



HackOn with Amazon - Season 5

Idea Submission Round

Please find below the 4 themes for this season:

Theme	Problem Statement
Sustainable Shopping Experience	Develop an AI-powered solution to recommend eco-friendly products and have a dedicated green store with optimum product grading and create customer dashboards showing their contribution to carbon footprint reduction. Include features for sustainable packaging choices and group buying to reduce environmental impact.
AI-Powered Trust & Safety Platform	Develop AI solutions to enhance marketplace trust through advanced fraud detection, counterfeit prevention, and review authenticity verification. Use LLMs to analyze patterns in ratings, reviews and product listings to protect customer trust. Include real-time monitoring of product lifecycle from listing to returns.
Enhanced Fire TV Experience	Develop a personalized content recommendation engine for Fire TV that considers mood, past behavior, and time of day. Create innovative social features for shared viewing experiences. Focus on AI-driven content recommendation and social watching across OTT platforms
Smart Payment Optimization	Build an AI-powered solution that enhances any aspect of the payments ecosystem — from payment optimization and fraud detection to personalized rewards, budgeting, or innovative payment experiences. The goal is to make payments smarter, more efficient, and user-centric for individuals or businesses.