



# Hackfest 2025

## Student Handbook

Regional Round



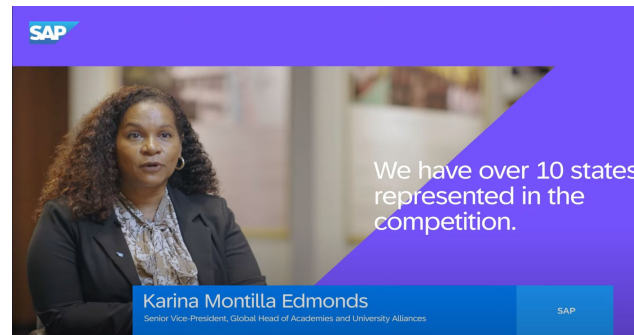
# Why Hackfest?



In a world where code is becoming commodity, it is no longer a competitive edge for students. At SAP, we always see problems from Domain, Tech and Business perspectives. Hackfest is an attempt to invigorate the student community, with these principles to solve real world burning problems, using this framework.

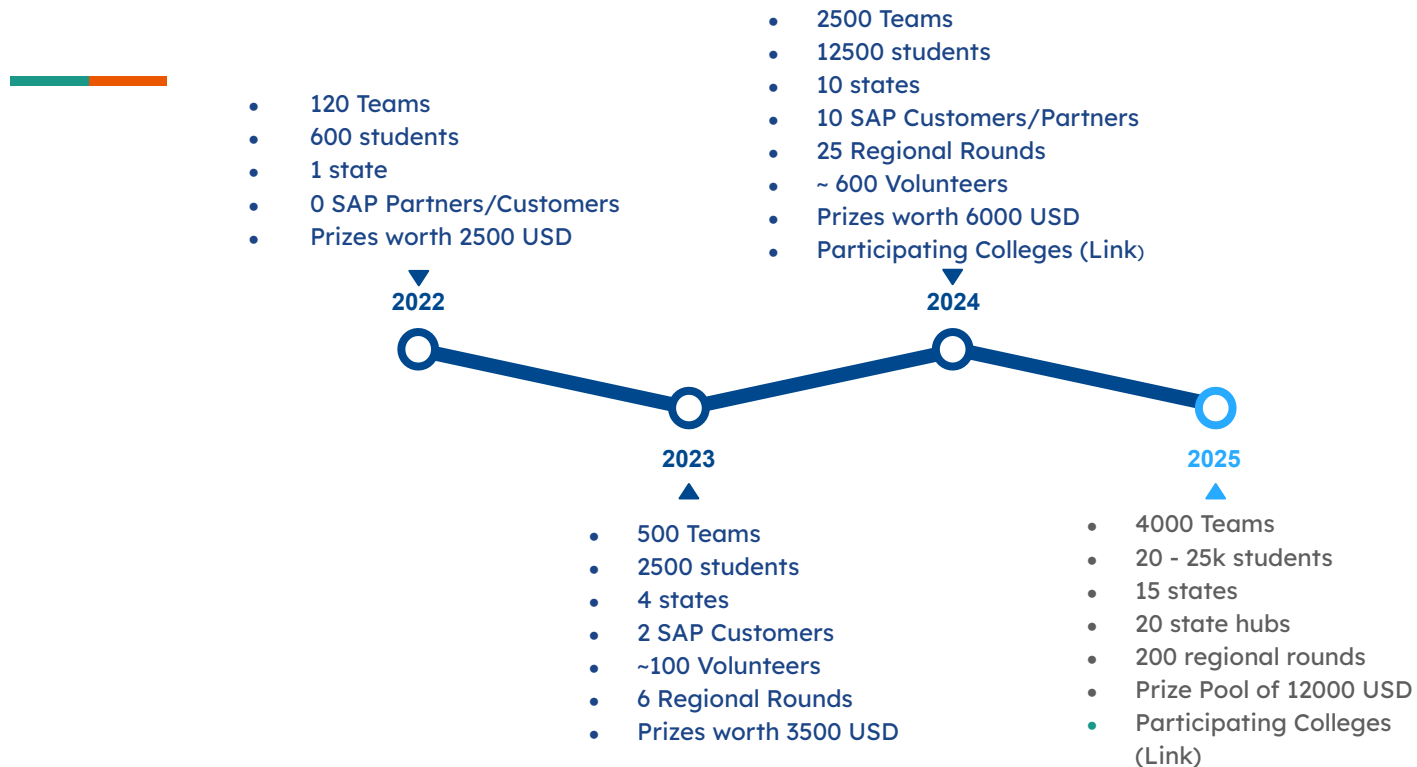


[Hackfest 2023](#)

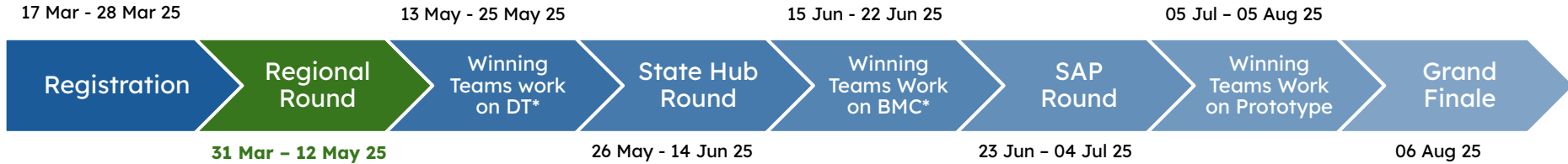


[Hackfest 2024](#)

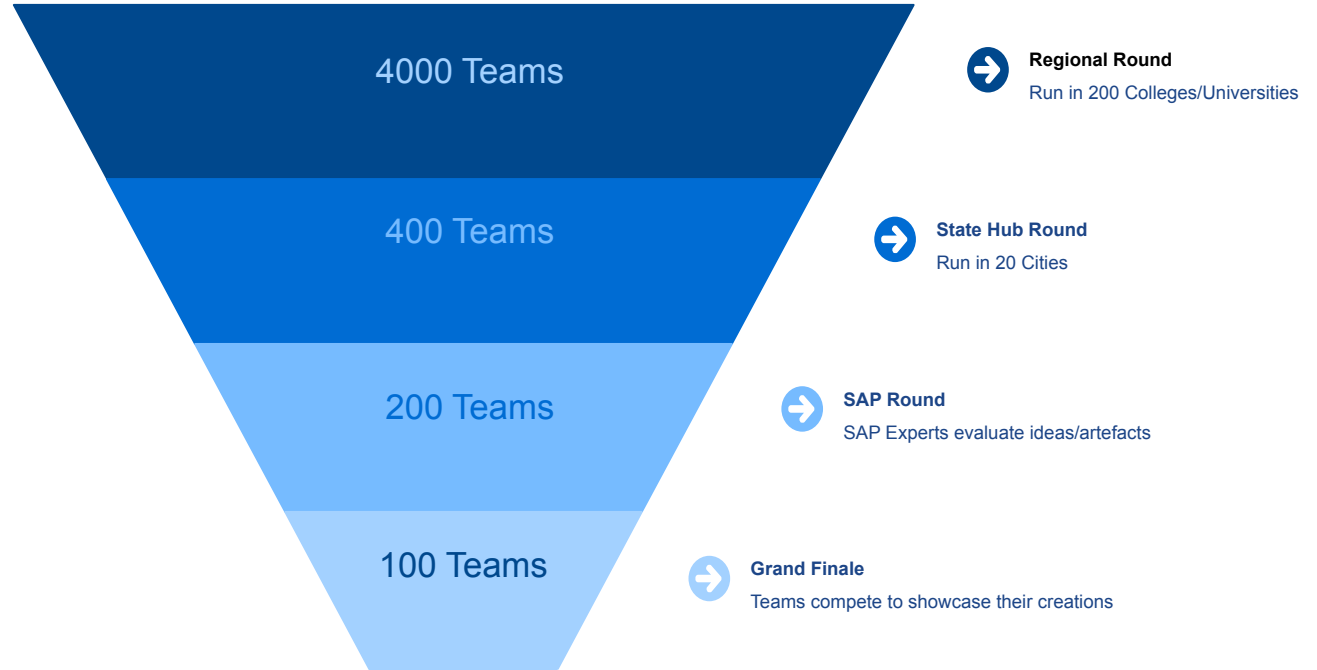
# Hackfest Journey So Far




# Timeline



# 2025 Process



# Theme - Sustainable Business



In an era of rapid economic growth and globalization, businesses play a crucial role in shaping a sustainable future. While profitability drives industries forward, it is equally important to build enterprises that foster social well-being, cultural preservation, and fair economic opportunities. However, many existing business models often prioritize short-term gains over long-term sustainability, leading to wage disparities, loss of traditional livelihoods, and environmental degradation.


For example, small-scale artisans and local craftspeople struggle to compete in global markets, often losing their cultural heritage in the process. Similarly, workers in emerging industries lack access to proper upskilling programs, limiting their ability to participate in the green economy transition. Additionally, supply chains frequently suffer from a lack of transparency, making it difficult to ensure fair wages and equitable profit distribution.

Recognizing these challenges, this theme invites participants to design innovative business solutions that promote sustainability across multiple dimensions:

- Create Sustainable Livelihoods
- Foster Cultural Sustainability
- Enable Equitable Economics

Participants are encouraged to leverage technology, data, and innovative business models to create solutions that ensure businesses are not just profitable but also socially responsible and culturally inclusive.

# Theme - Preventing Digital Fraud



As digital transactions and online interactions become an integral part of everyday life, the risk of fraud continues to rise. From financial scams to data breaches, cybercriminals are using increasingly sophisticated methods to exploit vulnerabilities. While businesses and governments implement security measures, fraudsters constantly adapt, making digital fraud prevention a continuous challenge.


For example, consumers often fall victim to phishing scams or identity theft due to weak authentication mechanisms, while businesses struggle with insider threats and fraudulent transactions. Emerging technologies like IoT and blockchain offer new opportunities but also introduce unique security risks. Additionally, industries operate in silos, limiting the ability to share intelligence and combat fraud collectively.

Some focal points can be

- Protect Consumer Trust
- Safeguard Business Operations
- Enable Secure Innovation
- Foster Cross-Industry Protection

Participants are encouraged to leverage artificial intelligence, blockchain, and cybersecurity best practices to create scalable solutions that enhance trust, transparency, and security in the digital economy.

# Theme - Ethics in AI Models for Business



As artificial intelligence becomes a core part of business operations, ensuring ethical and responsible implementation is essential. AI-driven decisions impact hiring, lending, customer service, and more, making it crucial to prevent bias, enhance transparency, and uphold privacy. However, challenges such as algorithmic discrimination, opaque decision-making, and unethical data usage threaten trust in AI systems.

For instance, biased AI hiring tools may favor certain demographics, leading to unfair recruitment practices. Similarly, businesses may struggle to explain AI-driven financial decisions, raising concerns about accountability. Additionally, large-scale AI models often require vast amounts of data, increasing the risk of privacy breaches and unethical data handling.

Recognizing these challenges, this theme invites participants to develop innovative solutions that ensure fairness, accountability, and responsible AI governance in business applications.

- Fairness and Bias Prevention
- Transparency and Accountability
- Privacy Protection
- Responsible AI Governance



# Learning Assets



## Self Learning

- SAP Business Technology Platform - <https://learning.sap.com/products/business-technology-platform>
- SAP Build - <https://learning.sap.com/products/sap-build>
- SAP Business AI - <https://learning.sap.com/artificial-intelligence>
- SAP HANA - <https://learning.sap.com/products/business-technology-platform/development/hana-cloud>
- SAP Analytics Cloud - <https://learning.sap.com/products/business-technology-platform/data-analytics/analytics-cloud>
- ERP - <https://learning.sap.com/learning-journeys/explore-sap-cloud-erp>

## State Hub Round - Artefact

- Design Thinking - <https://learning.sap.com/courses/design-thinking>

## SAP Round Artefact

- Business Model Canvas <https://www.coursera.org/learn/business-model-canvas#modules>  
<https://apphaus.sap.com/resource/validate-your-business-model>

## Grand Finale Artefact

- Pitch Deck - <https://apphaus.sap.com/resource/investor-pitch>

# Regional Round



Teams will be asked to come up with idea on one of the three themes

Each Team will be given 15 min in Total (10 Presentation, 5 mins QnA)

Hardware only ideas/prototypes to be disqualified. However combination of Hardware and Software or Pure Software based ideas are allowed

# Evaluation Criteria for Regional Round



## Relevance to Themes

A measure of how well the proposed solution addresses the core themes. Higher scores go to ideas that directly tackle key challenges within the thematic areas.

- 0: Idea doesn't address any of the hackathon themes
- 1: Idea loosely connects to at least one theme
- 2: Idea clearly addresses one or more themes with specific applications

## Innovation

Evaluates the originality of the idea. Look for fresh approaches rather than iterations of existing solutions, with higher scores for truly novel concepts.

- 0: Idea is common or already widely implemented
- 1: Idea has some novel elements or approaches
- 2: Idea demonstrates significant originality or a fresh perspective

# Evaluation Criteria for Regional Round



## **Feasibility**

Assesses whether the idea can realistically be implemented within hackathon constraints. Technical practicality and resource requirements are key considerations.

- 0: Idea is impractical or impossible to implement
- 1: Idea faces significant implementation challenges but could work
- 2: Idea is realistic and achievable within the timeframe

## **Potential Impact**

Measures the idea's capacity to create meaningful change. Higher scores for solutions addressing significant problems with clear, substantial benefits.

- 0: Limited or unclear benefit to intended users/society
- 1: Moderate positive impact for a specific group
- 2: Strong potential for significant positive change



Thank You