Aggregating, Shipping, and Disaggregating Commodities, Arts, and Crafts from the South Pacific:
Results from a Hackathon

“What happens when you unleash the creativity of a diverse, multi-disciplinary team on a previously intractable trade challenge? The Australian Permanent Mission to the World Trade Organization, in partnership with Global Goals Innovation Day (G3iD), Pacific Trade and Investment (PT&I), Impact Hub Geneva, THE Port and the International Trade Centre’s (ITC) Innovation Lab decided to find out.”

Basel Sustainability Forum

September, 15th 2017
Burgener Marie Laure & Hack Team
Hacker + Marathon = HackaThon

An event where entrepreneurs, developers, experts from different fields come together in small teams to solve a challenges during 2 to 3 days.
A Hackathon allows people from different sectors and disciplines to meet and work together on a common challenge.
Pacific Exporters
Multifaceted Challenge

- Vast distances / Poor connectivity
- Sporadic communication
- Complex logistics
- High business costs
- Lack of commercial coordination / mutually beneficial cooperation mechanisms

- Sales and ordering
- Aggregation of supply / consolidation
- Logistics and freight
- Communication
- Lowering the cost of doing business
The Challenge Brief: Trade & Mobility in the Pacific
From Farm to Shop

What it should look like
Crazy Ideas
From Farm to Shop

What it looks like

Difficult path to reach global markets

Mismatch between individual supply capacities and buyer expectations
Solution: 48hrs later

Common Trade Platform

Community Sourced Transport

Co-Branding

Financial Services Outreach
Community Sourced Transport

Owners of vehicles register availability
Bid for/Accept offered jobs
Daily Job view
Navigation Assistance
Dual signoff for cargo transfer
Hack the Pacific:
Bringing the Hackathon to Aid for Trade

WTO, Geneva, July 12th 2017

Dmitry Grozoubinski, Permanent Mission to the World Trade Organization, Australia
Raimund Moser, International Trade Centre
Daniel Dobos, THE Port
Robyn Ekstrom, Pacific Island Forum Secretariat
Hackathon Team - Marie-Laure Burgener, Adam Jones, Daniel Kachelreiss, Katarzyna Lechka, Sophie Schmidt, Felix Stähli, Laura Groebel (ITC)
Technology an Enabler

**Advantages**

**Move Complexity to Technology**
We break complex trade & logistic chains into Minimal Viable Information two party transactions

**Simplify Connection & Communication**
We understand natural human communication and connect people with matching intents

**Enable Trade with Peers**
We empower individuals to risk-free trade goods and corresponding logistic and financial services
One-Stop-Shop

Modular system
Optional elements
Completing existing ecosystem

- Stock management
- Buying / Selling of products
- Certification
- Market information
- Trading platform
- Data analysis and statistics generation
- Logistic services
- Business and custom documentation generation
- Packaging
SMS-Based Trade

Empower low bandwidth to use high tech trade systems
Understand the Big Picture

Product Supply & Demand by Region

Product Cost Breakdown by Region

Transport Demand Forecast

Open access data

Fiji Coconut Oil Supply by Province

Fiji Coconut Oil Cost Distribution by Region

- International Shipping
- Local Transport
- Processing to Coconut Oil
- Processing to Copra
- Raw Materials
Impact

Integrate existing players into a single ecosystem

Marketplace for local transport jobs

Integrate with government services

Reduce pricing risk factors for existing transport providers

Route and capacity transparency

Lower cost of new local/regional transport services
Benefits of a Hackathon

- Multi-stakeholder platform
- Cross-sectoral collaboration
- Speed and intensity
- Fail fast
- Outcome is a tangible product
Q&A

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE, JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS

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Process

Phase I
- Challenge framing
- Team formation
- 2.5 days & nights Hackathon

Phase II
- Team & process re-organization

(Phase III)
- R&D field-test ready prototype

Prototype #1 (March)
- Further R&D

Prototype #2 (July)

2017 January

Call for applications
Team briefing