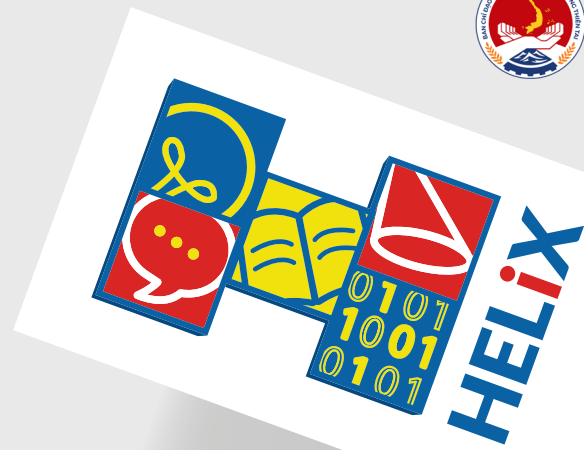




# iPITCH DESIGN HUMANITARIAN AND EMERGENCY LOGISTICS INNOVATION EXPO (HELIX) 2021



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## BACKGROUND

As part of the Disaster Emergency Logistics System of ASEAN (DELSA) Project Phase II, the AHA Centre is organising the ASEAN Humanitarian and Emergency Logistics Innovation Expo (HELIX) in May 2021 as an innovation forum which will capture the latest advancements and innovation in humanitarian logistics and supply chain management. The forum aims to bring a range of stakeholders from both the commercial and non-commercial sectors to come together and discuss issues related to logistics innovations for humanitarian purposes, as well as recommend solutions to current gaps and emerging needs in logistics capability of humanitarian actors in the region.

One of the components of HELIX 2021 is iPITCH or innovation pitching that aim to provide an opportunity for innovators to pitch their ideas to potential sponsors or adopters of their ideas. Each innovator will be given 5 minutes to present their idea and how it can help solve the problems of ASEAN Member States in humanitarian logistics. Innovators who wish to submit their ideas should register to HELIX first then submit the application form for iPITCH. Judges will shortlist the top innovators and invite them to virtually present their innovation during the final selection process on, as part of HELIX 2021 series of activities. The winner of the “ASEAN HELIX Innovation Prize” will be announced during the Closing Ceremony. A “Community Favourite” award may also be given based on participants’ online votes.



## OBJECTIVES

This session aims to promote innovation and innovative thinking in solving problems faced by ASEAN Member States in humanitarian logistics.

It also aims to bridge innovators with their target “customers” – be it government, the affected community, or the humanitarian community more broadly.



## PROBLEMS OR TOPICS

- Estimating & addressing needs
- Supply chain management
- Logistics preparedness
- Information Technology & Innovation Labs
- Logistics capacity building

(Refer to HELiX **Problem Statements** for more information).



## iPITCH RULES

- Individuals, teams and organisations (commercial or non-commercial) may submit ideas and compete for iPITCH.
- The maximum number of team members for a single pitch is limited to 5 persons.
- Each individual, team or organisation can enter more than one idea or concept. Provide as much information about your idea as possible in the application form, and including short video clips/images/photos and brief profile of team members.
- Ideas will be shortlisted and the top teams will be informed and will have the chance to pitch to the panel of judges.
- Each team must designate one or two members to pitch to the panel of judges and answer questions from the panel in the final round.
- Top teams selected to pitch to the panel of judges will have four minutes to present their ideas.
- All entries must be original, must not contain plagiarism, and must not infringe on the intellectual property rights of others.
- Competing individuals, teams, or organisations may submit existing ideas in any of the categories - Conception/Ideation, Prototype/Validation, or Scale-up (*more details are available in the next section*).
- Ideas and concepts deemed to be deceptive, insincere, offensive, immoral, or unethical may be screened and disqualified.
- Any intellectual property developed during the iPITCH will belong to the team that developed it.
- All registered individuals and teams shall hold the AHA Centre free from any liability or any claim arising from a dispute on the originality or copyright or any related component or materials of the team's output for the competition.



## SCORING CRITERIA

- **Fit-for-Purpose design (30%)** - The innovation provides a suitable solution to the supply chain or humanitarian logistics problem(s) identified.
- **Innovativeness (20%)** - The innovation provides an original, creative yet feasible solution to the humanitarian logistics/supply chain problems identified
- **Sustainability (20%)** - The innovation strives to minimise the ecological footprint or use sustainable materials as well as has high potential for the innovation to be continually beneficial or used by the target users
- **Scalability (15%)** - The innovation has potential to be applied in many settings, geographically or in other contexts
- **Social pitch (15%)** - The solution was presented in a clear and convincing manner using problem analysis and benefits of the proposed solution



## CATEGORIES OF INNOVATION

### 1. Conception/Ideation

Innovation is in the stage of ideas development of potential scalable product or solution and how it would create value. At this stage, innovators should already define the vision and mission based on the analysis of the situation and proven solutions applied in other contexts, with initial strategy for implementation.

*Expectation:* a viable design of product or solution with a thorough implementation plan

### 2. Prototype/Validation

Innovation is in the stage of development of initial product and solutions prototype with the available resources. At this stage, innovators should already develop the scenarios, assumptions and indicators to validate the functionality of the solutions.

*Expectation:* a prototype of product or solutions supported with a mapping of stakeholder and implementation scenarios

### 3. Scale up

Innovation is in the stage of development of a scaling up strategy for a validated product or solutions with measurable indicators for growth of users, customers, and impact. At this, innovator should already identify the required resources to support scale up of the project.

*Expectation:* a validated prototype with identified stakeholders and required resources