



BHACKS'20 Domains

Track-1 : Hult Prize : Food For Good:

The opportunity is enormous. Agriculture alone accounts for one-third of the value of economic output globally. Food services are expected to reach a value of US\$ 4.2 Trillion by 2024. The food system is ripe for change. The health of people and the planet is threatened by labor exploitation and myopic extraction of resources.

Some of the Ideas which can be worked on are Summarised as follows:

1. **Diet:** For more than three billion people in the world, healthy daily meals are an out-of-reach luxury. Millions of people are either not satisfying their nutritional requirements or eating the wrong types of food. The consequence is malnutrition, which often leads to health crises. Nearly nine percent of the global population—roughly 700 million people—is hungry, a total number that has risen by 60 million in the past five years. Equally alarming: A comparable number suffers from obesity.¹ Poor diets are a leading cause of death worldwide.
Opportunity: Transform food production, sale, and service so that nutritious food is accessible to every person globally on a daily basis.
2. **Climate:** Agriculture today accounts for 20 percent of greenhouse gas emissions and 70 percent of water use.
Opportunity: Reinvent agricultural practices for long-term sustainability and planet health.
3. **Food waste:** A third of all food produced globally is wasted and never consumed.
Opportunity: Identify and correct systemic failures that lead to large-scale food waste.
4. **The burden of meat:** Livestock farming is highly detrimental to Earth's ecosystems, contributing more to greenhouse gas emissions than the global transportation sector and using almost 30% of the planet's ice-free surface. To



produce a single kilogram of beef requires 15,000 liters of water!2 Livestock farming is also the top contributor to water pollution, deforestation, land degradation and desertification. On top of this, the Food and Agriculture Organisation of the United Nations (FAO) has estimated that demand for meat will increase by 70% by 2050.

Opportunity: Shift consumption away from animal-based meats.

5. **Biodiversity:** Over recent decades we've lost 90 percent of the world's agrobiodiversity because of monocultures and chemical use in agriculture.

Opportunity: Diversify the food systems, emphasizing a wider array of locally produced options.

6. **Aquatic ecosystem health:** Eutrophic dead zones are growing in our bodies of water around the world, mostly as a consequence of agricultural run-off and exacerbated by rising ocean temperatures. For example, the Gulf of Mexico is experiencing unprecedented plankton blooms and fish kills.

Opportunity: Transform agricultural practices, reducing the use of chemical fertilizers and other agricultural inputs that damage aquatic ecosystems.

7. **Availability of Organic Food:** Excessive use of preservatives in fruits and vegetables leads to health problems thereby resulting in long run health risks. How can you stop long run health problems? Can you propose an end-to-end solution that may help citizens, from field to consumption, and reporting?

Opportunity: Direct interface between organic farmers and consumers and a system to ship food crops directly to the consumer without the intervention of intermediate retailers.



Track -1 Guidelines

1. Pitching

With the business tools right in your arsenal, it's time for moving a step forward and presenting your idea to the world.

It's often said that a pitch deck can make or break a start-up. Hence, here we are, share With the business tools right in your arsenal, it's time for moving a step forward and presenting your idea to the world in a few tips to make the perfect pitch deck!

- Keep a consistent look throughout your presentation: Use a specific template and a specific colour scheme.
- Limit one idea to each slide: Even if you can't afford to use more slides, do not try to fit too many concepts into one slide.
- Make the presentation visually appealing: Use less text and more pictures, graphs, etc. to convey your idea.
- Make the text easy-to-read: Avoid using too many bullet points and use large font size, around 28 pts for the body and 32-44 pts for the headings.
- While there are many formats for a pitch deck, remember to answer three important questions- "Why should people care about this?", "What is your solution and how will it work?", "Are you and this idea, a good investment?" since these define you and your start-up.
- For Pitching Deck Templates you can refer - <https://visme.co/blog/best-pitch-decks/>

2. You will be given 6 minutes for presentation and 4 minutes for Q&A with Judges.

3. Prototype Deployment is not necessary but will gain you extra points in the first round of evaluation.

4. No limit is on the number of slides.