



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

BERKELEY SKYDECK FUND

THE 3RD BU × BERKELEY SKYDECK FUND HACKATHON 2025

Sustainability in Business Innovation
Project

Orientation Handbook

February 24, 2025

Screening Round: Apply by ~~February 14, 2025~~

Finalist Team Announcement: ~~February 20, 2025~~

March 5, 2025

Final Round: **March 27-28, 2025**

Bangkok University, Thailand

The 3rd BU x Berkeley SkyDeck Fund Hackathon 2025

Background

Bangkok University, a leading university in Thailand, is dedicated to fostering creativity and entrepreneurial excellence. In March 2023, we hosted the inaugural BU x Berkeley SkyDeck Fund Mini Hackathon, where 10 teams collaborated to create transformative solutions for Food Service Tech Startups. Following its success, the 2nd Hackathon in 2024 further strengthened our reputation as a hub for entrepreneurial innovation and global collaboration.

Building on this momentum, we are proud to announce the 3rd BU x Berkeley SkyDeck Fund Hackathon 2025, under the theme of "Sustainability in Business Innovation". This international competition invites bachelor's students to work in teams of 2 to 4, developing innovative business projects for sustainability and presenting them in English. The competition structure consists of a Screening Round, where contestants submit preliminary business projects via a 5-minute video clip, and a Final Round, featuring a 2-day hackathon at Bangkok University. In the Final Round, participants will refine and present their completed business projects with guidance from our expert mentors. Presentations should use PPT/Canva format, and address key aspects such as pain points, innovative business solutions, and financial models.

Key dates for the competition include the application period until February 14, 2025, with the Finalist Team Announcement on February 28, 2025. The Final Round of the 2-day training is scheduled for March 27-28, 2025, culminating in the results and awards ceremony on March 28, 2025. Prizes for the Final Round include THB 100,000 and a certificate for the 1st Prize, THB 80,000 and a certificate for the 2nd Prize, THB 50,000 and a certificate for the 3rd Prize, and Honorable Mention Awards and a certificate for each team.

The Hackathon aims to equip students with essential skills for thriving in business innovation startups, enhance entrepreneurship education, and foster collaborations between students, startups, venture capitalists, and global partners, including the Berkeley SkyDeck Fund. Join us in shaping the future of sustainable business innovation!

Objectives

- To foster the development of university students' capabilities essential for innovative business projects and advancements.
- To enhance the teaching methodologies at Bangkok University (BU) to effectively impart entrepreneurship skills and guide students in initiating successful startup ventures.
- To establish partnerships between BU students, local startups, and venture capitalists within the Thai business ecosystem.
- To facilitate collaborations between BU students, international students studying in Thailand and abroad, and the Berkeley SkyDeck Fund, fostering a global network of entrepreneurial connections.

Registration



Scan to Apply

Requirements & Qualifications for Contestants:

- Contestants must be undergraduate students.
- Contestants must develop and present their business projects in English.
- Contestants must be part of a group comprising 2 to 4 members.

Competition Structure:

- The competition comprises two rounds: the Screening Round, and the Final Round

Screening Round:

- Contestants submit preliminary business projects through an online platform provided: <https://forms.gle/hVcQkuygdZxegjez8>
- Contestants are required to submit a 5-minute VIDEO clip that addresses the project's pain points and presents innovative solutions where sustainability is at the core of the business strategy. Proposals must demonstrate how the integration of sustainability within the business and innovation domain tackles real-world challenges while leveraging advanced technology. The presentation should emphasize how the project drives sustainable impact across economic, environmental, and social dimensions, showcasing sustainability not just as a goal, but as a fundamental pillar of the proposed business and financial models.
- The competition committee will review the submitted projects, and 10 projects (groups) will be selected to advance to the final round.

Final Round and Award Ceremony: March 27-28, 2025

- The 10 finalists will participate in a 2-day hackathon competition at Bangkok University, during March 27-28, 2025.
- Addressing the theme of Sustainability in Business Innovation, contestants develop completed business projects and engage in business project pitching.
- Contestants must present in PPT, Canva, or an equivalent format, showcasing pain points and innovative business solutions that prioritize sustainability. Presentations should also include business and financial models that demonstrate sustainable practices and their impact on economic, environmental, and social dimensions.
- First, second, third, and honorable mention awards are to be announced after the competition.

IMPORTANT DATES:

February 24, 2025

Application Period: **Until ~~February 14, 2025~~**

March 5, 2025

Finalist Team Announcement: ~~February 28, 2025~~

Final Round: Mentoring/Pitching/Award Ceremony:
March 27-28, 2025

PRIZES:



- **1st Prize:** THB **100,000** and a certificate
- **2nd Prize:** THB **80,000** and a certificate
- **3rd Prize:** THB **50,000** and a certificate
- Honorable Mention Awards and a certificate for each team

Tentative Schedule



Thursday, March 27, 2025

08:30 AM - 09:00 AM	Registration
09:00 AM - 09:05 AM	Welcome and Introduction to the Event
09:05 AM - 09:15 AM	Opening Remarks by Mr. Brian Bordley, Partner, Berkeley SkyDeck Fund
09:15 AM - 10:15 AM	Special Lecture by Keynote Speaker (TBC)
10:15 AM - 10:30 AM	Coffee Break
10:30 AM - 11:15 AM	Experience Sharing: Successful Startup Stories
11:15 AM - 12:00 PM	Problem Statement Presentation and Mentor Introduction
12:00 PM - 01:00 PM	Lunch and Networking
01:00 PM - 05:00 PM	Group Work and Mentorship Sessions

Tentative Schedule



Friday, March 28, 2025

09:00 AM - 12:00 PM	Group Work (Continued) Private Meetings with Mentors Pitching Preparation
12:00 PM - 01:00 PM	Lunch and Networking
13:00 PM - 02:30 PM	Startup Pitches (5 teams in the first session)
02:30 PM - 02:45 PM	Coffee Break
02:45 PM - 04:15 PM	Startup Pitches (5 teams in the second session)
04:15 PM - 04:30 PM	Judges Deliberation
04:30 PM - 04:50 PM	Award Ceremony and Recognition
04:50 PM - 05:00 PM	Closing Remarks

GENERAL GUIDELINES

1. Submission Guidelines:

Screening Round:

- For the Screening Round, teams must submit the following items, clearly titled with their team name, to the provided link: <https://forms.gle/hVcQkuygdZxegjez8>
- A recorded video and file presentation featuring each team member. Teams are not required to present live during this round, and all submissions will be via the provided Google Form link.

Final Round:

During the Final Round, teams are expected to present the following materials in person at Bangkok University:

- A file presentation.
- Verbal delivery to complement the presentation.

2. Submission Deadlines:

Screening Round: Open for submission until the midnight of February 24, 2025 (Thai Standard Time / GMT +7).

3. Attire and Recording Environment:

All participating teams are required to dress in business casual attire for both recorded and live presentations. Additionally, teams should ensure an appropriate background when participating in Zoom or recorded sessions from a private location.

4. Contents and Format:

1. Title Page: Include the title, team name, and member names.

2. List of Contents:

- Enumerate major sections, such as Introduction, Background, Problem Statement, Solution, Implementation, and Conclusion.

3. Introduction:

- Introduce team members, establish rapport, and provide a general statement about the topic.

4. Situation Overview:

- Provide a fundamental overview of the current state of the company.
- Perform a SWOT analysis or utilize another appropriate analytical model/framework, offering a comprehensive summary.

5. Problem Statement:

- Craft a concise and specific statement addressing the issues that need attention should focus on identifying key challenges, proposing innovative solutions, and emphasizing the integration of sustainability in business innovation to drive impactful economic, environmental, and social outcomes.

6. Assessment of Alternatives:

- Evaluate three to five available options for the company.
- Examine the advantages and disadvantages of each alternative, exploring potential actions that could offer viable solutions.

7. Selected Resolution:

- Elaborate on the chosen solution, providing a thorough explanation supported by a careful assessment of alternatives.
- Outline the criteria employed for assessing strategic options and analyze the thought process that led to the adoption of the chosen solution.

8. Implementation:

- Outline the sequence of actions required for the chosen solution's implementation.
- Specify priorities, contingency plans, expected costs, and returns associated with the proposed solution.

9. Conclusion/Summary:

- Summarize key points and conclude the presentation with a concise summary.

Competition Format

Screening Round

- Recorded video presentation
- Presentation Time limit: 5 minutes per team
- Ten teams will progress to the final round

Final Round

- Live presentation at Bangkok University
- Presentation time: 7 minutes presentation followed by Q&A session
- The Final Round presentation incorporates responses to the feedback received on the competition day

Recordings of events will be made available (TBA)

Evaluation Form

Screening Round

TEAM:

JUDGE:

Component	Possible Points	Points Earned
Exhibits a robust comprehension of business concepts, principles, and theories.	20	
Thoroughly examines the problem with precision.	20	
Expresses a refined strategy and intricately connected tactics linked to the analysis of the problem.	20	
Provides plausible definitions, and compelling sustainability in innovative business model	10	
Provides content that is clear, thoroughly organized, and presented in a polished format.	10	
Conveys a presentation that is concise, comprehensible, pertinent, and avoids unnecessary repetition.	10	
Conclude the presentation within the specified time limit. *	10	
Total	100	

Time of presentation

- Up to 5 minutes 10 points
- 7 to 15 minutes 5 points
- More than 15 minutes 0 points

Points

Evaluation Form

Final Round

TEAM:

JUDGE:

Component	Possible Points	Points Earned
Exhibits a robust comprehension of business concepts, principles, and theories.	20	
Thoroughly examines the problem with precision.	20	
Expresses a refined strategy and intricately connected tactics linked to the analysis of the problem.	20	
Provides plausible definitions, and compelling sustainability in innovative business model	10	
Provides content that is clear, thoroughly organized, and presented in a polished format.	10	
Conveys a presentation that is concise, comprehensible, pertinent, and avoids unnecessary repetition.	10	
Concludesthe presentation within the specified time limit. *	10	
Total	100	

*Time Limit

- 1st Bell at minute 5 (single ring)
- 2nd Bell at minute 10 (double ring)

Time of Presentation

- Up to 7 minutes
- 7 to 10 minutes
- **More than 10 minutes**

Points

10 points
5 points
0 points
/Mic will be muted.



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