Step-by-Step Guide to Hackathon Abstract and Pitch Creation

Step 1: Understand the Problem

- **Action**: Research the public health issue you're addressing.
  - Clearly define the problem in one or two sentences.
  - Include relevant data and statistics to demonstrate why this issue is significant.
  - Example: "Childhood obesity rates in our community have increased by 20% over the past five years, leading to a higher risk of chronic diseases."
- **Outcome**: A concise problem statement that explains the issue's importance and impact.

Step 2: Define Objectives

- **Action**: Outline what you aim to achieve with your solution.
  - Use **SMART objectives**:
    - **Specific**: Clearly state the goal. Example: "Reduce childhood obesity rates by 10% in two years."
    - **Measurable**: Include metrics to track progress. Example: "Track BMI reductions among 100 participants."
    - **Achievable**: Ensure the goal is realistic with available resources. Example: "Partner with local schools for health education programs."
    - **Relevant**: Relate the goal to the problem. Example: "Focus on improving nutrition and physical activity."
    - **Time-bound**: Set a deadline. Example: "Complete the program by December 2025."
- **Outcome**: A clear list of actionable and measurable goals.

Step 3: Develop the Background

- **Action**: Provide context for your problem.
  - Summarize past research, reports, or local initiatives related to your issue.
  - Identify the gap your solution will address. Example: "While existing programs focus on exercise, they lack nutritional education tailored to low-income families."
- **Outcome**: A background section that shows why your project is needed and unique.

Step 4: Propose a Solution

- **Action**: Describe your innovative solution in detail.
  - Highlight how it is original and feasible. Example: "A mobile app that provides daily meal plans and exercise routines tailored to families."

ο Address how your solution directly tackles the problem. Example: "Our app addresses the lack of access to personalized nutrition education."

- **Outcome**: A detailed, easy-to-understand explanation of your solution.

Step 5: Explain Your Approach

- **Action**: Share how you plan to implement your solution.
  - ο Break down the steps. Example: "Step 1: Partner with schools. Step 2: Develop content. Step 3: Pilot the app with 50 families."
  - ο Specify resources needed and stakeholders involved. Example: "Funding for app development and collaboration with local nutritionists."
- **Outcome**: A clear, step-by-step plan to achieve your objectives.

Step 6: Highlight Impact and Sustainability

- **Action**: Explain the expected outcomes and how you will measure success.
  - ο Metrics: Example: "Track app downloads, user engagement, and BMI changes over six months."
  - ο Sustainability: Example: "Partner with local businesses for sponsorship to keep the app free."
- **Outcome**: A convincing explanation of the long-term benefits and feasibility of your project.

Step 7: Craft the Abstract

- **Structure**:
  - ο **Problem Statement**: Identify the issue clearly. Example: "Childhood obesity is a growing issue impacting 30% of students in our community."
  - ο **Background**: Provide context. Example: "Current programs lack accessible nutrition education."
  - ο **Objective**: State your goals. Example: "Reduce childhood obesity by 10% in two years."
  - ο **Solution**: Describe your approach. Example: "A mobile app providing meal plans and exercise routines."
  - ο **Impact**: Explain expected outcomes. Example: "Empower families with tools to make healthier lifestyle choices."
- **Word Count**: Keep it concise (500 words max).

Step 8: Prepare Your Pitch

- **Structure**:
  - ο **Introduction**: Start with a fact, statistic, or story to engage the audience. Example: "Did you know 1 in 3 children in our community is overweight?"

ο **Problem**: Present the issue clearly. Example: "Childhood obesity is rising due to poor nutrition and lack of exercise."

ο **Solution**: Describe your innovative approach. Example: "Our app offers personalized nutrition and activity plans."

ο **Impact**: Highlight benefits. Example: "This app can empower 1,000 families to lead healthier lives."

ο **Call to Action**: End with a compelling invitation. Example: "Join us in making a healthier future for our children."

- **Tips**:
  - ο Practice your delivery multiple times.
  - ο Use visuals like charts, images, or short demo videos.
  - ο Speak clearly, maintain eye contact, and use confident body language.

Final Checklist

- Abstract follows the structure and is under 500 words.
- Pitch rehearsed and delivered within the time limit (e.g., 3-5 minutes).
- Slides or visuals prepared to support key points.
- Objectives and metrics clearly defined.