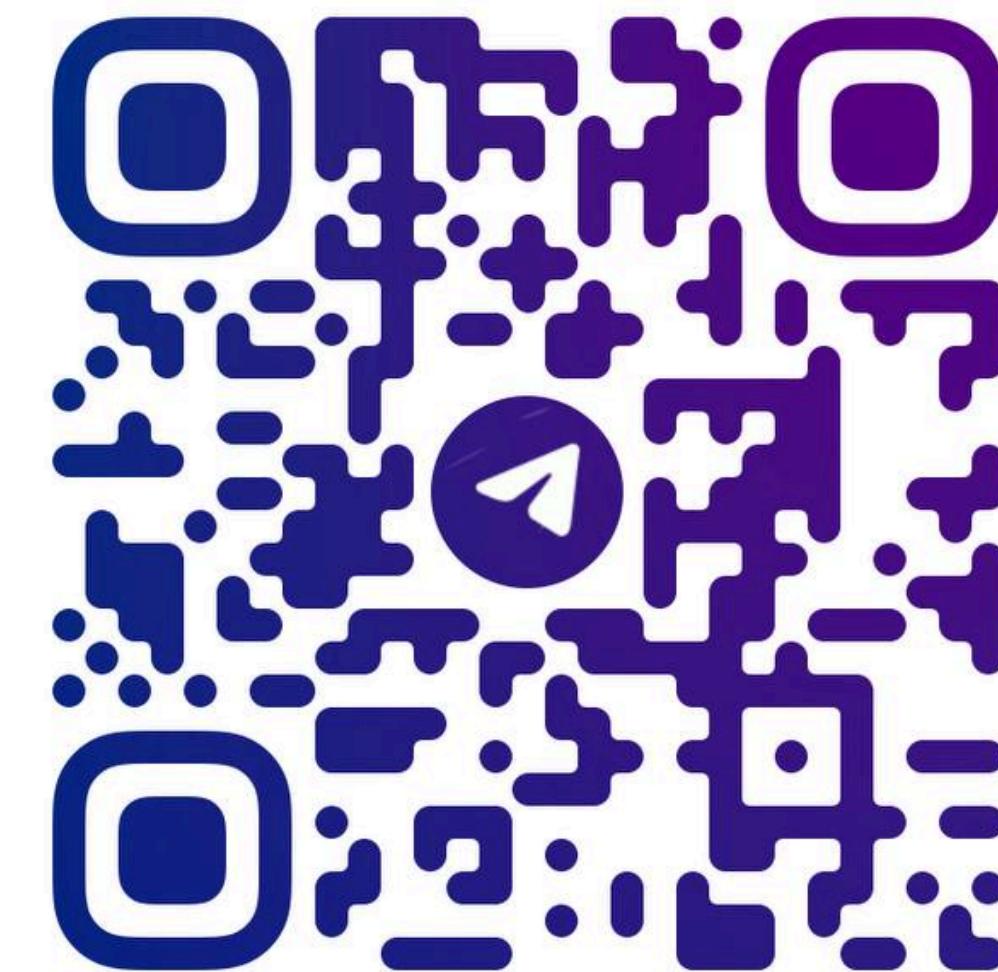


# PLEASE JOIN THE TELEGRAM CHANNELS

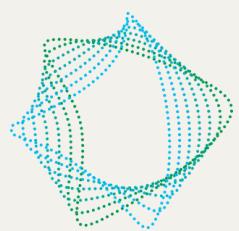


Product Hackathon Announcements Channel



@NTUPRODUCTCLUB

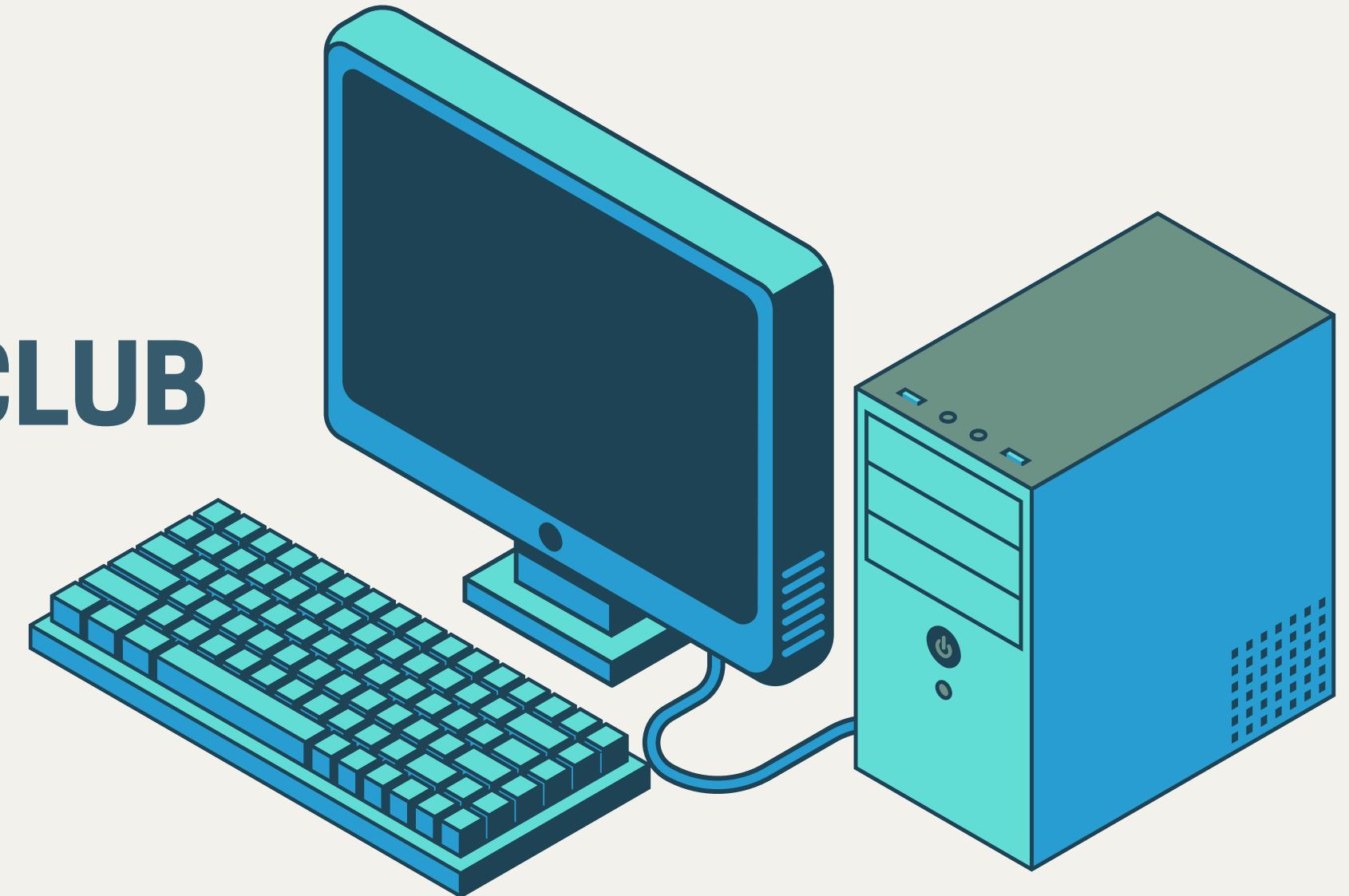
PLEASE CHANGE YOUR DISPLAY NAME TO [GROUP NAME]- [NAME]

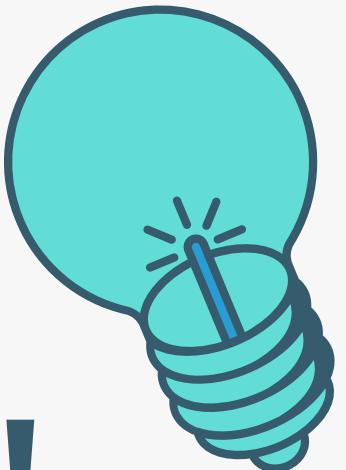
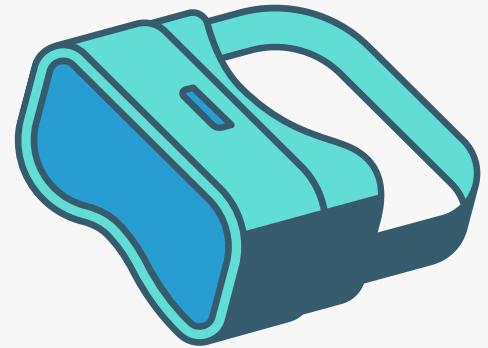


# GOVTECH X NTU PRODUCT CLUB

## PRODUCT HACKATHON 2025

INFO SESSION - 25 JUNE 2025

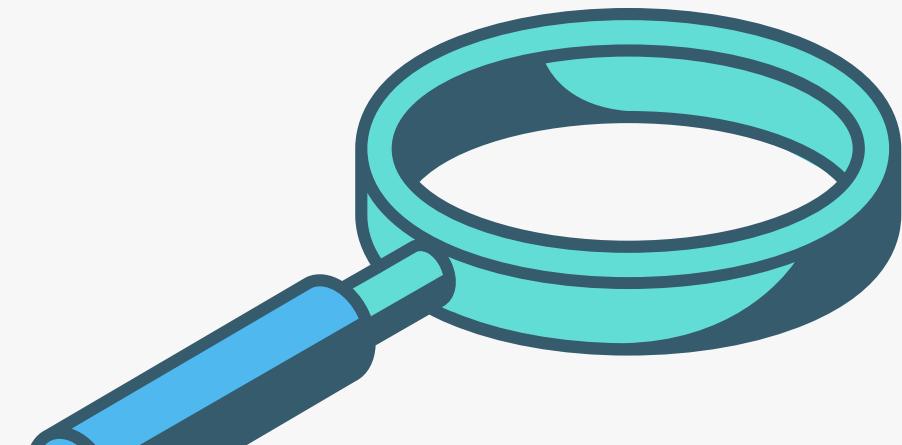




# WELCOME TO PRODUCT HACKATHON 2025!

Presented to you by GovTech and NTU Product Club

We're thrilled to kick off this journey with you—an opportunity to think like a Product Manager, solve real-world challenges, and connect with industry experts.



GOVTECH  
SINGAPORE



NTU PRODUCT CLUB

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**01**

Welcome!

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**02**

Introduction of Will  
and GovTech Team

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**03**

Qualifying Round  
Brief

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**04**

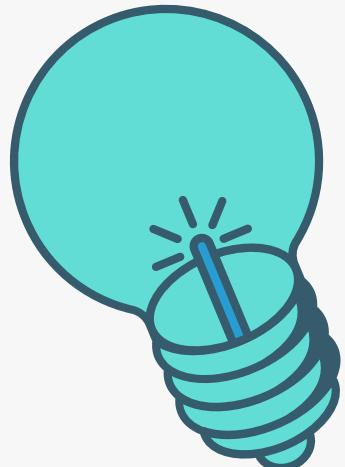
Introduction of NTU  
Product Club

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**05**

Release of Groupings  
for Individual

+ Participants  
Breakout Rooms



# AGENDA

Q&A

GOVTECH  
SINGAPORE



# INTRODUCING WILL AND HIS TEAM @ GOVTECH

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- Will brings a wealth of experience in digital transformation, having led multiple high-impact projects across the public sector.
- Alongside Will is a talented group of GovTech engineers and designers—your mentors for the Final Round.





# PROBLEM STATEMENT

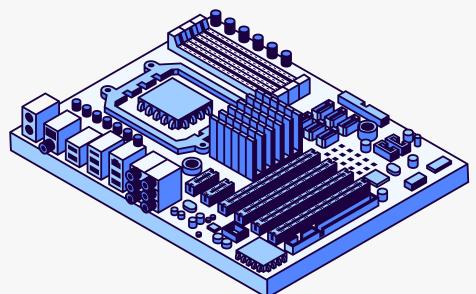
Previously, the implementation of government policies typically involves the development of **forms** with approval workflows.

This can take an engineering team between 3 to 6 months to develop followed by 1 month of **User Acceptance Testing (UAT)**

This process is both expensive and slow.

Now, through **Build on Build (BoB)** we aim to shorten the process to 1 month with 1 non-engineer as the configurator.

This person will configure the policy in 1 week, followed by a 3 week UAT period

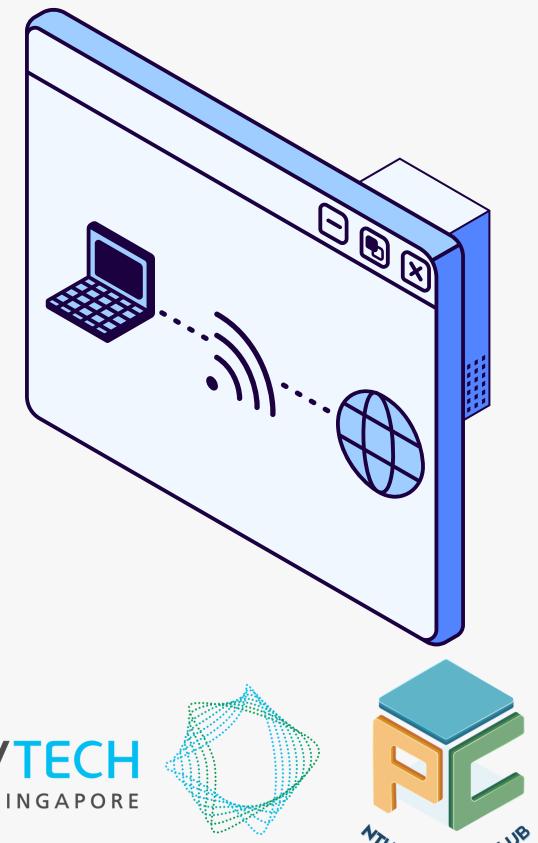


# WHAT IS BOB?

Build on BoB (BoB) allows you to implement form-based government policies that requires routing and approval in as short as 7 days

BoB is a no-code, configuration driven platform that provides:

1. A **landing page** to host your form
2. **Role-based access control** at form level to determine what you see and the actions you can take
3. History that logs down who has worked on the form
4. Routing capabilities (including return for edits to the public)
5. Task **dashboard** to view tasks pending your action and statuses
6. Export functions
7. APIs and webhooks to
  - a. Facilitate **integrations** and **data retrieval** to and from other services
  - b. Allow us to serve as front or back-office system



# TARGET CUSTOMER CHARACTERISTICS

**Government Agencies** who need to rollout complex initiatives within a **tight timeframe**

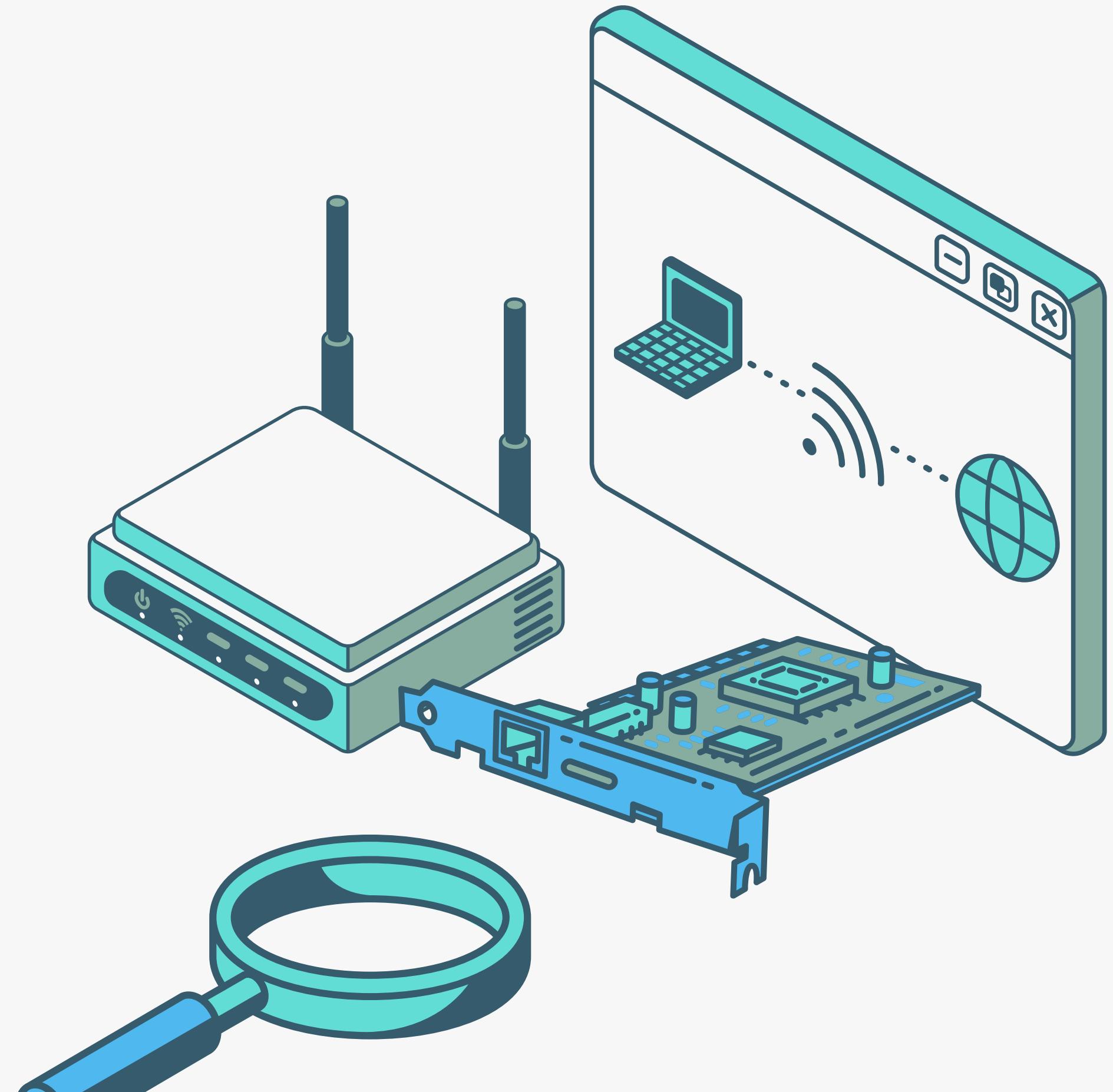
- Tight timeframe = 1 year or less
- Scheme owners who come to us have explored form.sg + plumber and require **greater capabilities**
  - Ability to route back to public
  - Storing of data (Snap shots)
  - History log and audit trail
  - Access control
  - Referencing and pre-population from earlier submissions

BoB is currently **heavily used** by Government Agencies in the rolling out of **government grants**

# CURRENT USERS

User	Description	The Experience We Provide
Configurators	People who configure the form, access to the form and approval workflows	Can be tedious, but I understand that comes with the flexibility BoB offers. Ultimately it's great that I can build workflows without code
Back Office Users	People who process submitted forms	I feel more productive
Front Office Users	People who submit the form for approval	This feels like formSG ++. I'm happy that I got things done fast

# PRODUCT DEMO



# CONFIGURING FORMS ON BOB

Demo Video

# APPLYING ON BOB

Demo Video



# QUALIFYING ROUND BRIEF

# HACKATHON TIMELINE

Virtual opening ceremony

**25 June\***



Submission deadline of proposal

**23:59  
2 July\***

Revealing of finalists

**8 July\***



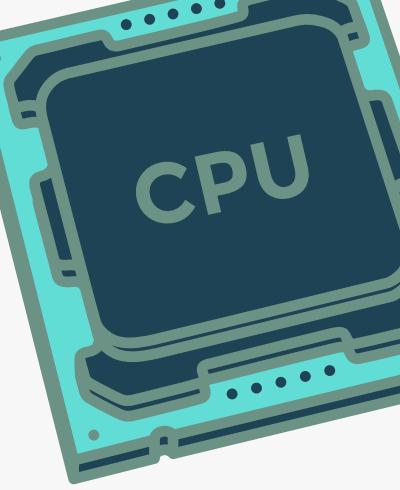
\*Dates may be subject to slight changes

# PROBLEM STATEMENT

Currently across Singapore, several government agencies use **Build on Build (BoB)**. This allows for quick **form configuration** and faster approval of workflow, digitising the deployment and administration of **grants** for businesses.

The Govtech Product Team behind BoB would like you to **expand BoB into new markets** (e.g new government use cases, or commercial markets/use cases) which can potentially benefit from BoB's value proposition (speed of deployment, configurability).

The challenge lies in identifying the right business use cases while balancing the number of enhancements that needs to be made to the base product in order to fulfil the use case.



# APPROACH

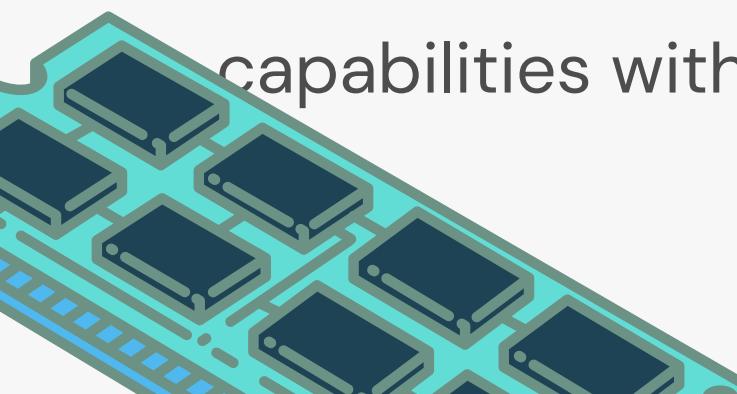
As a Product Manager, your focus would be in identifying where BoB can provide value for businesses or government agencies while balancing against the extent of enhancement required for the base product.

Value could be in the form of revenue increase, reduction in costs, etc. For government agencies, value can also take the form of more efficient and effective service delivery to the public.

You will be required to

1. understand user **pain points**
2. quantify and validate **value** and **relevance** with potential users
3. demonstrate an understanding on when to **enhance** a base product and when to **integrate** with an external service/product

Success in this hackathon lies in crafting a scalable, insight-driven approach that aligns product capabilities with clear business value and GTM strategies



# ASSESSMENT METRICS

## Problem Validity

Have you identified a real, painful problem worth solving?

## Solution Effectiveness

Is your solution significantly better than current alternatives or workarounds?

## Market Size & Go-To-Market

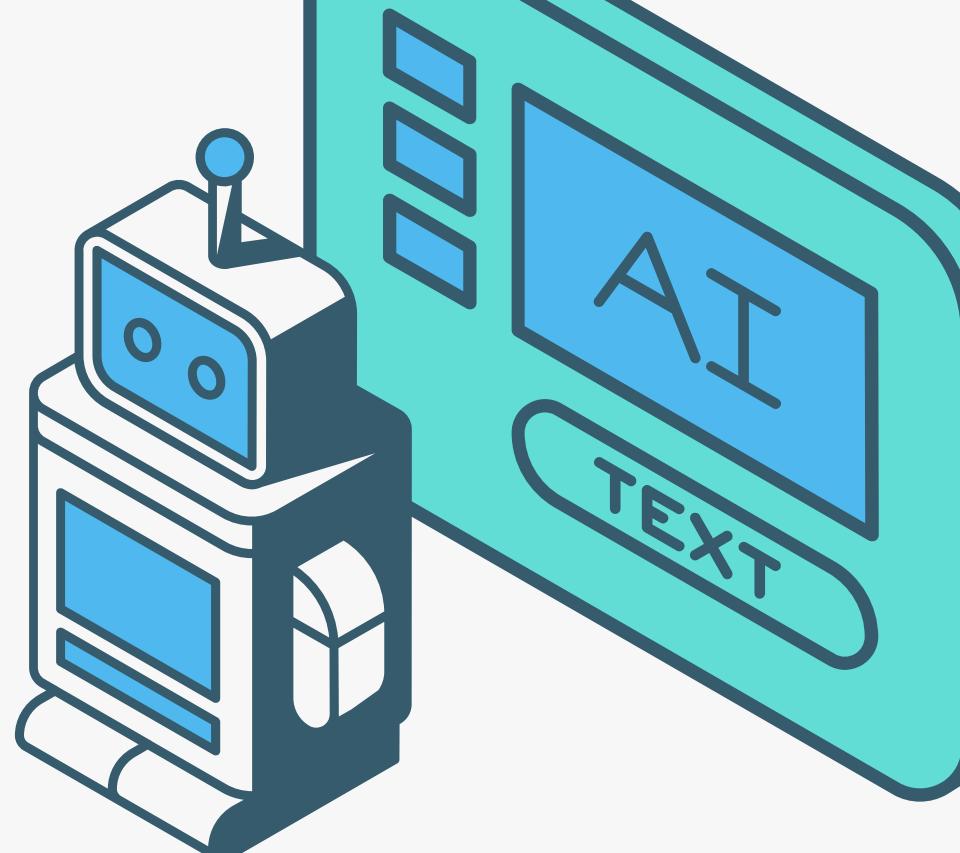
Is there a realistic market? Do you have a plan to reach and convert users? What some current use cases in different markets?

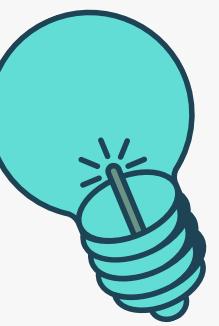
## Technical Feasibility

Can the product actually be built? Any "cold start" or data dependency issues?

## Product Monitoring

Have you picked the right success metrics? How will you test and validate the product to avoid launching the wrong one? What are the associated risks and how do you plan to mitigate them?

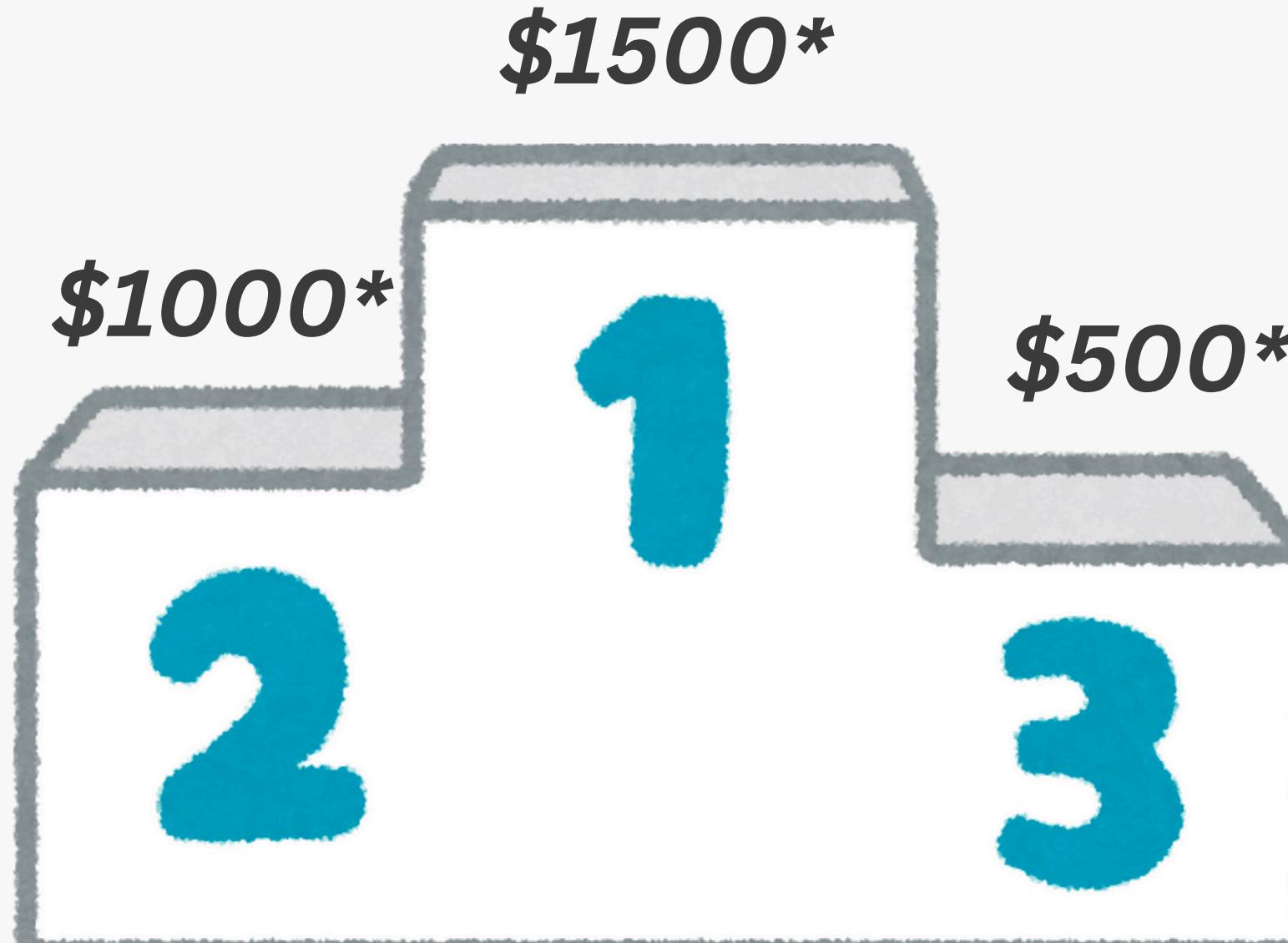




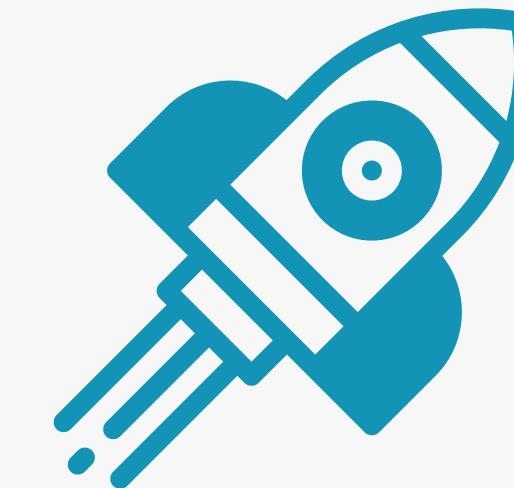
# HACKATHON RULES

- Participants are encouraged to attend all **information and mentorship sessions** to enhance their experience and contribute to the event.
- Each participant can only join **one team**. Teams found with members participating in multiple teams will be disqualified.
- Presentation materials must not **infringe any third-party rights** and must not contain inappropriate content such as obscene, violent, or defamatory material.
- All submissions must be original work. **Plagiarism**, including the unauthorized use of copyrighted materials, will result in automatic disqualification.
- Participants must maintain a high standard of conduct, professionalism, and respect for others throughout the event. Harassment, discrimination, or offensive behavior **will not be tolerated**.
- The event organizer reserves the right to modify event contents and programs without prior notice and to disqualify teams violating the rules or spirit of the event. In case of disputes, the decision made by the organizer will be **final and conclusive**.
- Photos and videos taken during the event may be used for **promotion and media coverage** by the event organizer and partners of Product Hackathon 2025.

# PRIZES



\*Worth in prizes

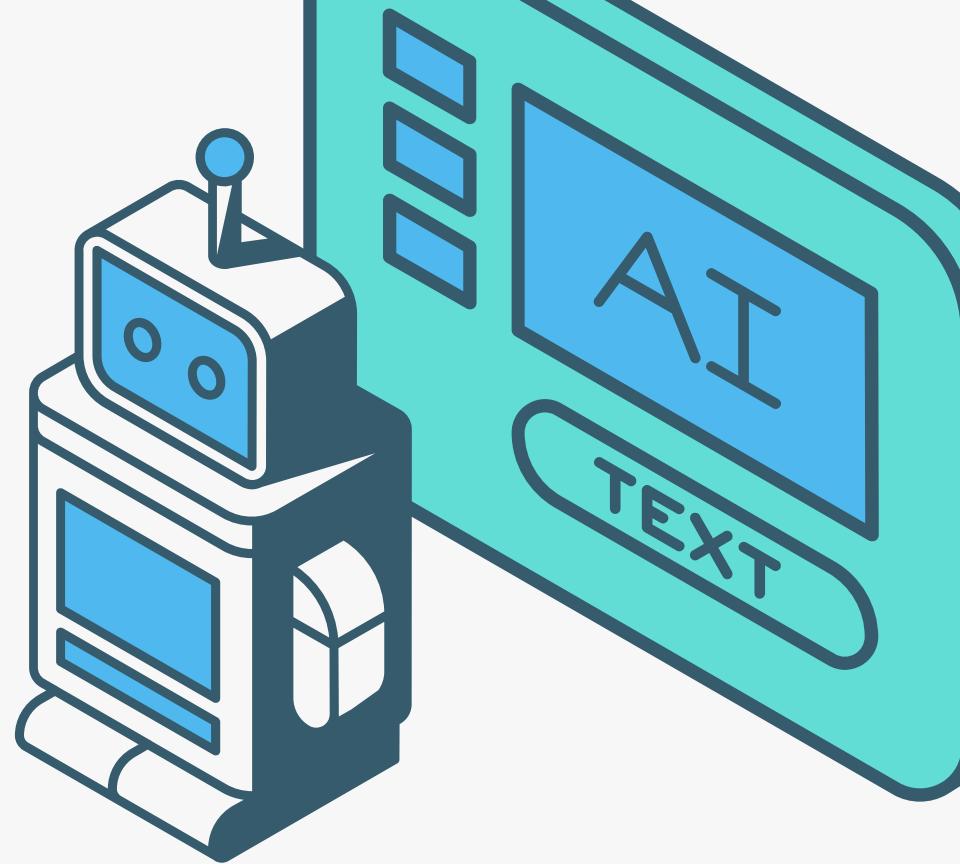


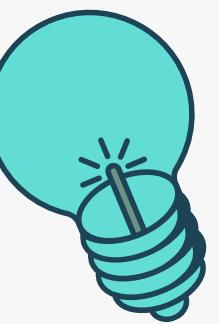
**Fast-tracked Internship  
interview Opportunity with  
GovTech  
(Finalist Teams)**

**\*Subject to interview with the Product Team and  
availability of vacancies**

# SUBMISSION GUIDELINES

- 1 Slide Deck per group, not more than 10 slides (excluding cover page and citations, contents page, etc)
  - Submit in **BOTH PDF and PPTX format**
  - **Submit via email to ntuproductclub@gmail.com by deadline 2 July 23:59**
- **File Naming Guidance:** TEAMNAME\_ntupcxgovtech hackathon 2025 Submission
- **Subject Guidance:** [TEAMNAME] : ntupcxgovtech hackathon 2025 submission
  - For teams who were just formed from individual participants, put your Team number 1-16 in the file and subject first, followed by your new team name in the email
- Ensure that font size is minimum 10, Arial
- Appendix slides are allowed but **will not be used to assess** the solution
- Selected finalists (top 5 teams) will be notified via email by 8 July





# FAQS

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Q: Do I need to be experienced with coding to join?

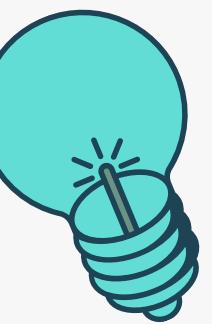
A: If you're joining as a group, it's best if at least one person has some basic level understanding of coding knowledge.

Q: Will a functioning prototype be expected?

A: A prototype is expected for the final round, but don't worry—finalist teams will receive mentorship consultations to help refine and strengthen their ideas.

Q: Is physical attendance needed?

A: Physical Attendance is **compulsory** for the final round pitch day on 22nd July. The introductory session and 1st round submission will be virtual.



# FAQS

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Q: I signed up as an individual. How will I communicate with my assigned group

A: We will be announcing your groupings at the end of the info session and give you time to interact with your team in breakout rooms

Additionally, the submission details will be shared via email with your group members cc-ed so you can easily reach out to each other!

Q: Does everyone need to be there on final round?

A: Only the ones that qualify for the finals need to show up!

Q: What if some team members cannot make it on the final day?

A: No worries- we get it! If some members can't attend, it's okay. Just note that only the team members present will be eligible to be considered for the fast track internship, but your team can still win prizes.