



Deloitte x AUC Hackathon

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About Deloitte Innovation Hub

The Deloitte Innovation Hub (DIH) is a core component of Deloitte's commitment to technology and innovation in Egypt. Our mission is to create a significant positive impact on Egyptian society through strategic partnerships and technological advancement.



Collaborative Approach

Working with the MCIT, ITIDA, ITI, universities, and other stakeholders to amplify our collective impact.



Growing Talent Pipeline

Expanding our workforce to over 750 professionals in 2 years, with a unique graduate onboarding program.



Our Approach: DIH combines innovation with Egyptian heritage to create a culturally rich experience, fostering inclusivity and continuous learning across diverse talent pools.

Overview & Timeline

Hackathon 2 – 10 February

	Challenges Announcement	Implementation	Submission	Finalist Notified	Grand Finale
Dates	2 nd February	2 nd February to 7 th February	7th February midnight	By 9th February 6PM	10th February
Description	Use case announcement, guidelines overview, and evaluation criteria presentation. Teams must submit their use case choice by midnight	Development phase with technical support and mentorship		Top 10 finalists announced and notified	Final presentations to judging panel and awards ceremony

Prizes



EGP 100,000



EGP 50,000



EGP 25,000

Welcome to the Consultant Experience

As potential future consultants at Deloitte, you'll face a reality that defines our profession:
Clients come to us with problems, asking for solutions.

The Consultant's Challenge:

- Clients expect us to diagnose their challenges and architect innovative solutions
- You won't receive a step-by-step guide, just like in the real world
- Success requires both technical excellence and business acumen



Technical Skills

Can you build your solution?



Teamwork

Can you deliver it together?



Business Thinking

Should you build your solution?



Communication

Can you sell your solution?

Your Potential Clients

01

Fresh Flow Markets: Inventory Management

02

Flavor Flow Craft: Menu Engineering

03

Quick Serve Kitchens: Shift Planning

Fresh Flow Craft: Inventory Management

The challenge

Restaurant and grocery owners face a relentless balancing act. Over-stocking leads to waste and expired inventory eating away at profits. Under-stocking causes stockouts, lost revenue, and frustrated customers. The root cause? Poor demand forecasting. Without accurate predictions, businesses are trapped in a cycle of unnecessary costs, reduced profitability, and unsustainable operations. Fresh Flow needs intelligent systems, not gut instinct.

Potential Business Questions

- How do we accurately predict daily, weekly, and monthly demand?
- What prep quantities should kitchens prepare to minimize waste?
- How can we prioritize inventory based on expiration dates?
- What promotions or bundles can move near-expired items profitably?
- How do external factors (weather, holidays, weekends) impact sales?

Flavor Flow Craft: Menu Engineering

The challenge

Flavor Flow sits on a goldmine of historical sales data, every transaction, every order, every customer preference, yet they're making menu decisions based on hunches. They don't know which dishes are secretly losing money or which tweaks could turn underperformers into bestsellers. This isn't just missed opportunity; its revenue left on the table. Your mission is to create an AI-driven assistant that analyzes their menu and sales data, proposing improvements to items, descriptions, and pricing. But don't stop there, your manager encourages innovative thinking beyond the obvious.

Potential Business Questions

- Which menu items are stars, plow horses, puzzles, or dogs?
- How should we adjust pricing to maximize profitability?
- What wording or descriptions increase item sales?
- Which items should be promoted, re-engineered, or eliminated?
- What hidden patterns exist in customer purchasing behavior?

Quick Serve Kitchens: Shift Planning

The challenge

Monday's schedule looks perfect. Wednesday: three call-offs. Friday: foot traffic doubles because TikTok made your item viral. The schedule is now a dumpster fire. This is Quick Serve's weekly reality. The core problem? Accurately predicting and meeting wildly fluctuating customer demand to ensure optimal staffing on every shift. Too few people means terrible service and burnout. Too many means spiraling labor costs. Quick Serve needs a Shift Wizard, an intelligent system that monitors schedules, coverage, PTO, surprise events, and constantly recommends the next best move.

Potential Business Questions

- How do we predict demand spikes from social media, weather, or events?
- What's the optimal staffing level for each shift?
- How do we quickly adjust when call-offs happen?
- How can we balance labor costs with service quality?
- How do we incorporate employee preferences while meeting business needs?

Client Selection

Each team will choose the client use case they wish to address and develop a solution for.



Tools To Use

You have full flexibility to choose your tech stack. Below are suggested options, but feel free to use any tools that best solve the problem.



Full Stack

- ✓ Streamlit, React, Flask
- ✓ Node.js, Python, Java, FastAPI
- ✓ React Native, Flutter, IOS/Android Native



Database & Storage

- ✓ PostgreSQL
- ✓ MongoDB
- ✓ Firebase



AI & Machine Learning

- ✓ Custom ML/AI Model
- ✓ Gemini or any other native LLMs (OpenAI, etc)
- ✓ LangChains, LangGraphs, RAG

Deliverables

You will be required to submit one **public** GitHub repo with the following included:



Code Structure

Scan the QR code in the next slide to know what is the recommended structure.



Documentation

You must have a README that explains dependencies, solution architecture, overall approach, and the business impact delivered.



Codebase

Your repo must have your entire codebase, including any code used to train any models

Key tips

- ✓ Clients look for measurable impact, scalability and competitive advantages
- ✓ Detailed documentation goes a long way

GitHub Repo

This repository is designed to help you understand the required code structure and the evaluation metrics that will be used to assess your work.



WhatsApp Channel

We have created a WhatsApp group to offer you guidance and mentorship from industry professionals at DIH throughout your implementation phase.

Please keep in mind that these mentors are also working during the hackathon period and may not always be available immediately.

We appreciate your understanding and respect for their time.



Thank You!

Thank you for your interest in the Deloitte x AUC Hackathon. We look forward to seeing your bright ideas to solve real-world challenges through innovation and technology.

