

PROJECT PROPOSAL: HYLIFE HACKATHON

Theme: Elevating Chiang Mai through Digital Transformation and Automation

1. Introduction

Hylife Group recognises that innovation and technology are key drivers for business enhancement and are essential in addressing the challenges of a rapidly evolving world.

Furthermore, we place significant to the importance of developing sustainable solutions, a shared mission that aligns with our long-term vision.

We strongly believe in the potential of developers and creative thinkers in Thailand, especially in Chiang Mai, **Hylife Group sincerely invites everyone to participate in the "Hylife Hackathon" under the theme: "Elevating Chiang Mai through Digital Transformation and Automation."** This competition is not just about software or platform development and prototyping, it is also a collaborative opportunity to align developer capabilities with business needs in order to co-create impactful solutions that drive sustainable economic, social, and environmental growth in Chiang Mai.

2. Project Objectives

2.1 Ignite socially-driven tech business ideas for sustainable development in Chiang Mai:

Organise a Hackathon to inspire creative business ideas that use software or platform and tech solutions to address social and environmental issues with sustainable and scalable commercial potential.

2.2 Create prototypes and incubate social entrepreneurs: Support the development of functional, innovative prototypes while cultivating participants to become impactful social entrepreneurs in Chiang Mai.

2.3 Promote learning, networking, and social enterprise opportunities: Offer opportunities for learning new skills, building networks with experts and peers, and integrating sustainable business solution development ideas.

3. Competition Categories

3.1 The Hylife Hackathon is organised under the theme "Elevating Chiang Mai through Digital Transformation and Automation," aiming to provide a platform for participants to develop innovative concepts, solutions, software or platform prototype addressing business and societal challenges.

3.2 The competition is divided into four tracks based on Chiang Mai's key industries:

Track 1: Smart Living & PropTech

Track 2: Smart Agri-Food & Supply Chain

Track 3: Smart Manufacturing & Health Products

Track 4: Smart Finance, Asset & Debt Management

Each team must select one track aligned with their expertise or interest. After selecting a track, teams are required to develop a solution, software or platform prototype that specifically addresses challenges or adds value within the chosen industry.

4. Participant Details

Team size: 3–5 members per team.

Eligibility: Open to individuals with interests in technology, innovation, or business development—such as...Developers, programmers, designers, university students, young entrepreneurs, or anyone with creative ideas and a strong intention to address systemic challenges.

Participation fee: Free of charge.

5. Competition Format

Round 1: Pitch Deck (Initial Concept & Prototype Submission)

- Submit team registration and a pitch deck (in both Thai and English as PDF files), including initial prototype details via: <https://hackathon.hylifegroup.com/>
- The judging panel will select the finalists. The panel's decision is final. Finalist teams will be announced on the 22nd of September 2025, via the Hylife Group Thailand Facebook page.

Round 1 Scoring Criteria (Total: 100 points)

Criteria	Description	Points
1. Main Strategic Criteria		60
1.1 Business Innovation and Market Impact	Innovation that creates clear differentiation in the market	20
1.2 Scalability and Sustainability	Ability to grow and operate the business sustainably	15
1.3 Readiness for Digital Transformation	Readiness of the concept or solution to be part of the digital transition	15
1.4 Technical Feasibility and Innovation	Technical development potential and innovation uniqueness	10
2. Track-Specific Criteria		40
2.1 Vision for Digital Transformation and Industry Impact	Evaluate how well the solution drives digital transformation in the selected industry, with clear vision in process, business model, or user experience aligned with market trends	20
2.2 Automation Functionality, Integration, and Value Creation	Evaluate clarity in automation functions, tangible value (e.g., efficiency, cost reduction), integration with existing systems, scalability, and compliance with industry standards	20
Total		100

Round 2: Hack Day (Coding and Prototype Development)

- Finalist teams must attend a workshop on the 18th of October 2025 covering:
1) Business Strategy, 2) Prototyping Tools, 3) Pitch Presentation

- Teams must demonstrate functionality of their business ideas and tech platforms. Evaluation will include coding capability and prototype development.
- AI tools may be used for coding. However, using pre-existing code or copying from prior work is prohibited. Plagiarism will result in immediate disqualification from the competition.

Round 2 Scoring (Total: 150 points)**2.1 Coding Contest (100 pts):**

Criteria	Description	AI Notes	Points
1. Innovation and Business Value	Originality, clear problem-solving approach, realistic revenue model or impact	-	25
2. Technical Excellence	Code quality, architecture, performance, security	Explain how AI-generated snippets were integrated, not merely copied, and pasted	20
3. Responsible AI Integration	Smart and efficient use of Gen-AI • Proper attribution in README • Ability to explain prompts and outputs	If AI generates over ~30% of code or if attribution is missing, 5 points will be deducted	15
4. User Experience and Design	Clarity, accessibility, visual appeal	-	15
5. Feasibility and Scalability	Realistic build/operation plan, roadmap, regulatory compliance	-	10
6. Presentation and Demo Quality	Storytelling, live demo stability, Q&A handling	-	15
Total			100

Evaluation Guidelines:

1. In the coding contest (build prototype) round, participants are required to write code and develop a prototype solution based on the track they have selected.
2. The judging process will follow a "Science-Fair Walk-through" format, where each team will give a live demo of their project for 15 minutes, followed by a 5-minute Q&A session with the judging panel. After the presentations, the judges will proceed with their deliberation.

2.2 Track-Specific Scoring (50 pts):

Each track has its own criteria (e.g., for PropTech: urban challenges, data integration, user-centric design)

Track	Criteria	Points
1. Smart Living & Proptech		50
	1. Solutions for urban/living challenges	20
	2. Collaboration and data integration	15
	3. User-centered design for living spaces	15
2. Smart Agri-Food & Supply Chain		50
	1. Impact on agricultural efficiency/sustainability	20
	2. Scalability and data management for large datasets	15
	3. Integration with existing Agri-Food systems	15
3. Smart Manufacturing & Health		50
	1. Process optimisation and quality control in manufacturing	20
	2. Data security and compliance (healthcare/manufacturing)	15
	3. Collaboration with medical/industrial devices	15
4. Smart Finance & Asset Management		50
	1. Financial solutions and risk reduction	20
	2. Security and regulatory compliance (finance)	15
	3. Efficiency and latency for financial operations	15

Evaluation Guidelines:

The judging panel will evaluate each team's work based on the specific criteria of the track selected by the team. This section is worth a total of 50 points. This criteria is designed to help the judges accurately assess how well the developed software or platform solution addresses the needs and creates strategic impact within the context of the chosen industry.

Round 3: Pitch Day (Final Presentation)

Finalist teams will present on the 19th of October 2025 to judges.

Required presentation topics:

1. Problem statement
2. Solution concept
3. How the prototype works
4. Development results
5. Business scaling plan

Presentation Format:

Each team must present their project and respond to questions from the judging panel. The total presentation time is no more than 10 minutes per team, including the Q&A session.

Round 3 Scoring (Total: 200 points)

Criteria	Definition	Points
Main Competition Criteria		180
1. Business Strategic Value		70
1.1 ROI & Business Case	Return on investment, business feasibility, and model	25
1.2 Market Expansion Potential	Potential for market leadership	25
1.3 Competitive Advantage	Unique selling proposition (USP), strong IP	20
2. Hylife Integration Readiness		60
2.1 Business Synergy	Synergy with Property, Asset, Manufacturing sectors	25
2.2 Operation Plan	Execution plan and required resources	20
2.3 Talent Attraction	Ability to attract developers and engineers	15
3. Innovation & Future Vision		30
3.1 Technology Leadership	Leadership in relevant technologies	15
3.2 ESG & Sustainability	Environmental/social impact and long-term value	15
4. Track Strategic Impact		20
4.1 Strategic Relevance & Transformation	Clear demonstration of digital transformation for the selected industry	10
4.2 Automation & Industry Integration Demo	Efficiency, industry-specific value, and scalability	10
Special Recognition Criteria		20
1. Transformation Potential & Uniqueness	Unique and transformative market/process ideas	8
2. Future Vision & Scalability	Smart tech adoption and future growth opportunities	7
3. Positive Impact & Sustainability	Environmental/social impact and long-term value	5
Total		200

6. Project Timeline

- **16th of June – 31st of August 31 2025 (2.5 months):** Open for applications and Pitch Deck submission (online)
- **22nd of September 2025:** Finalist announcement via Hylife Group Thailand Facebook.
- **18th of October 2025:** Skills-building workshop & Hack Day at Chiang Mai Marriott Hotel.
- **19th of October 2025:** Final presentation and awards ceremony at Chiang Mai Marriott Hotel.

7. Venue

- Round 1:** Online submission
- Rounds 2 & 3:** Chiang Mai Marriott Hotel

8. Awards

8.1 Total Prize Pool: 180,000 THB + Trophies

8.1.1 Main Competition Awards

Divided into 4 categories based on innovation themes,
each with a prize of 40,000 THB:

1. Best Innovation in Smart Living & PropTech – Prize: 40,000 THB
2. Best Innovation in Smart Agri-Food & Supply Chain – Prize: 40,000 THB
3. Best Innovation in Smart Finance & Asset/Debt Management – Prize: 40,000 THB
4. Best Innovation in Smart Manufacturing & Health Products – Prize: 40,000 THB

8.1.2 Special Recognition Awards

1. Digital Spark Award for Chiang Mai – one award, prize: 10,000 THB
2. People's Choice Award – one award, prize: 10,000 THB

8.2 Investment Opportunity:

Main award winners are eligible for investment consideration by Hylife Group, up to 1,000,000 THB per team. Investment decisions will be based on idea suitability, business feasibility, and commercial scalability.

9. Conclusion

Hylife Hackathon is an innovation platform empowering talent in tech, software or platform, and creativity to develop business prototypes under the theme "Elevating Chiang Mai through Digital Transformation and Automation."

This project focuses on aligning creative ideas with real business needs to drive Chiang Mai toward a sustainable future across economy, society, and environment.

Joining Hylife Hackathon is more than a showcase opportunity, it's a pathway to innovation partnerships and investment prospects with Hylife Group.

Apply now and be a part of Chiang Mai's sustainable innovation movement!

Contact Information

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