

World Build Korea 2026 – Hackathon Guide & Reference

This document consolidates **judging criteria, submission requirements, presentation guidelines, and example mini-app ideas** for teams participating in **World Build Korea 2026**.

Use this as the **single source of truth** while building and preparing your final submission.

1. Judging Criteria (100 Points Total)

1) Problem Definition & Human-Only Fit (30 pts)

- Is the problem clearly defined and does it genuinely exist?
- Is **World ID / Proof of Personhood** a core assumption of the solution?
- Would the service **fail or become meaningfully weaker** without World ID?

2) Privacy-by-Design & Trust (20 pts)

- Is the system built around **data minimization** (Yes/No proofs, attribute-based proofs)?
- Does the team correctly understand and apply **Zero-Knowledge Proofs (ZKP)** and **Verifiable Credentials (VC)**?
- Can users intuitively understand **why their privacy is protected** and **why the system is trustworthy**?

3) Technical Execution & Anti-Abuse (20 pts)

- Is there a working demo, prototype, or a convincing technical flow?
- Does the team recognize risks such as:
 - Proof reuse
 - Replay attacks
 - Proxy verification
 - Multi-account abuse
- Are technical choices **focused and proportional**, not over-engineered?

4) Product Craft & UX Flow (15 pts)

- Is the flow from **onboarding → verification → action** smooth and logical?
- Can a user understand **what just happened and why it's safe within 3 seconds**?
- Is the UX clean across **mini-app, web, and/or offline integrations**?

5) Pitch, Feasibility & Impact (15 pts)

- Can the team clearly explain **problem** → **solution** → **why World ID** → **demo** → **next steps** in **2–3 minutes**?
- Are realistic real-world use cases clearly envisioned (stores, events, communities, DAOs, etc.)?

2. Final Submission Guidelines

Submission Timeline

- **Submission Opens:** February 3, 2026, 21:00
- **Submission Deadline:** February 7, 2026, 13:00

⚠ Late submissions are **not accepted**.

Submission Link

<https://forms.gle/24sfFCZ1Xa4PZWQQ6>

Required Submission Materials

- **Source code (ZIP file)**
- **Mini-app demo video**
 - Recorded on a real **iOS or Android device**
 - Must show the app actually running
- **Presentation deck**
 - Google Slides only
 - View access must be **public**
- **Mini-app access QR code**
 - Judges must be able to access and test the mini-app directly

⚠ Missing files, broken links, or inaccessible QR codes may result in **disqualification**.

3. Project Presentation Guidelines

Presentation Format

- **Presentation:** 5 minutes
- **Q&A:** 2 minutes
- **Language:** Any (English slides recommended)
- **Speakers:** Unlimited (time discipline required)

⚠ Exceeding the time limit may result in point deductions.

Slide Structure (Maximum 6 Slides – Mandatory Order)

Slide 1: Problem (One Sentence)

- One clear, real problem
- Immediately understandable in a real-world context

Slide 2: Solution (One Sentence + Visual)

- What your mini-app or service solves
- Diagrams, flows, or UI mockups strongly recommended

Slide 3: Why Human-Only / Why World ID

- Why the solution **does not work without World ID**
- Do NOT frame this as simple login or convenience
- Clearly state the core reason (bot prevention, Sybil resistance, proxy abuse prevention, etc.)

Slide 4: Demo

At least one is required:

- GIF
- Screen-recorded video
- Clickable mockup (e.g., Figma)

Optional:

- Live demo

Clarity of flow matters more than perfect implementation.

Slide 5: Privacy & Risk Mitigation

- Whether **Yes/No or attribute proofs** are used
- What data is explicitly **NOT collected**
- Basic handling of reuse, proxy verification, and abuse risks

Example:

“Date of birth / Adult status Yes/No only”

Slide 6: Future Plans (Including Go-to-Market)

- What you will build after the hackathon
- Real usage scenarios (stores, events, communities, DAOs)
- Simple deployment and scaling plan

4. World Mini-App Example Ideas

A) NFC + ZKP “Age / Nationality Verification Pass”

Concept:

Users tap an NFC tag at an offline store or event and prove **only specific attributes** (e.g., “I am over 19” or “I reside in Korea”) using ZKPs to gain access or purchase permission.

Flow:

- NFC sticker (“Tap to verify age”)
- Phone tap → mini-app opens
- World ID login → ZKP generated
- POS or gate receives **OK / NO only**
 - No name
 - No date of birth

Note: You can mock the existence of a country VC and show proof request/response only.

B) Human-Only Coupons / Airdrops (Offline Stores)

- Prevent multi-account abuse, proxy claiming, and bots
- Flow: QR/NFC → World ID proof → one coupon per person
- Extension: “One item per person” event merchandise

C) Human-Only Waitlist / Ticketing

- Prevent bot and macro ticketing
- Flow: World ID uniqueness proof → queue token → one seat per person

D) Real-Person Reviews / Reputation

- Prevent fake and paid reviews
- Guarantee reviewer is a unique human
- Optional purchase or participation proof
- Same person cannot review multiple times using different accounts

E) DAO / Community Voting (One Person, One Vote)

- Fair voting for companies, clubs, or communities
- ZKP-based membership proof
- Voting rights without identity exposure

Final Reality Check (Read This as a Team)

- **World ID must be a core dependency, not an optional feature**
- If your idea still works without Proof of Personhood, it will lose points
- Judges care more about **problem fit and logic** than technical complexity
- Your demo must show **something unfair becoming impossible**

If you want next:

- I can **pressure-test your idea** against the judging criteria
- Rewrite this into a **team execution checklist**
- Or help you design a **6-slide pitch that won't get cut off**

Just say which one.