

# WELCOME

Embrace the future of clean growth



# Our Team



**Chelsea Linfield**  
Special Projects Coordinator,  
Innovation and Green Jobs



**Alex Rumbolt**  
Special Projects Coordinator,  
Marketing and Green Jobs



**Jenny Mallard**  
Special Projects Coordinator,  
Events and Engagement

A word from econext CEO  
**KIERAN HANLEY**

# What is an ideathon?



Ideathons are competitive events in which students work together in teams over a short timeframe to come up with solutions to a set challenge.



Our ideathons are a space to develop innovative solutions for clean growth in Newfoundland and Labrador.

# Event Schedule

## Friday Sept 22



5:00PM - 6:00PM	Check-in and Refreshments by Wedgewood Cafe	The Whale Atrium, Core Science Facility
6:00PM - 7:00PM	Opening Ceremonies - Ideathon Challenge Revealed, Guidelines for the Weekend	Room 1302, Core Science Facility
7:00PM - 8:00PM	Networking and Team Formation	The Whale Atrium, Core Science Facility
8:00PM	Team Submission Deadline	The Whale Atrium, Core Science Facility

# Event Schedule

## Saturday Sept 23



8:30AM - 10:30AM	Light Breakfast	The Whale Atrium, Core Science Facility
10:30AM - 11:00AM	Workshop: Problem Identification and Validation by Ed Martin of MCE	Room 1302, Core Science Facility
12:00PM - 1:00PM	Lunch: Manna Bakery Sandwiches	The Whale Atrium, Core Science Facility
12:00PM - 2:00PM	Sponsors Booths	The Whale Atrium, Core Science Facility
2:30PM - 3:00PM	Workshop: Key Green Economy Concepts by econext	The Whale Atrium, Core Science Facility
5:00PM - 6:00PM	Supper: Quesada	The Whale Atrium, Core Science Facility
6:00PM	End of Day	

# Event Schedule

## Sunday Sept 24



8:30AM - 10:30AM	Light Breakfast	The Whale Atrium, Core Science Facility
9:00AM - 10:00AM	Workshop: Effectively Communicating Environmental Benefits by Waterwerks Agency	Room 1302, Core Science Facility
12:00PM - 1:00PM	Lunch: Greco Pizza	The Whale Atrium, Core Science Facility
2:00PM - 4:30PM	Team Presentations and Judging	Room 1302, Core Science Facility
4:30PM - 4:45PM	Deliberation	Room 1302, Core Science Facility
4:45PM - 5:15PM	Awards Ceremony and Wrap-up	Room 1302, Core Science Facility
5:30PM	End of Ideathon	

# Challenge

How can we reduce the peak demand for electricity in Newfoundland and Labrador?

**Presentation - Newfoundland Power**



# Pitch Day



Each team must be prepared to do a 5-minute live pitch on Sunday, and will have a 5-minute Q&A period



Any presentation material required for the pitch must be submitted via Google Form by 1:30pm NST on Sunday. The Google Form will be emailed to you. **\*\*\*One form submitted per team\*\*\***



Teams can be creative with the way they present their solution i.e. slideshow, demo, etc.



The first team will present at 2:00pm in CSF – 1302 and prizes will be given to the top 3 teams

# Judging criteria

		Points
Viability	The team has demonstrated an understanding of an issue relating to the prompt	15
	The team has clearly described a solution to address the identified issue	15
	The proposed solution demonstrates promise for implementation and expansion	10
Innovation/ Sustainability	The solution demonstrates innovative thinking and introduces a fresh perspective	15
	The solution considers both environmental impact and user well-being	10
	If implemented successfully, this would have impact on energy demand management	10
Presentation	This presentation is well-structured, succinct, adheres to the allotted time, and substantiates decisions with evidence	10
	The slideshow/visual presentation exhibits professionalism and appropriate design	5
	There is tangible proof of effective teamwork and the utilization of each team member's strengths	5
	The team adeptly handled questions from the judges	5
Bonus Points	The judges reserve the right to award this bonus mark if they are convinced the the solution can succeed, the way the team approaches and solves the problem is unique, and the submission stands out from the others	5

**Final score marked out of 100 - highest possible score of 105**

# Meet the Judges



**Karen Perry**  
Hatch Ltd.



**Josh Green**  
Mysa



**Greg Jones**  
NEX Management  
Consulting



**Megan Dobbin**  
Ready Talent,  
TechNL



**John Poole**  
NL Hydro



**Chris House**  
NL Power



**Aidan Moores**  
Genesis

# Prizes

**1ST**

\$3,000 sponsored by **NL Hydro**; Attend and pitch your idea at econext conference; Blog Post; Mentorship with econext

**2ND**

\$2,000 sponsored by **Hatch Ltd**; Attend econext conference; Blog Post; Mentorship with econext

**3RD**

\$1,000 sponsored by **Mysa**; Blog Post; Mentorship with econext

**PLUS: E-bike rentals with Pedego, Foraging tour with The Alder Cottage, and gift cards for The Bee's Knees Store**

# Meet the Mentors

- Colin Corbett - econext
- Ogaga Johnson - econext
- Sara Jafari - econext
- Melissa Martin - Hatch
- Tracey Molloy - Hatch
- Grant Outerbridge - NL Hydro
- Janelle Kenway - NL Hydro
- Catherine Coates - NL Power
- Ian Walker - Hatch
- Shem Evans - Hatch

# Next Steps



**Find your team and submit at the registration desk by 8pm**



**Have some food and meet your peers!**



**Check out the schedule & keep your eye out for communication from the organizers**



**Start working on your projects & have some fun!**

# Join our Discord



# FYIs



**3-5 members per team**



**It is important to maintain a positive and uplifting attitude, we are here to learn and have fun**



**Teams can be disqualified at the discretion of the organizers**



**Capelin Creations will be here throughout the weekend to take pictures**



**Sponsors will be here tomorrow 12pm - 2pm**



# Thank you to our sponsors!



**Aker**Solutions™

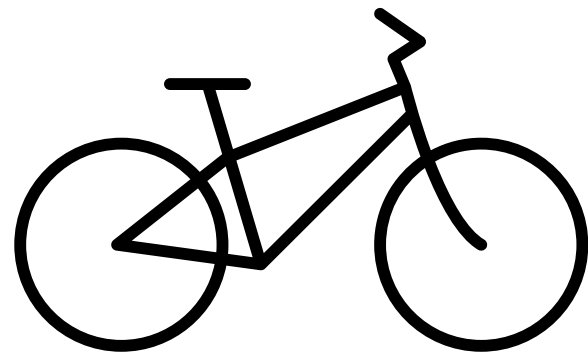
**HATCH**

**mysa**

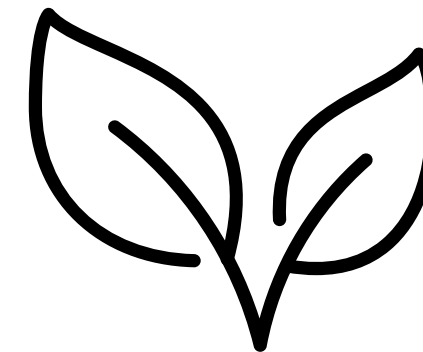
**take!**  
**CHARGE!** 

# Thank you to prize donors!

**Pedego St. John's**



**The Alder Cottage**



**Special Thanks**



technL

# Questions?

Message us on discord or email Chelsea and Alex

[chelsea@econext.ca](mailto:chelsea@econext.ca)

[alex@econext.ca](mailto:alex@econext.ca)



# Door Prize

E-bike rentals for two courtesy of Pedego!

# Surveys

Check for an email from [alex@econext.ca](mailto:alex@econext.ca)  
Complete and get a \$10 gift card! It takes just 5 minutes