HATCH SUMMER CAMP
Week #1: Future of Work: Automation and Digitization
Responding to Automation & Digitization: Transitioning the Future of Canadian Workforces .

Agenda + Zoom Links:
July 13th, 6:30pm-8:30pm EST: **Event Kickoff + Trend Overview + Idea Generation**

- Join Zoom Link: https://us02web.zoom.us/j/85151015107
- Meeting ID: 851 5101 5107

July 14th, 6:30pm-8:30pm EST: **Mentorship Meeting**
(Link for Team Sign up for Mentorship Meeting will be made available following the Event kickoff on July 13th)

- Join Zoom Meeting: https://us02web.zoom.us/j/5033334028
- Meeting ID: 503 333 4028

July 15th, 6:30pm-8:30pm EST: **Pitch Competition !!**

- Pitch Competition Zoom Link: https://us02web.zoom.us/j/85826095262
- Meeting ID: 858 2609 5262

The Challenge:
- Draw from week #1 theme, find a problem, and brainstorm how to solve it.
- Collaborate with your team to turn your solution into a venture concept.
- Pitch this idea/ venture concept at the final pitch competition (July 15th).

Mentor Session:
Teams can sign up for a 15-to-20 minute meeting with an industry expert/professional to ask questions, brainstorm, discuss their venture concept, validate their idea and seek guidance. ***The link to sign up for a meeting time will be made available following the kickoff event on Tuesday, July the 13th.***

Pitch Competition:
Each team will have 5 minutes to pitch their venture concept to a panel of judges. One teammate from each team will be responsible for sharing their screen to display their groups pitch deck. Each pitch will be followed by a 5 minute question period.

Pitching Resources:
- [How to Pitch your Startup in 3 minutes](#)
- [Kevin Hale - How to Pitch Your Startup (Y Combinator)](#)
- [Pitching 101:Storytelling your Idea](#)
- [The 10 Pitch deck Commandments](#)
- [Idea Presentation: Easy Ways to Pitch Online](#)

Judging Rubric

Theme	Criteria	Description	Score
Idea & Theme	Innovation	How creative and innovative is the solution? Is it original and ambitious? Are there any other products or services that offer a similar solution?	20
User Experience	Intuitiveness	Is the overall user experience intuitive? Does the flow make sense?	10
	Value	How relevant is your solution to the overall theme? Does it solve a real problem? Is there a need for it?	10
Implementation	Functionality	Does the technology behind the solution make sense? Is there a prototype? Does it have multiple functionalities?	20
	Feasibility	Does the team have a credible plan to implement the proposed solution? Is there a good market fit?	10
	Scalability	Could this be a real solution for multiple users? Does the team have a plan of how to grow with their market?	10
Presentation	Pitch	Did your team present a solid persuasive and professional pitch?	10
	Participation	The team should be comprised of 2 - 3 students, well assembled, and each member is able to demonstrate their contribution towards the final solution.	10

			Total	100

Prizing
- $500 for 1st place team
- $350 for 2nd place team
- $150 for 3rd place team

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