Inspire The World And Create The Future

Pitch template
Samsung D/Code F&B Hackathon enquiries : dcode@samsung.com
visit www.samsung.com/sg/business/dcode

CONTENT

- **Your Journey with us**

- **Submission timeline**

- **Problem statement (Overview)**

- **What do you need to submit for the pre-qualification round?**

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- **Resources**

Your Journey with us

SAMSUNG /CODE

Understand
F&B Business Pain Points
- Customer
- Operation
- Manpower
- Profitability

Conceptualize
Solution that impacts F&B businesses better market and position themselves

Business Proposal
Prove how well you can create, manage and fulfill demand for your product

Go-to-market
Partner with Samsung to engage with, promote and close business opportunities

Opportunity to expand your business into new markets

Build and Test Bed
Testing the "goodness" of application/ solution in Real-Life operations

L'Rez or L'Café*

- Fully Funded Site
- Receive Feedback from Staff and Customers

TIMELINE

OPEN CATEGORY

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/CODE
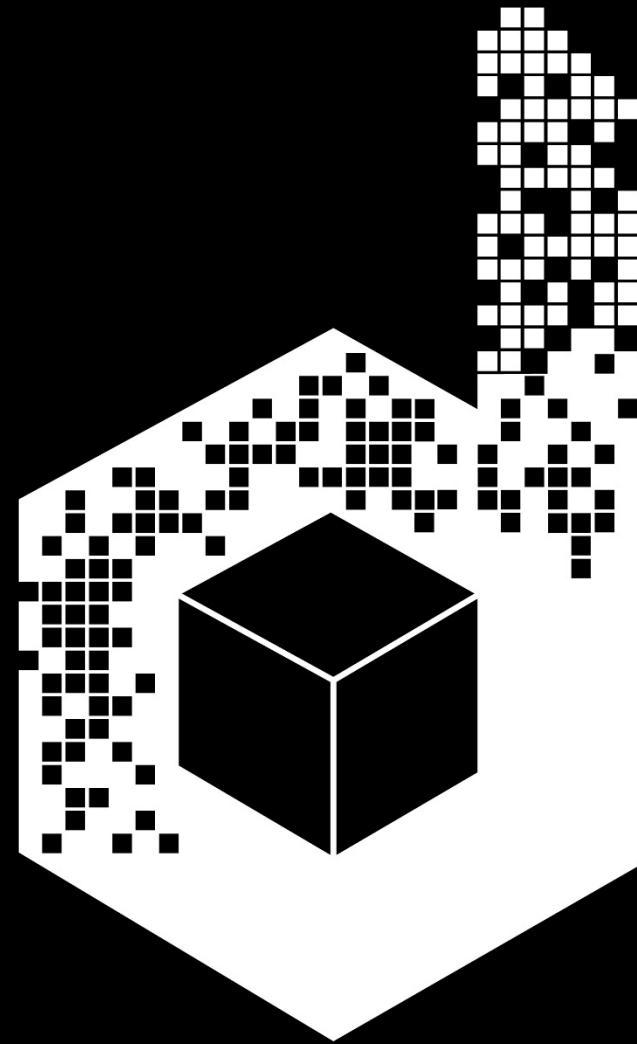
ENTRY PERIOD

30th Mar 2018
Registration &
submission of
proposal for
pre-qualification

5th Apr 2018
Teams entering the
First round

FIRST ROUND
Solution & Business Pitch

9th Apr 2018
Selected teams to
present

12th Apr 2018
Teams entering the
second round

SECOND ROUND
Proof of Concept

16th May 2018
Selected teams to
submit 1st mock-up
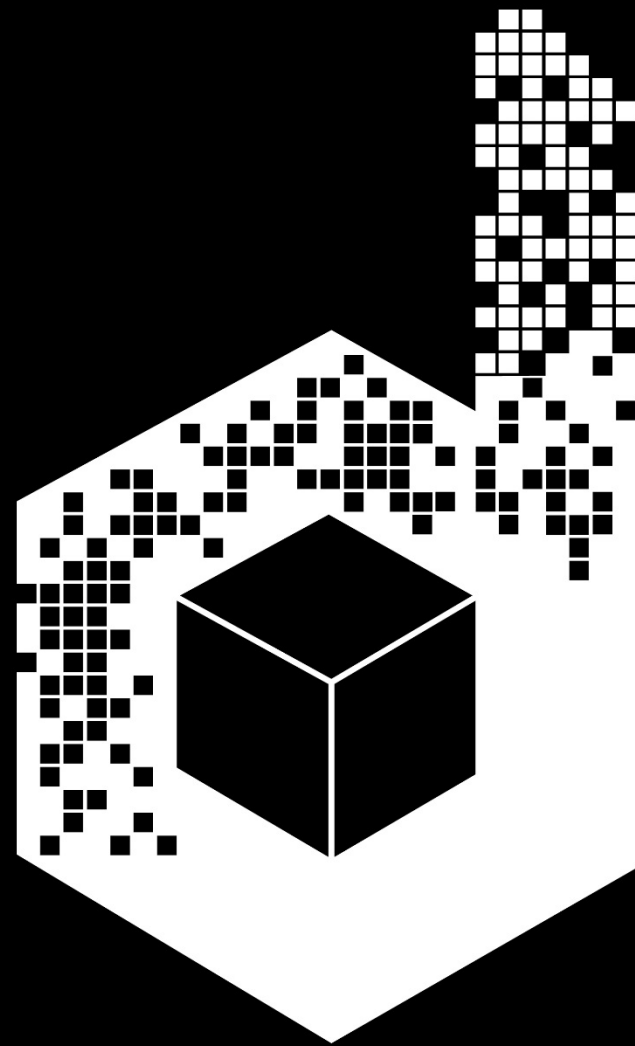and business plan

21st May 2018
Teams entering final
round

FINAL ROUND
Announcement of winners

4th July 2018
Finalists will attend a
pitch event to
demonstrate their
prototype to judges

*Participants are to note that the dates indicated are subject to change, and as such, Samsung encourages participants to check this webpage for updated details.

PROBLEM STATEMENT

PROBLEM STATEMENT

With increasing costs of operations and a growing competitive landscape, the F&B industry is facing the escalating challenge of driving *continuous revenue growth* to *maximise profits*. Restaurants must *attract and retain* customers by delivering differentiated experiences and offerings, whilst *streamlining operations* to control overall expenses.

How would you use Samsung products and services to create meaningful, breakthrough digital solutions to help F&B businesses

1. Maximise profits
2. Enhance customer experience
3. Drive up-selling and loyalty/repeat visits
4. Optimise operational processes

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Work to solve
Real-life F&B Businesses Challenges
using Samsung's devices and technology!

SAMSUNG
D/CODE

MARIO CITTADINI ,
EXECUTIVE CHEF
MANDARIN ORIENTAL SINGAPORE

ALFRED CHUA ,
MANAGING DIRECTOR
THE WOK PEOPLE PTE LTD

CRYSTALLA HUANG
BREWMASTER
REDDOT BREWHOUSE

ARTHUR HIAH
ASSISTANT MANAGER
THE LO & BEHOLD GROUP

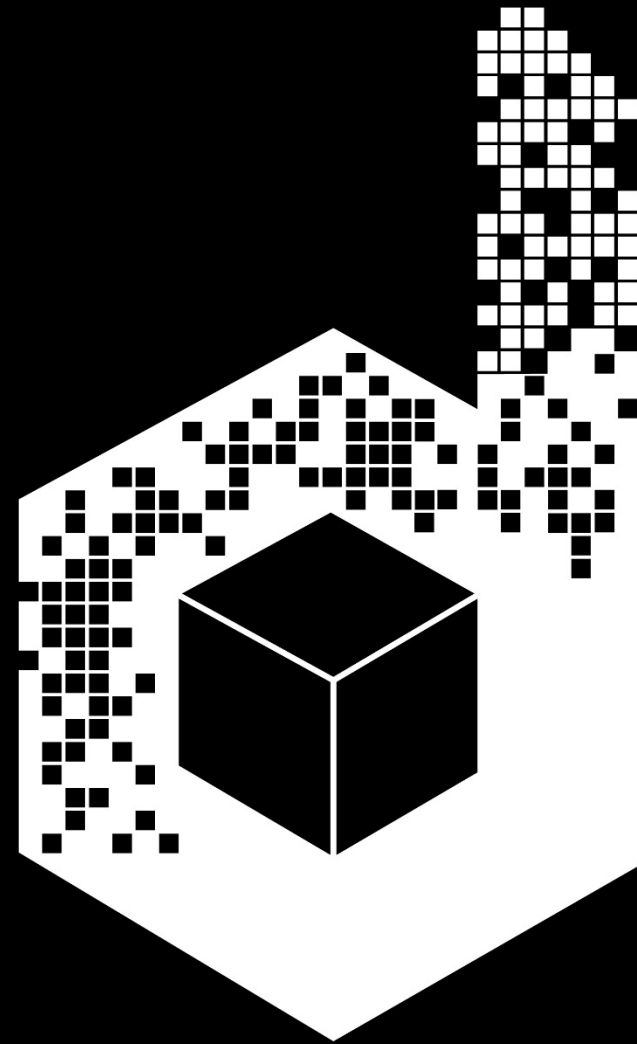| Hotel F&B – Restaurants and Café | Employee cafeteria management | Dinning Bars | Chain Restaurants |

*Please Participate In Samsung D/code F&B HACKATHON to download F&B Full Problem statement shared by each of the Businesses

asian culinary institute singapore

*Dates and Time are Subjected to changes - please check on Samsung D/code website for more details)

PRE-QUALIFICATION

What do you need to submit for the pre-qualification round?

- **Company background information (100 words)** (Open Category)
- **Team background information (100 words)** (Student Category)

- Two-page brief proposal^ (MS Word - Font size 12, single line space)
  which shall include:
  - Problem Statement to be addressed
  - Summary of the proposed solution **(100 words)**
  - Relevant and impact of proposed solution to F&B business challenges
  - Key differentiator/unique selling proposition of your proposal
  - Team profile

- Max. 5-slide presentation deck containing the above information

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Pitch Do's and Don'ts

You have **5 minutes** to provide your audience with a quick overview of your business plan.
Audience : Industry partners, ACI and Samsung (only no other solution providers) .

- **The Emphasis** - Your pitch should focus on the benefits to the industry partners and /or their customers, and your innovative idea that address the current issue .

- **Recommended structure** for your pitch (pg.12) - You are not require to adhere to the same structure . You may focus on areas you feel best represent your proposal .

- **Limit each slide** to expressing one idea - You want to keep your entire audience on the same page

- **Introduction of your Company & Team** - Keep it short and sweet.
    - Show the people behind your idea
    - Focus on a significant, relevant accomplishment for each person in a team .

- **Come prepared** -
    - Try to anticipate the kinds of questions they might have and be prepared with answers.

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3 minutes pitch – Recommended structure

1. Introduction of you / your company

Who are you and why you're here? Keep it short and sweet.
Show the people behind the idea and briefly describe their role.

3 . Solution Proposal

Advantages
What makes your App/solution special?
How is it different from others?
How does it benefit their businesses & customer ?

Solution
Does your solution respond to the needs and seem feasible
to implement?
Describe how the App / solution solve the problem.
How does this solution enable a scalable platform to
enhance their growth?

Product
How does your product or service actually work?
How does the features in the app/solution bring out the best
in Samsung devices.
Show some examples.

2. Problem

Which industry partner's business case are you working on ?
What problem are you trying to solve?

4. Business Plan

Market
Know, or at least attempt to predict, the size of your target
market.
- Total Addressable Market (TAM)
- Served Available Market (SAM)

Financial
How much would your solution cost (the industry partner) to
implement?
Note: You may not be able to explain the numbers, but give a
sense of magnitude.

Business Model
How are you planning to make money?
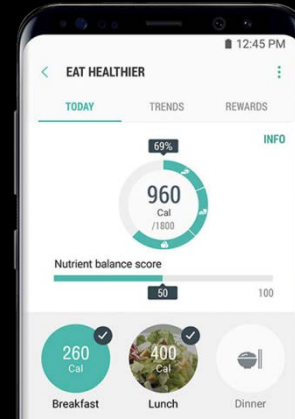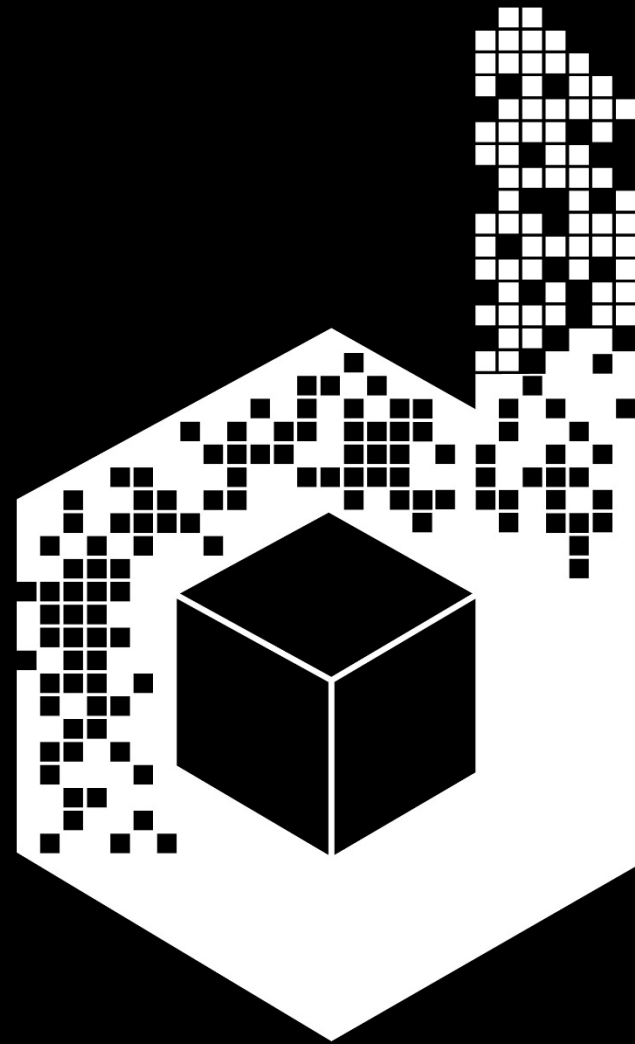
RESOURCES

Resources

INDUSTRY CLINIC

For participants entering
Round One

7 Mar 18
Location : NYP

OPEN

Student

INQUIRES

Business proposal clarifications or technical enquiries participants may email us at dcode@samsung.com

OPEN

Student

OTHERS

JUDGING CRITERIA
Detailed judging criteria can be downloaded here.

SAMSUNG DEVELOPER TOOLS
To download the tools, please visit www.samsung.com/sg/business/dcode/developer-tools

SAMSUNG INSIGHTS
http://www.samsung.com/sg/business/insights/

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NYP NANYANG POLYTECHNIC

SAMSUNG

SMP Samsung Mobility Programme

Scan the code to visit the Samsung D/Code website or
visit www.samsung.com/sg/business/dcode