

CAMPUS LEAGUE

Innovation Challenge for Entrepreneurship GCC 2021



*Pan-GCC virtual hackathon on Innovation and
Entrepreneurship for University students*

Track Information Leaflet

*The Innovation Challenge for Entrepreneurship 2021 (ICE-21) is a
unique opportunity to pitch your ideas to leading graduate employers
and compete for fabulous prizes*

What are the 6 Tracks in ICE-21?

You are invited to participate in a team and address an issue or opportunity in any of the following 6 key tracks or themes:



Within each track, we will offer you a choice of alternative “**problem statements**”, i.e. specific topics on which you may focus your business idea on. You can develop a business idea or proposal to address any one problem statement. We will publish 2-3 problem statements for each track in end-February.

However, If you are keen to work on a specific entrepreneurial idea, please email your idea (max 200 words) and your team name to support@projectset.com for pre-approval (please mark the subject of your email as ICE-21 GCC) and we will do our best to accommodate you.

You are required to select a track as the first step of the online registration process. You will find more information to select your track and start the registration process [here](#). **Registrations will close at end of Saturday 27 Feb 2021.**





Fintech

The Fintech sector is exploding globally and transforming the financial services sector landscape in every continent. 42% of digitally active adults now use the services of at least one Fintech firm, and the number of fintech firms is expected to double in the coming decade. Big data and the use of information have changed the way financial products are built and transacted for good.

We invite students to propose bold new business ideas for the sector, including consumer applications such as payments, remittances or insurance as well as business applications such as KYC, treasury or trade finance.

\$72.9B
invested in
Fintech globally

65.3%
Est. mobile
banking users in
the U.S. (2022)

Fintech-as-a-service is a 2020 trend -Forbes

What are the Problem Statements for Fintech?

The problem statements will be released in end-Feb, before the competition starts.

If you would like to work on a specific entrepreneurial idea, please email your idea (max 200 words) and your team name to support@projectset.com for pre-approval (please mark the subject of your email as ICE-21 GCC)



Energy & Environment

There is an urgent need for us to improve the way we access, use and manage natural resources so that we can protect and maintain these resources for future generations. Legacy practices have increased pollution and global warming and put 20-30% of species at risk of extinction. Innovations such as renewable energy, energy storage and electric transportation is helping us address these problems at scale as well as creating opportunities for new, innovative business models such as carbon credits, etc.

We invite students to propose bold new business ideas for the sector focused on themes such as energy-smart building systems, battery security, energy pricing, etc.

\$331B
**Worldwide
investment in
clean energy**

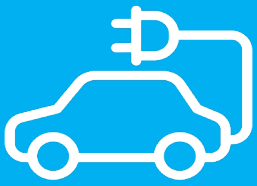
28GW
**Installed
renewable energy
capacity in MENA**

Global consumption of renewable energy has increased significantly over the last two decades

What are the Problem Statements for Energy & Environment?

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Mobility

The world of Mobility is transforming rapidly with mass-adoption of new technologies (e.g. electric vehicles, autonomous driving, etc.) and business models (e.g. car sharing, etc.). The emerging ecosystem is offering end-users better, greener, safer and more efficient connectivity across locations. These innovations are impacting every segment of transportation from connected highways to last-mile drone deliveries.

We invite students to propose bold new business ideas for the sector such as drone taxis, smart parking systems, intermodal ticketing/ travel planning, electronic charging systems and smart pooling.

\$700B

Tesla market cap
(*> market cap of 9 largest auto manufacturers combined*)

222.6MT

CO₂ emission in the UAE (2019)

Global sales of EVs will surpass sales of combustion engine cars by 2038

What are the Key Problem Statements for Mobility?

The problem statements will be released in end-Feb, before the competition starts.

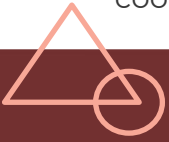
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Health and Wellness

The Health and Wellness sector has grown rapidly in the past decade driven by greater focus of an expanding consumer pool on physical and mental wellbeing. The trend has spawned new businesses segments including hot yoga, nutritional supplements, free-from and organic foods, organic skincare, meditation apps, spa retreats as well as workplace wellness and wellness tourism. According to the Global Wellness Institute, the global health and wellness industry is now worth \$4.2 trillion (representing 5.3% of global economic output) and growing in excess of 10% annually.

We invite students to propose bold new business ideas for the sector including health coach service, workout clothing, wearables, anti-aging products, health cooking clubs, campus juice bars and publishing (incl. blogs and podcasts).



***Mindfulness and sleep equated
with better health and wellness***

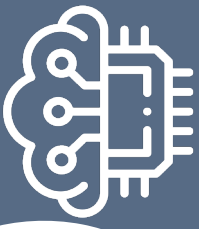
\$120B
**Global health
club industry
revenues (2019)**

50%
**of youths say
seeking help for
mental health issues
is viewed negatively
(MENA 2019)**

What are the Key Problem Statements for Health and Wellness?

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AI and Robotics

AI and Robotics are impacting every aspect of our lives, including healthcare, education and work. These two disciplines are related but technically distinct; AI simulates human behaviour in machines through algorithms and data while Robots are programmable machines that performs specified tasks autonomously.

The application of AI and Robotics is driving innovation and make things cheaper, better, faster and safer, across sectors. For example, in healthcare, AI is used to review x-rays and discover new drugs while robots are assisting surgery. AI and robotics are also permeating our day-to-day lives – often surreptitiously – as Alexa, Siri, Lisa and Bellabot.

We invite students to propose bold new business ideas for the sector such as robots for elderly care, AI/ robots for public safety and security, Ai for education, AI/ robots in discrete or process manufacturing, logistics and supply chain.



95% Share of all of all customer interactions driven by AI in 2025

\$40B Estimated savings from robot-assisted surgery in USA by 2026

What are the Problem Statements for AI and Robotics?

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Social Impact

Social entrepreneurship involves non-traditional approaches to develop, fund or implement solutions that address complex social, cultural, or environmental challenges. The formalisation of the 17 UN Sustainable Development goals (SDGs) marked a watershed point for the sector with clear goal-setting and strategies to eliminate poverty and inequality as well as promote health and education. The social entrepreneurship sector is attracting attention and talent from an expanding group of influential stakeholders such as Ashoka and Schwab Foundation that are helping the sector evolve a clear and sustainable economic model. Consumers are also driving the trend; 56% consumers buy products from ethical brands and 28% promote it on their social media.

We invite students to propose bold new business ideas for the sector such as recycling textbooks, plasma bank, ethical supplier certification, digital recycling, insurance for gig workers or promoting children numeracy and literacy.



What are the Problem Statements for Social Impact?

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ICE-21 GCC is powered by ProjectSet

ProjectSet is an online platform for employers, educators and students to collaborate on virtual projects, all year round. These are intended help students to build their Digital portfolio and CV, whilst learning the soft skills they need for their future careers. The projects are internships, hackathons or project-based learning programs.

ProjectSet is based in the UK with a user community from over 100 universities. For more information, please view the [website](http://www.projectset.com), or simply drop an email to support@projectset.com



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