



# IOT DATA HACKATHON 2025

March 22 & 23, 2025



# Introducing the **IOT DATA HACKATHON**

The Internet of Things (IoT) landscape is rapidly evolving, with billions of devices generating vast amounts of data every second. This data holds the key to transforming industries, improving efficiency, and enhancing everyday life. However, the challenge lies in unlocking insights from this data and creating solutions that are both practical and impactful.

Building on the success of the 1<sup>st</sup> Edition, the **IOT Data Hackathon 2025** presents an exciting opportunity for innovators, developers, problem-solvers and data enthusiasts in Hong Kong once again, to harness the power of IoT & alternative data for tackling real-world challenges.



This Hackathon is not just about competition; it's about collaboration, learning, and pushing the boundaries of what is possible. You will have access to workshops, expert mentorship, tools, and a wealth of data sets, to support you on your journey from concept to execution. Expect to dive into exciting challenges, engage in thought-provoking discussions, and showcase your skills in a supportive and dynamic environment.

Join us at the IoT Data Hackathon 2025, take on the challenge of transforming IoT data into actionable insights and revolutionary solutions that can lead to a smarter future!

Get ready to hack, innovate and make a difference!

# IOT Data Hackathon 2024

## HIGHLIGHTS

**80+**

Participating Teams



**6**

Speaking Sessions  
*from Airport Authority, Check Point, DPO,  
Google, HKT, HKU, Innoedge & many more*



**6**

Challenge  
Statements



**22**

Shortlisted Teams  
*12 from Student Stream  
10 from Professional Stream*



**14**

Judges



**22**

Mentors



**10**

Partners & Sponsors



**30**

Supporting Organisations  
& Tertiary Institutions



**10**

Awards

# Challenge THEMES

Demonstrate the use of IoT data, open data & alternative data to tackle business challenges in one of the below themes.

## Smart Business

*Develop smart solutions that can help businesses tackle pressing issues, operate more efficiently, make informed decisions, better serve their customers, and drive growth.*

## Smart Living

*Develop innovative solutions that address the needs and desires of modern living, enhance our daily experiences, improve quality of life, and promote sustainability within our homes and communities.*

Participants will have access to technology tools and data sets to address challenges by:

- uncovering patterns
- identifying trends & emerging opportunities
- gaining insights on operational inefficiencies, consumer behavior, etc.
- driving positive ESG outcomes
- creating smarter living experiences
- and more...

The goal is to develop innovative solutions that have a tangible impact on the business landscape and to shape a more sustainable future.

## TIMELINE

**20 Dec 2024**

Application  
Deadline

**Jan-Feb 2025**

Pre-hackathon  
Workshops

**Early Mar 2025**

Announcement  
of Short-listed  
Teams

**22-23 Mar 2025**

**Hackathon**

Day 1: Hack Day  
Day 2: Pitch Day



**7 Jan 2025**

Kick-off  
Briefing



**16 Feb 2025**

Initial Proposal  
Submission  
Deadline



**Mar 2025**

Tech Workshop  
& Mentorship



**Apr 2025**

Award  
Ceremony



# WHY Join?

From upskilling to professional growth, IOT Data Hackathon is a perfect platform for you to learn, innovate and grow business network.



## Learn

Learn data and problem-solving skills by working on real world challenges



## Enhance Experience

Harness mentorship and valuable feedback from industry and technology experts



## Get Connected

Network and meet industry thought leaders & tech experts to expand your network



## Gain Exposure & Win Recognition

Showcase your expertise, build your professional profile, and win prizes



## Foster Career Development

Fast track to incubation/internship programs, explore opportunities for future career advancement

# WHO Can Apply?

- **Student Stream:** tertiary students in Hong Kong
- **Professional Stream:** start-ups, entrepreneurs or business professionals in Hong Kong

### Remarks:

- **Max. 6** members per team
- Each participant can only join one team
- For Student Stream, participants need to be students of tertiary institutions in HK
- For Professional Stream, teams must include at least one HK resident, or one member employed by a HK registered company

# JUDGING CRITERIA

## STUDENT STREAM

### 25% Innovation & Creativity

- Idea originality and innovativeness
- Creative problem-solving approach
- New operational model for business

### 25% Benefits & Impact

- Benefits to users
- Impact on industry, sector, society, community, and/or public
- Consideration of ESG factors in measuring sustainability & social impact

### 20% Business Viability & Feasibility

- Ability to address user requirements
- Business and market potential
- Ease of implementation
- Scalability

### 20% Use of Data

- Appropriate use of data sets
- Data security and governance

### 10% Quality

- Completeness and ability to execute the solution
- Presentation quality

## PROFESSIONAL STREAM

### 20% Innovation & Creativity

- Idea originality and innovativeness
- Creative problem-solving approach
- New operational model for business

### 25% Benefits & Impact

- Benefits to users
- Impact on industry, sector, society, community, and/or public
- Consideration of ESG factors in measuring sustainability & social impact

### 25% Business Viability & Feasibility

- Ability to address user requirements
- Business and market potential
- Ease of implementation
- Scalability

### 20% Use of Data

- Appropriate use of data sets
- Data security and governance

### 10% Quality

- Completeness and ability to execute the solution
- Presentation quality

\* Teams **MUST** use at least **ONE data source** of the provided data sets & indicate in the final presentation

## PRIZES

- **Champion Team:** HK\$5,000
- **First Runner Up Team:** HK\$3,000
- **Second Runner Up Team:** HK\$2,000
- **Best ESG Achievement Award:** HK\$2,000
- **Incubation opportunities** for the top 3 winning teams
- **Internship opportunities** for the top 3 winning teams of Student Stream

# Hear from Our **JUDGES, MENTORS & SPONSORS**

*This Hackathon is a great event as it involved the participation of several important stakeholders. Companies that are aware of their own problems can put them out for participants to solve; whereas startups & young people can participate and understand the issues, explore ways to use innovative technologies to solve problems. It's great to gather these 2 groups to generate remarkable outcomes.*



**Dr. Toa CHARM**  
Founding Chairman,  
Data Literacy  
Association  
Judge & Mentor



**Mr. Sean TAN**  
Information Technology  
Director,  
Jebsen Group

Judge & Mentor

*The success of this IOT Data Hackathon underscores the growing importance of IOT & data in addressing the challenges faced by smart cities & supply chains. The event has fostered collaboration, innovation, and the exchange of ideas among participants, judges and mentors. It has provided a platform for emerging talents to showcase their skills and contribute to the advancement of the IOT ecosystem. It is truly delighted to see there are so many great and quality talents in Hong Kong.*

*As a mentor, I can see the contestants have made thorough preparation. The challenge statements provided by the corporates are very practical, facilitating the participants to realise and solve the problems they encounter in daily life. In fact, it does not matter whether you are a startup or already an entrepreneur, the most important aspect is problem solving. Hope GS1 HK will continue to organize similar events.*



**Mr. Alvin LEE**  
CEO,  
Armitage  
Technologies

Mentor



**Mr. Jonathan CHENG**  
Product Manager,  
Mobile Solutions  
Development,  
HKT Limited

Sponsor & Mentor

*We are excited to have participated in the Hackathon, as many contestants had chosen our company's challenge in the competition. Both Student stream and Professional stream demonstrated comprehensive mindsets and perspectives. We have gained insights and ways of thinking that even industry practitioners like us, had never thought about. Their questions or directions had brought us new perspectives. We benefit a lot from this Hackathon.*

# Hear from the PARTICIPATING TEAMS

## CHML

Student Stream

*Many people do not really know how to put IoT, big data, cloud service and AI into practical use in business environment. We actually do not know as well at first, but we would like to appreciate the help from our mentors. After communicating with them, we understand how to strike a balance between cost and creativity; how to use those technologies to create a better world, and to improve the industry situation.*

*It is an honour to participate in the IoT Data Hackathon 2024. We are grateful to all the judges, and to GS1HK, HKSTP and Cyberport who hosted this hackathon. Everyone works hard and exchanges opinions. We hope that our proposals and solutions can make this society greener, more sustainable, and smarter.*

## TriTerra Technology Limited

Professional Stream

## Roomates

Student Stream

*We have got a lot of support in this competition from our mentors. It's been an amazing experience. As a team of all international students, it was kind of hard to tackle Hong Kong's local problem. But in the process, we learned a lot about both the technical side and the business side. So by leveraging the data from both HK government and HKT, we were able to build a heat map that could help us to balance out the demand of Hong Kong's EV charging stations.*

*GS1 HK held a very professional Hackathon with a group of professional judges. Judge panel enlightened us with many different solutions. We are also very grateful to our mentor, for giving us a lot of advice.*

## Reunion

Professional Stream

## TEAM CITYU

Student Stream

*We learned a lot like hardware LP sensors and integrating them with AI models to solve modern issues. Through looking at other competitors and the judges, we were able to learn very important things like cyber security, business models and operations, etc. We had a lot of fun, for working together to think and create. We learned a lot of new skills, knowledge about the market. which will be helpful for us in the future.*

*We would like to thank our mentors for giving us a lot of useful advice and presentation skills. In addition to providing assistance with data, our mentors also gave us a lot of practical information, so that we would understand clearly what problems we encountered and needed to solve.*

## CECAS

Professional Stream



# ORGANISING COMMITTEE

## Chairman

Mr. Louis MAH

Director – Group Information Technology, Maxim’s Caterer Limited

## Members

Mr. William CHAN

Chief Information Officer, CUHK Medical Centre

Dr. Toa CHARM

President, HK IoT Industry Advisory Council, GS1 Hong Kong

Ms. Mignone CHENG

Chief Marketing Officer, GS1 Hong Kong

Ms. Amy CHOW

General Manager, Hong Kong & Macau, Check Point Software Technologies Limited

Ar. Prof. Ada FUNG, BBS

Founding President, HK Alliance of Built Asset & Environment Information Management Associations

Mr. Henry LI

Head of Ecosystem Development, Hong Kong Cyberport Management Company Limited

Ms. Joanne MO

Director, Digital Strategy & Innovation, Swire Coca-Cola Limited

Ms. Kimmy NG

Senior Manager, Ecosystem Development, Advanced Digital Infrastructure, Hong Kong Science and Technology Parks Corporation

Ir. Susanna SHEN, MH

Advisor of HKCS CIO Board, Hong Kong Computer Society

Mr. Ricky SIU

Senior Vice President, Mobile Product & Solution, Commercial Group, HKT Limited

Mr. Patrick TSANG

Senior Director, Information & Communication Centre, Chow Tai Fook Jewellery Group

Mr. Pascal TSE

Vice Chairman, HL7 Hong Kong

*\* In alphabetical order by Surname*

## Organiser



## Co-organisers



## Funding Organisation



**Digital Policy Office**  
The Government of the  
Hong Kong Special Administrative Region  
of the People's Republic of China



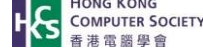
## Venue Sponsor



## Media Partner



## Supporting Organisations



## CONTACT

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More Info

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