sAIdaty Ideathon Handbook

Let the Challenge Begin…

<u>THINK</u> – What business problem can AI solve for you?

- Ideate, collaborate, brainstorm, showcase and get recognized - **exclusive platform** for **sAIdaty**
- **No coding or complex prototyping**
- Just bring your thinking-hat and curiosity during the journey

AI as a **STRATEGIC TOOL** for **BUSINESS**

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Approach

Identify repetitive, time consuming tasks

Can AI solve it for you? Embed into business

Ideate, discuss and collaborate

Creative, yet Practical

Keep it Simple!

Enjoy the Process!

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The Ideathon Journey

Step 1 – Submit:

Share your **use-case(idea) + description**

Single entry or a group of 3 (DBWC Members only)

Step 3 – Refine:

Ideate and design workshop

→ Submit **video pitch**

(Top 5 use-cases selected!)

Step 5 – Showcase & Recognition:

Present **final 5 use-cases on-site**

Award categories for outstanding ideas

Step 2 – Learn:

Design/Mentorship Workshop

Step 4 – Mentor:

Top **5 teams** get **dedicated mentorship**

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Timelines

	Participant Journey	Mode	Tentative Timeline
Step1 – Submit	Submit Idea(a use case)+ Description	Online - Template will be provided	Deadline for Submissions - 20 Oct'25
Step2 – Learn	All participants invited for **exclusive** workshops and/or LiveLabs. Guidance on OU Certification	In person event at Oracle, DXB Office	mid Oct'25 –mid Nov'25
Step3- Refine	Submit **final video** submission - All participants to refine proposal	Online - Video are provided in this file	15 Nov'25
*Shortlist Phase - **Top 5 entries shortlisted by Internal Jury***			
Step4 – Mentorship	Top 5 get access to exclusive 1:1 **Mentorship** session with Oracle AI experts	In person event at Oracle, DXB Office	Mid Nov'25 – Jan'26
Step5 – Show case & Recognition	• Top 5 **showcase** and **recognition** at internal Oracle event • Recognition for overall standout/outstanding categories	In person event at Oracle, DXB Office	*Will be announced soon!*

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Evaluation Criteria(Top 5)

S. No	Criteria	Details
1.	Solution clarity and detailing of the Idea	How clear and detailed is your proposal? The idea should be described in clear, unambiguous terms with supporting examples demonstrating the value.
2.	Business value of the Solution/Use case	Clearly state the measurable outcomes or benefits anticipated from the solution, linking it directly to business value such as process improvement, cost savings, customer satisfaction, enhanced efficiency.
3.	Innovation	How novel and unique is the idea? Does it offer a fresh perspective or a significantly improved approach compared to existing solutions?

4.	Technical Feasibility and Implementation	How practical is the idea? Can it realistically be developed, built, and implemented within given constraints and resources?
		Consider factors such as:
		• Data sufficiency
		  ○ e.g. Is there enough data to train models?
		  Issues with data availability or quality, data security requirements?
		• Solution Availability
		• Team Expertise

MAXIMUM WEIGHTAGE!

MAXIMUM WEIGHTAGE!

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Step 1

Submit your Idea

1. Idea Title

Give a short name to your AI idea

2. Idea Detail

- What problem are you trying to solve?
- Describe your idea in 3–4 sentences

3. Team (or Individual)

- Name(s) of the members in the team(teams formed with DBWC only) or individual

4. Problem Statement

- Describe the current process
- Highlight the paint points - “What doesn’t work well in the current process?” or “What decision/action is repeated often”

5. Desired Capabilities for an AI Solution

- If you designed an AI Tool/Agent, what do you want it to do?
- State how AI will address the pain points with the expected results, including success metrics or targets

6. Expected Benefits

- Why is this valuable?
- Expected outcomes (time savings, revenue, efficiency, customer experience, etc.)

Online Application Form will be provided by Dubai Business Women Council (DBWC)

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Step 2

Mentorship & Workshops

Mentorship & Workshop Sessions

Awareness

Design Thinking for AI Workshop

Workshop to learn design principles of AI use cases

See

Art of Possible with AI

Explore inspiring AI solution demos

- Explore people, process & data readiness
- Assess current capabilities & ambitions
- Identify key business challenges
- Discover how AI solutions can help

Open to all participants who have submitted their ideas in Step1

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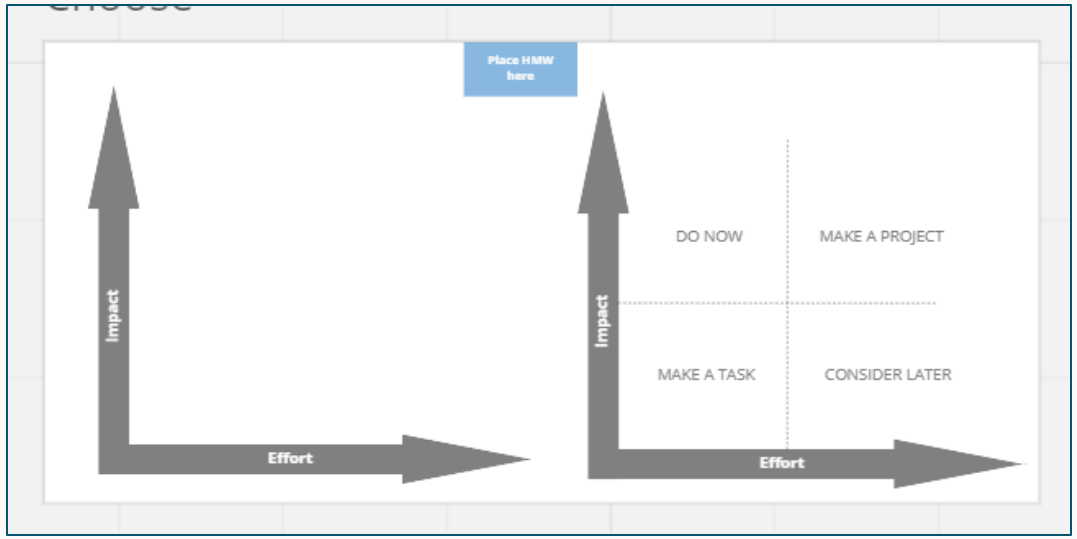
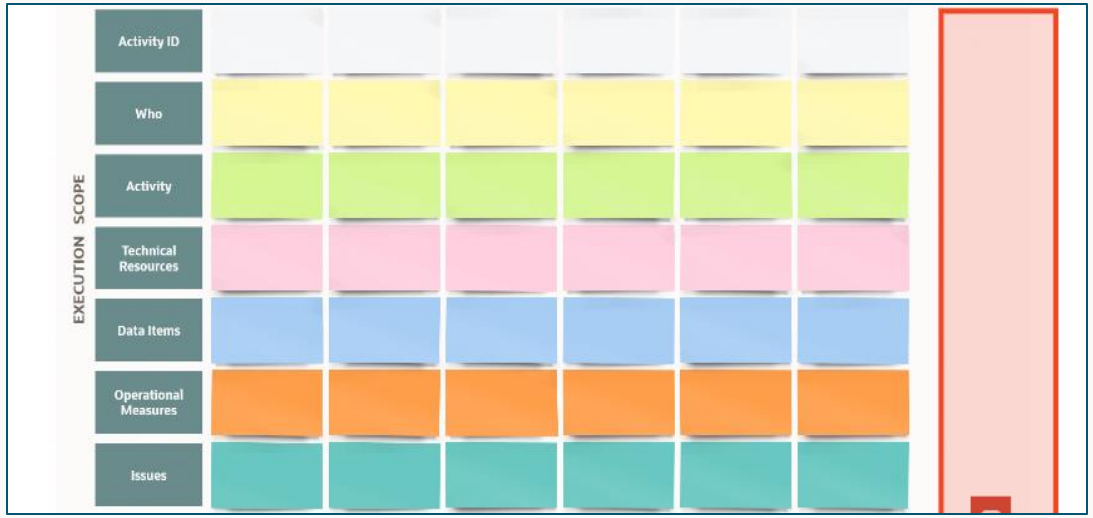
Step 2

Mentorship & Workshops





Design Thinking for Data Science

Emphatize	Define	Ideate	Prototype	Test
Understand users and their needs	Frame the right problem to solve	Generate a wide range of creative ideas	Build low-fidelity versions to explore solutions	Get feedback, learn, and refine
✓ Conduct interviews with users, stakeholders, and domain experts.	✓ Translate user pain points into a clearly scoped data problem.	✓ Brainstorm multiple solution paths (models, visualizations).	✓ Develop quick, low-fidelity versions of models, dashboards, or workflows.	✓ Share prototypes with end users to validate usability and relevance.
✓ Observe workflows and pain points.	✓ Align on success metrics—what does a "good" data science solution look like?	✓ Collaborate with business and tech teams to explore options.	✓ Share mock results (e.g., "if this model predicted X, how would you react?").	✓ Test assumptions: Does the model solve their problem? Do they trust it?
✓ Identify emotional and operational needs (not just technical requirements).	✓ Reframe broad asks (e.g., "predict churn") into actionable questions.	✓ Challenge assumptions—what data do we really need?	✓ Focus on user experience, not just accuracy	✓ Iterate based on real feedback—refine features, outputs, or interfaces.
✓ Avoid jumping to solutions—focus on listening and discovery.	✓ Prioritize based on impact and feasibility.		✓ Minimize time-to-feedback	✓ Plan for deployment and adoption: Will people actually use this?

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Step 3

Video Submission Guidelines

Video Format

Duration : 3-5 minutes total
Intro: with your AI idea name
Problem: Explain the specific challenge
Value: Highlight productivity gains & benefits
AI Solution: Demonstrate how AI solves it
Audience: Define who benefits most
Closing: One powerful impact sentence

Voiceover Tips

Keep explanation **clear** and **simple**
Aim for **45-60 sec** per slide
Tell a **story** – don't read bullet points
Practice for smooth delivery

Slide Structure

Business Problem: What challenge are you solving?
Value Proposition: What gains will users see?
AI Approach: Your innovative solution method
Target Audience: Who will benefit most?

Remember

Keep video clear and professional
Incorporate learning from design workshop
Review the Evaluation Criteria

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Step 4

Mentorship & Workshops

- Internal Jury Evaluation of Video Submission
- Top 5 selected teams/individuals

Mentorship & Workshop Sessions

- Explore people, process & data readiness
- Assess current capabilities & ambitions
- Identify key business challenges
- Discover how AI solutions can help

Plan → AI Approach Workshop

Frame and design your selected use case
Build a clear roadmap for execution

Apply → Next Step Recommendations

Personalized 1:1 mentorship
Tailored next-step plan for your use case

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Step 5

Showcase & Recognition

Step 1 – Submit:

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Single entry or a group of 3

Step 3 – Refine:

Ideate and design workshop

→ Submit **video pitch**

(Top 5 use-cases selected!)

Step 5 – Showcase & Recognition:

Present **final 5 use-cases on-site**

Recognition for outstanding ideas

Step 2 – Learn:

Guidance on Oracle University Certification | Design/Mentorship Workshop

Step 4 – Mentor:

Top **5 teams** get **dedicated mentorship**

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FAQs

🧠 About the Ideathon

1. What is the sAIdaty 2.0 Ideathon?
It's an innovation challenge where you submit real-world AI use cases, learn how to refine them, and work with experts in AI, tech, and business. Through workshops, mentorship, and demos, you'll transform your idea into a feasible solution and showcase it to Oracle experts.

2. What exactly is an ideathon?
An ideathon is a short, focused innovation challenge where participants brainstorm and present creative ideas or solutions to real-world problems. It's less about coding and more about thinking creatively, designing impactful use cases, and presenting them clearly.

3. How is an ideathon different from a hackathon?
While a hackathon often focuses on building working prototypes or code, an ideathon emphasizes idea generation, solution design, and concept presentation. You don't need to build a full product — just a strong, well-structured idea.

🕵 Participation & Eligibility

4. Who can participate?
All registered members of the Dubai Business Women Council (DBWC) — whether you're participating individually or as part of a team. No prior AI expertise is required; all you need is a strong idea and a willingness to learn. Non-members and members who have not renewed their membership are not eligible to participate in the program. To take part in the sAIdaty Ideathon, you must be an active DBWC member.

For membership inquiries, please contact: membership@dbwc.ae

5. Can I participate individually, or do I need a team?
You can participate either as an individual or as part of a team of up to three registered members of the Dubai Business Women Council.

6. Do I need to know how to code to participate?
No. Coding is not required. The Ideathon focuses on ideas, use cases, and business impact. Technical implementation is a bonus but not mandatory.

7. Will there be any help if I'm new to AI or design thinking?
Absolutely. The ideathon includes workshops and mentorship sessions designed to help you understand how to shape your ideas, even if you're new to AI.

8. Can ideas be from any industry or problem area?
Yes, as long as it's your original work and hasn't been submitted to previous ideathons or competitions in the same form. However, fresh ideas tailored to this challenge are encouraged.

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FAQs

🚀 Submission Process

9. What is the journey of the Ideathon?
Here's how it works:

- **Step 1 – Submit (By Oct 20):** Share your AI use case and short description online.
- **Step 2 – Learn (Oct 20 – Nov 10):** Join design thinking workshops and LiveLabs.
- **Step 3 – Refine (By Nov 15):** Submit a short video pitch of your refined idea.
- **Step 4 – Mentorship (Nov 15 – Dec 10):** Top 5 teams get exclusive 1:1 mentorship with Oracle AI experts.
- **Step 5 – Showcase (Date TBD):** Present final ideas at Oracle Dubai and get recognized.

10. What is the first step?
Submit your idea using the use-case template shared by DBWC.

11. How do I submit my idea?
An online submission form will be provided by DBWC.

12. What happens after I submit my idea?
All participants will be invited to attend an in-person *Design Thinking for AI Workshop* and *Art of Possible with AI Session of Demos*. From the learnings of these workshops, you will refine your ideas and submit another 5-minute video pitch. From the video pitches, the Top 5 ideas will be shortlisted by an internal jury. These teams will receive mentorship, refine their solution, and present it at the final showcase event.

13. What makes a strong idea?
A strong idea:

- Solves a real business or societal problem
- Clearly defines its purpose and impact
- Is innovative and original
- Can realistically be implemented with available data and technology

14. What should be the scope of the problem?
Your idea must address a **clear business problem**, not a personal or routine task. It should focus on solving challenges faced by a company, organization, or startup — such as improving operations, efficiency, customer experience, or revenue — where AI can deliver measurable value.

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FAQs

🏆 Selection & Shortlisting

15. How are finalists selected?
All ideas are reviewed by an internal jury based on clarity, innovation, business value, and technical feasibility. The Top 5 ideas with the highest overall scores are selected for mentorship and final showcase.

16. How long should the final video pitch be?
Between **3 – 5 minutes maximum**.

17. What happens if my idea is not shortlisted in the Top 5?
Even if you're not shortlisted, you'll still benefit from the *Design Thinking for AI Workshop* and *Art of Possible with AI Session of Demos*, which is open to all participants.

🎤 Final Showcase

18. What is expected during the final showcase?
Shortlisted teams will present their ideas in front of a panel of Oracle experts. A template for the presentations will be shared with the finalists. The presentations will ideally include:

Problem overview

Solution concept and value

Technical approach

Business impact and future potential

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