

Innovation Challenge for Entrepreneurship UK 2021



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?

The student teams participating in ICE-21 will tackle 6 key topics relating to current global issues. These tracks are:



The students will **select their track** when signing up for the Hackathon.

For each track there will be a specified number of key problem statements. Your team will **pick one of the key problem statements** to tackle.

If you are keen to work on one of the tracks, but already have an idea that isn't encompassed in the key problem statements please email us at ... support@projectset.com

To participate in ICE-21, register online [here](#) before **26th Feb 2021**





Fintech

The Fintech sector is exploding in Europe and transforming the financial services sector landscape in the continent. 42% of digitally active adults now use the services of at least one Fintech firm, and the number of these firms is expected to double in the coming decade. Big data and the use of information has 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

Fintech-as-a-service
a Forbes 2020 trend

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

What are the Key Problem Statements for Fintech?

Key problem statements to be released at the beginning of the competition.

If you would like to propose your own problem statement to work on, as you already have an entrepreneurial idea in mind, please email us at support@projectset.com



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 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 risks 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
(2017)**

***The deforestation of the
Amazon has reached
highest rate in a decade***

43.5%
**Recycling rate
of household
waste in
England
(2018/9)**

What are the Key Problem Statements for Energy & Environment?

Key problem statements to be released at the beginning of the competition.

If you would like to propose your own problem statement to work on, as you already have an entrepreneurial idea in mind, please email us at support@projectset.com



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.

36.4GT

**Projected CO2
emissions from
passenger road
transport
worldwide (2020)**

43%

**Of people willing to
reduce car travel for
the environment in
UK (2019)**

***Solar powered Tuk-Tuks
changing tourist travel***

What are the Key Problem Statements for Mobility?

Key problem statements to be released at the beginning of the competition.

If you would like to propose your own problem statement to work on, as you already have an entrepreneurial idea in mind, please email us at support@projectset.com



Health and Wellness

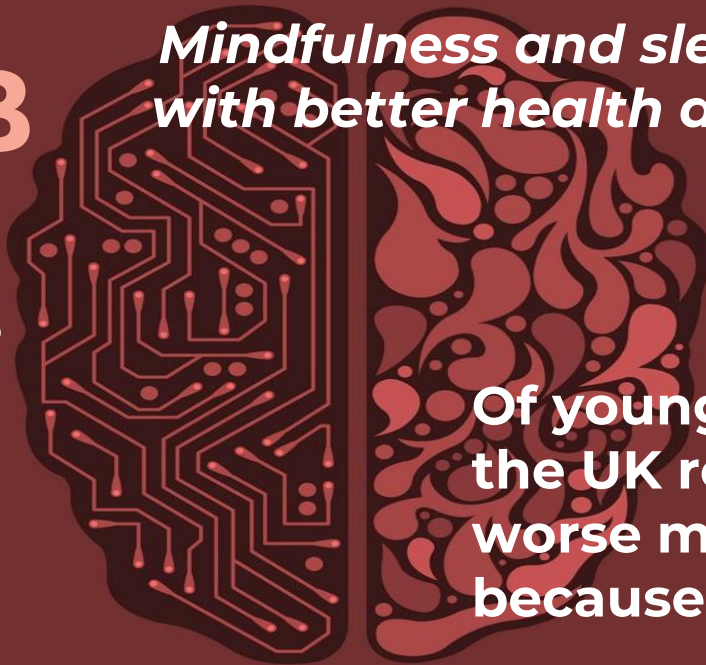
The Health and Wellness sector has grown rapidly in the past decade driven by greater focus of an expanding consumer pool on physical and mental wellbeing. The trend has spawned new businesses segments including hot yoga, nutritional supplements, free-from and organic foods, organic skincare, meditation 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).

£214B

**Spent on
the Public
healthcare
system in
the UK
(2018)**

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



51%

**Of young people in
the UK reported
worse mental health
because of Covid-19**

What are the Key Problem Statements for Health and Wellness?

Key problem statements to be released at the beginning of the competition.

If you would like to propose your own problem statement to work on, as you already have an entrepreneurial idea in mind, please email us at support@projectset.com



Consumer and Retail

The consumer and retail sector is going through tectonic shifts driven by development in omnichannel, hyper-local, digital (social media, e-commerce), traceability (sustainable supply chains) and big data. These changes are creating opportunities for new, innovative start-ups such as Shopify and Zalando as well as large, existing companies such as Sephora and Nike. In addition, increasing consumer scrutiny of supply chains practices (e.g. ethical sourcing) are also redefining the landscape and creating new opportunities.

We invite students to propose bold new business ideas for the sector such as AR/ VR powered product testing, virtual fitting rooms, shopping history tracks (online & offline), influencer marketing, online pop-ups in offline stores and voice commerce.

1/10
Shoppers considered the environmental impact of their Black Friday shopping



\$3.26B
Estimated loss from Retailers due to COVID-19 (03-04/2020)

Apple was the most valued brand of 2020

What are the Key Problem Statements for Consumer and Retail?

Key problem statements to be released at the beginning of the competition.

If you would like to propose your own problem statement to work on, as you already have an entrepreneurial idea in mind, please email us at support@projectset.com



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.

44%
Of U.S.
internet
users have
experience
cyber
bullying
(2020)



**In the UK, the financial
industry has the
largest gender
pay gap**

65/650
Members of the UK
parliament are non-white
(2019)

What are the Key Problem Statements for Social Impact?

Key problem statements to be released at the beginning of the competition.

If you would like to propose your own problem statement to work on, as you already have an entrepreneurial idea in mind, please email us at support@projectset.com

ICE-21 UK 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 info@projectset.com



VIRTUAL INTERNSHIPS, HACKATHONS AND PROJECT-BASED LEARNING PROGRAMS



35 Kingsland Road
London E2 8AA.

+44 20 7112 8920
info@projectset.com
www.projectset.com