

# Functionality Hackathon - Nike 2025

Empowering Innovation, Fueling Creativity

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## Problem Statement:

- Lack of real-world problem-solving opportunities for young developers.
- Need for a structured, high-impact hackathon experience.

## Our Solution:

- A well-organized hackathon platform with live deployment, business pitching, and real-world exposure.
- Provides hands-on experience, industry best practices, and post-launch success strategies.

## Market Opportunity:

- Growing demand for tech talent and innovation challenges.
- Companies like Nike, Google, and Meta are investing in hackathons.

## Features & Benefits:

- Live Deployment & Real Projects (Beyond traditional hackathons).
- Business Pitching & Investor Readiness (Entrepreneurial skills).
- Industry-Level Security, Scalability, & AI Integration.

## Business Model:

- Revenue Streams:
  - \* Corporate Sponsorships (Nike, tech companies).
  - \* Registration Fees (Premium mentorship).
  - \* Partner Collaborations (Universities & accelerators).

## Competitive Advantage:

- Hands-on Live Deployment vs. just ideation.
- Post-Launch Business Guidance for scaling ideas.
- Integration of AI and Future Technologies.

## Team:

- Laiba Parvez - Founder & Developer.
- Mentors & Industry Experts - Supporting teams.

## Financial Projections:

- Expected sponsorship deals & revenue streams.
- Growth metrics: No. of participants, successful startup launches.

Call to Action:

- Seeking:

- \* Investor partnerships for scaling.
- \* Corporate sponsorships (Nike, Adidas, etc.).
- \* Community collaborations (Tech forums & universities).