Introduction

The AWS Innovation Cup 2025 is a premier technology summit and hackathon designed to empower the next generation of builders and innovators. Organized by AWS Cloud Clubs Philippines, the event highlights the role of cloud computing, artificial intelligence, and cybersecurity in shaping industries and communities.

This initiative fosters collaboration among students, educators, and industry experts, offering an inclusive platform for learning, building, and competing. With a strong emphasis on mentorship, hands-on training, and innovation challenges, AWS Innovation Cup serves as a gateway to future opportunities in tech.

Objectives

- Equip students with hands-on experience in Agora services to build real-world solutions.
- Challenge participants to create scalable, impactful, and innovative cloud-based projects.
- Foster teamwork and networking among students, AWS experts, and industry professionals.
- Offer mentorship, training, and resources to help participants grow in cloud computing

Eligibility and Registration

- Participation in the hackathon is exclusive to **AWS Cloud Club** and **AWS Learning Club** members.
- Each team must consist of up to **four (4)** officially registered members, with one member designated as the **Team Leader** who will serve as the main point of contact for coordination and communication.
- Teams must register officially before the hackathon begins; no additional members may be added afterward.
- Registration closes on **November 14, 2025**. Late entries will not be accommodated.

Event Schedule

The hackathon will run for three days, adopting a hybrid format:

- Day 1 (November 26, 2025 | AWS Headquarters) – Kickoff, hackathon theme details, workshops, and on-site Mentorship Session 1.
- Day 2 (November 27, 2025 |) – Online mentoring and development sprint via Agora.io Conference
- Day 3 (November 28, 2025 | AWS Headquarters) – Final development sprint, project presentation, judging, and awarding ceremony.

Theme and Project Focus

The hackathon will be conducted under the theme: "Building NextGen Intelligent Conversational Agents" Further elaboration on this theme will be provided during the event kickoff on November 26, 2025. Participants are expected to design and develop next-generation intelligent conversational agents that are innovative, scalable, and impactful. Solutions must fully leverage Agora.io's real-time engagement technologies, including RTC, RTM, live streaming, and collaboration tools, to enable seamless, interactive, and intelligent conversational experiences.

All relevant Agora.io products must be utilized, and teams should ensure the accurate and proper use of technical terms, such as B2B (Business-to-Business), during the introduction session on Day 1 to maintain clarity and professionalism.

Theme and Project Focus

Projects should meaningfully incorporate Agora capabilities, clearly reflecting them in the final deliverables. Submissions are expected to address real-world challenges aligned with sustainability, inclusivity, data privacy, and cloud innovation. **"Building NextGen Intelligent Conversational Agents"** Suggested focus areas include, but are not limited to:

- **Artificial Intelligence and Machine Learning (AI/ML):** Automation, data analytics, and predictive solutions.
- **Sustainability and Climate Action:** Promoting energy efficiency and minimizing environmental impact.
- **Cybersecurity and Data Privacy:** Ensuring ethical, secure, and resilient solutions.
- **Digital Transformation and Empowerment:** Enhancing education, healthcare, and accessibility.

Project Development and Requirements

- All coding, design, and implementation must be completed during the hackathon duration.

- Teams may use open-source libraries and APIs, provided that proper credit is given.

- Mentors may provide technical guidance but cannot directly contribute to code or design.

- Each team must maintain concise documentation including:

  - Problem Statement

  - Solution Overview and Target Users

  - AWS Services Used and Integration Details

  - Key Features and Innovation

  - Anticipated Impact and Sustainability Considerations

- Pre-existing or plagiarized projects will result in immediate disqualification.

Judging and Evaluation

- All projects will be evaluated in a single comprehensive judging phase that considers both documentation and live presentation.
- Evaluation Criteria:

Criteria	Description	Weight	Score
Innovation and Creativity	Demonstrates originality, fresh ideas, and inventive use of technology. Clearly defines the identified problem or challenge with strong background and relevance.	20%	/100

Judging and Evaluation

Criteria	Description	Weight	Score
Technical Execution	Examines how well the project leverages Agora.io capabilities such as real-time video, voice, chat, and live interactions, focusing on the relevance of the real-time features, the quality of the integration, the practicality of the real-time interaction experience, and the extent to which Agora features enhance overall user engagement.	40%	/100
Feasibility & Impact	Realistic, implementable, and has measurable positive social or economic impact.	15%	/100
Presentation & Pitch	Clear, engaging delivery of problem, solution, and demo with strong storytelling and visuals.	15%	/100
Crowd Voting		10%	/100

Judging Panel

- The panel will consist of 10 judges, including AWS professionals, industry experts, and academic representatives. To ensure efficient evaluation, judges will be split into 2 rooms, with 5 judges in each room. Scores will be verified by the Organizing Team. Judges' decisions are final and non-appealable.

Submission Guidelines

- Submission Deadline: November 28, 2025, from 1:00 PM – 2:00 PM.
- Submission Channel: ✉ awscloudclubs.ph@gmail.com
- Subject Line Format: [AWS Innovation Cup 2025 – Team Submission] Team Name – Project Title

Required Files

Documentation (PDF)

- Problem Statement & Background
- Solution Overview and AWS Integration
- Technical Details and Architecture
- Anticipated Impact & Sustainability
- Team Profile Sheet (names, roles, contact info, school/organization)

Pitch Deck (PPT, Canva, or Figma)

- 10–12 slides covering Problem, Solution, Features, AWS Tools, Demo, and Impact
- Prototype or UI Design Link (optional) – If using Figma or other tools

Each team will present live on November 28, consisting of:

- 5 minutes – Team Presentation
- 3 minutes – Q&A with Judges

Prizes and Recognition

Champion, 2nd Place, and 3rd Place teams will receive:

- Plaques, Certificates, and Medals
- Exclusive AWS Credits
- Mentorship and Internship Opportunities
- Premiums Accounts in Tutorial Dojo
- Internship Endorsement
- Swags

Prizes and Recognition

Special Awards:

- Well-Architected Builder Award
- Design Excellence Award
- Best Agora Solution - Decided by Agora Team

Teams will receive:

- Plaques and Certificates

Code of Conduct and Participation Policy

- All participants must uphold respect, professionalism, and inclusivity throughout the event.

- Harassment, discrimination, or disruptive behavior will result in immediate disqualification.

- If a team is based far from the venue, at least one representative must attend physically on November 26 for the mentorship session.

- The organizing team will not cover accommodation or transportation costs.

Technical and Logistical Guidelines

- The organizing team will provide AWS account access and all necessary software during the event.
- Participants must bring their own laptops, peripherals, and chargers.
- Internet access will be available, but teams are encouraged to have backup connectivity.
- Unauthorized activities (e.g., hacking attempts, network abuse) are strictly prohibited.

Contact and Support

- For inquiries or coordination, contact the AWS Innovation Cup Organizing Committee through official channels:
- Email: awscloudclubs.ph@gmail.com
- Facebook Page: AWS Cloud Clouds Philippines

Mechanics for Mentoring Sessions

Overview

- A total of approximately 24 participating teams will engage with an estimated 8 assigned mentors who bring expertise in real-time communication, collaboration, and interactive application development. Mentors will guide teams in creating engaging, immersive, and scalable solutions that leverage Agora.io's platform capabilities.

Mechanics for Mentoring Sessions

Mentoring Structure

- Mentorship will be conducted across two phases:
- Phase 1 – Mentoring Session 1 (Face-to-Face): November 26, 2025
- Focused on idea validation, feasibility assessment, and early-stage technical feedback.
- Phase 2 – Mentoring Session 2 (Online): November 27, 2025
- Conducted virtually to monitor team progress, provide deeper technical and strategic support, and prepare participants for final presentations.

Phase 1: Mentoring Session 1

Objective

To provide immediate and personalized feedback on each team's proposed solution, technical approach, and use of AWS services. The goal is to validate the concept, identify potential challenges, and align each team's project direction with the hackathon's evaluation criteria.

Session Format

- Venue: AWS Headquarters
- Time Allotment: Each team will be given approximately 20–25 minutes with an assigned mentor or mentoring panel.

Phase 1: Mentoring Session 1

Setup:

- Mentors will be seated at designated tables.
- Teams will rotate according to the mentorship rotation schedule prepared by the Program & Content Committee.
- A designated timekeeper will ensure that all teams adhere to the schedule.

Team and Mentor Assignment

Each mentor will be responsible for two (2) to three (3) teams.

Phase 2: Mentoring Session 2

Objective

- To provide continuous technical and strategic guidance in a flexible virtual setup, enabling mentors to monitor progress and assist teams in overcoming development challenges prior to final presentations.

Platform and Setup

- The online mentoring session will be conducted through agora conferences links
- The Organizing Team will provide:
  - Official Agora conferences links.
  - Dedicated virtual rooms or voice channels per team for focused discussions.
  - A schedule matrix to ensure all teams receive their designated mentorship time.
- A technical support volunteer will be on standby to assist with connectivity or access issues.

Phase 2: Mentoring Session 2

Session Format

- **Time Allotment**: Each team will have a 30–40-minute virtual session with their assigned mentor.
- **Structure:**
  a. **10 minutes –** Presentation of updated progress and prototype.
  b. **15 minutes –** Mentor feedback and troubleshooting guidance.
  c. **10–15 minutes –** Open discussion for Q&A and refinement suggestions.
- Mentors may use screen-sharing tools for code review, architecture diagrams, or cloud resource demonstrations.

Program Flow

- **November 26, 2025**

Time	Activity	Description
8:00 – 9:00 AM	Registration & Breakfast	Check-in, distribute kits/swag, networking
9:00 – 9:45 AM	Opening Ceremony & House Rules	Welcome speech, event goals, hackathon mechanics (45 mins total)
9:45 – 10:15 AM	Keynote Talk (Trainocate)	Keynote on real-time engagement and innovation

Program Flow

- **November 26, 2025**

Time	Activity	Description
10:15 – 11:30 AM	Workshop 1: Design Thinking (Brixx, National AI Champ)	Human-centered approach to solution development
11:30 – 1:00 PM	Workshop 2: AWS Workshop (Agora.io)	Hands-on session on AWS services and tools
1:00 – 2:00 PM	Lunch Break	Participants break and refuel

Program Flow

- **November 26, 2025**

Time	Activity	Description
2:00 - 7:00 PM	Ideation / Mentoring Session	Teams brainstorm ideas and begin project setup (omit Mentoring Session 1 and open lab time)
7:00 – 8:00 PM	Day 1 Wrap-up	Announcements, Q&A, reminders for Day 2

Program Flow

- **November 27, 2025**

Time	Activity	Description
9:00 – 9:30 AM	Online Check-in	Teams and mentors gather virtually
9:30 – 12:00 PM	Mentorship Sessions (Virtual)	Teams present progress to mentors for feedback
12:00 – 1:00 PM	Break	Lunch/rest

AWS INNOVATION 2025 CUP HACKATHON

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Program Flow

- **November 27, 2025**

Time	Activity	Description
1:00 – 5:00 PM	Continued Mentorship	Refine prototypes and resolve technical challenges

Program Flow

- **November 28, 2025**

Time	Activity	Description
8:00 - 9:00	Venue Open	Attendees arrive and settle in while organizers ensure the venue and technical setup are ready
9:00 – 9:45 AM	Keynote Talk (Agora.io)	Keynote on real-time engagement and innovation
9:45 AM – 1:00 PM	Final Project Preparation	Teams finalize projects and prepare presentations

Program Flow

- **November 28, 2025**

Time	Activity	Description
2:00 PM – 4:15 PM	Final Project Presentations	8 minutes per team (5-min pitch + 3-min Q&A); 2 tracks, 6 judges divided equally
4:15 – 4:45 PM	Cloud Sensei	Previous hackathon product turns into startup
5:00 – 6:00 PM	Awarding & Closing Remarks	Announcement of winners and closing message (omit closing keynote)