

Business Plan Proposal

2025

01

What Is The Problem?

Unable to navigate nearby
Hackathons

02

We Offer Solution

Project Marathon (PM)



Problem

- **Unable to track local Hackathons**

PROBLEM 1

- The individual may miss out on networking opportunities, skill-building, or potential collaborations that could have been beneficial for personal or professional growth.

PROBLEM 2

- They may struggle to locate nearby hackathons or have trouble finding relevant events that match their interests, skill set, or goals.

PROBLEM 3

- They might face challenges in obtaining information about upcoming hackathons, such as event details, registration processes, or venue locations.

Problem

Unable to track local Hackathons

PROBLEM 4

- Without the ability to find and join hackathons, the person may have limited exposure to the latest trends, technologies, and industry innovations.

PROBLEM 5

- Hackathons often serve as a hub for like-minded individuals to meet and collaborate. If unable to navigate or attend, they miss out on building valuable connections with other developers, professionals, or mentors.

PROBLEM 6

- Without access to information about nearby events, they might miss the registration deadlines or crucial pre-event tasks, such as team formation or brainstorming.

Problem

Unable to track local Hackathons

PROBLEM 7

- They might find it hard to collaborate with other participants or teams on innovative ideas if they cannot easily locate and attend hackathons.

PROBLEM 8

- Many hackathons offer resources like mentors, tools, and workshops. Without navigating these events, the person may miss valuable learning opportunities.

PROBLEM 9

- Hackathons are often a great place to showcase skills and build a portfolio. Without the ability to navigate and attend hackathons, the person may struggle to enhance their career profile.

Problem

Unable to track local Hackathons

PROBLEM 10

- If they're unable to find events nearby, they may feel disconnected from the wider tech community or miss out on geographically relevant opportunities.

PROBLEM 11


- Not being able to engage with exciting hackathon events can lead to a lack of motivation, especially for individuals who thrive in a competitive and innovative environment.

PROBLEM 12

- Many hackathons offer rewards or recognition for outstanding projects. If they can't find these events, they miss out on the potential benefits, both financial and personal.

WHY PM?

Benefits of using Project
marathon(PM)



BENEFIT 1

Can easily find nearby
hackathons

BENEFIT 2

It will work as a LinkedIn for MNCs
and companies' to track a record
for a individuals technical growth
and skills

Target Market of

Project Marathon (PM)

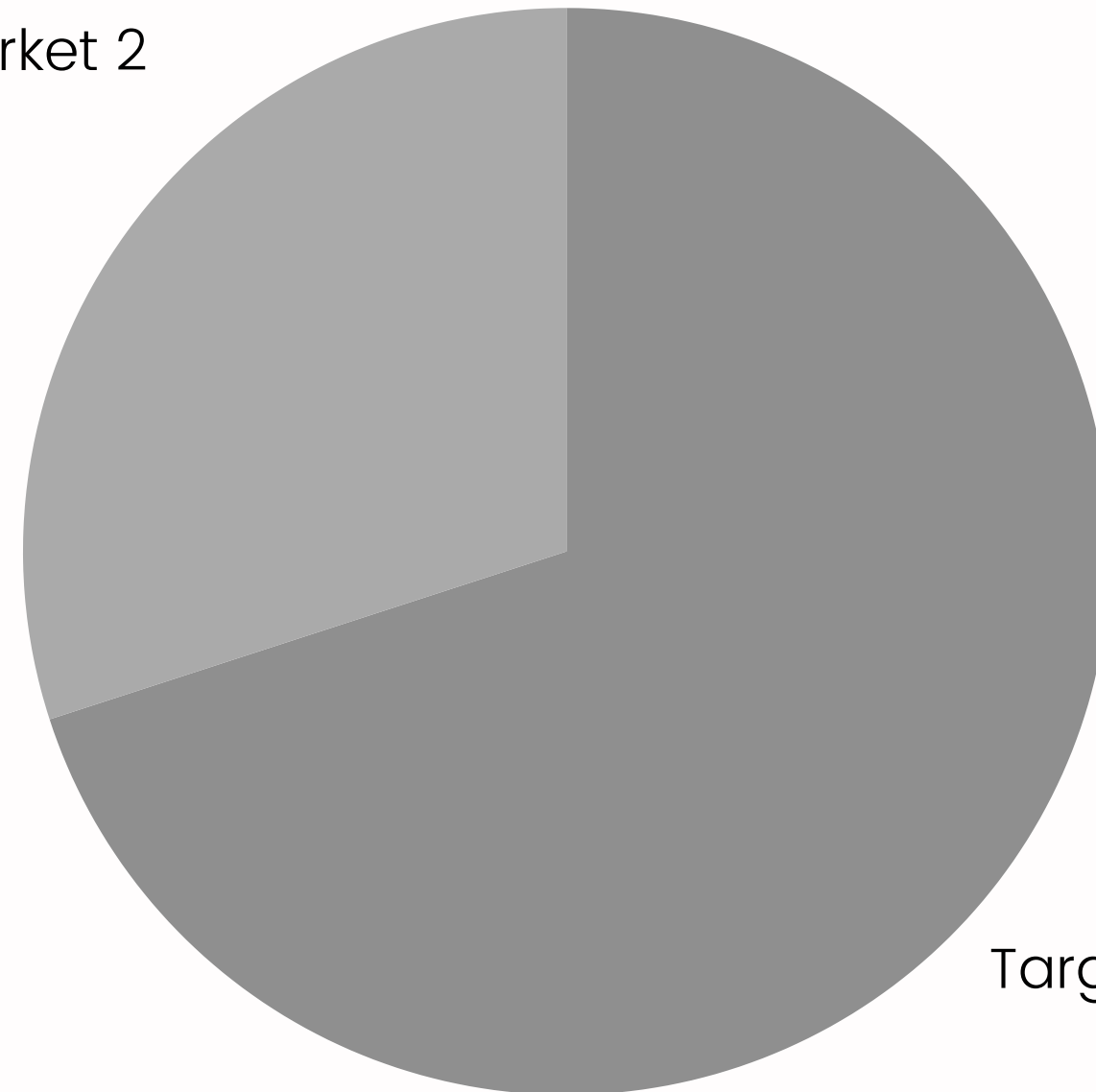
TARGET MARKET 1

Students
(College/University)

TARGET MARKET 2

Tech Professionals

Target Market 2
30%



Target Market 1
70%

Solution

Project Marathon (PM)



SOLUTION 1

- Project Marathon will connect with like-minded individuals, mentors, and professionals in the tech and innovation space, which could lead to valuable collaborations, job opportunities, and partnerships.



SOLUTION 2

- Project Marathon will involve tackling real-world challenges, allowing participants to sharpen their coding, problem-solving, teamwork, and technical skills in a hands-on environment.



SOLUTION 3

- Participating in hackathons with involvement of Project Marathon will allow individuals to showcase their skills and creativity, which can be impressive on resumes and portfolios. Many recruiters actively look for hackathon participants when hiring developers and other tech professionals.
-

Solution

Project Marathon(PM)



SOLUTION 4

- Hackathons in Project Marathon often feature cutting-edge technologies and tools. Participants get the chance to experiment with new frameworks, platforms, and programming languages, gaining valuable experience.



SOLUTION 5

- Many hackathons in Project Marathon offer cash prizes, internships, scholarships, or recognition for the best projects. Winning or even participating can bring prestige and rewards.



SOLUTION 6

- Working with others in a team setting helps individuals develop collaboration and communication skills, which are crucial in professional environments.
-

Solution

Project Marathon (PM)



SOLUTION 7

- Hackathons in Project Marathon encourage out-of-the-box thinking and the development of innovative solutions. Participants are challenged to be creative and come up with unique approaches to solving complex problems.



SOLUTION 8

- The projects and prototypes created during Project Marathon can be added to an individual's portfolio, demonstrating their capabilities to future employers, clients, or collaborators.



SOLUTION 9

- Project Marathon often provide access to industry experts, coaches, and mentors who can offer valuable guidance, feedback, and advice on both technical and career-related matters.
-

Solution

Project Marathon (PM)



SOLUTION 10

- Successfully contributing to or winning a hackathon in Project Marathon can boost self-esteem and confidence. It's a great way to see the impact of one's work and ideas in real time.



SOLUTION 11

- Hackathons in Project Marathon are typically time-constrained events, helping participants learn to manage time effectively, work under pressure, and maintain focus in a fast-paced environment.



SOLUTION 12

- Participating in hackathons in Project Marathon allows individuals to meet peers, industry professionals, potential business partners, or future employers, which can help expand their professional network.
-

Solution

Project Marathon (PM)



SOLUTION 13

- Some participants use Project Marathon as a launchpad for their own startups, creating a prototype or MVP that can eventually evolve into a business.



SOLUTION 14

- The fast-paced nature of hackathons forces participants in Project Marathon to adapt to unexpected challenges, pivot their ideas when necessary, and embrace flexibility—skills that are important in both tech and business environments.



SOLUTION 15

- Being involved in multiple hackathons and excelling can help individuals in Project Marathon to build a reputation in the hackathon community and the broader tech industry.
-

Conclusion



Project Marathon(PM) is application where user logs in and generates a unique PM ID, and this PM ID is used to get navigated to various hackathons going on his region. The user gets a easy access to hackathons happening in his city in different colleges/universities. The app allows you to use it in regional languages. The app has an build in AI system where it allows you to guide through the process. The app is very user friendly and is easy to use.