

An aerial photograph of a tropical island. In the foreground, a small, white and yellow propeller plane is flying over the turquoise water. The island is lush with green palm trees and vegetation. In the background, a large, rugged mountain rises from the water's edge under a blue sky with scattered clouds.

# **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, 15<sup>th</sup> 2017  
Burgener Marie Laure & Hack Team



# Hacka...*What?*

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.



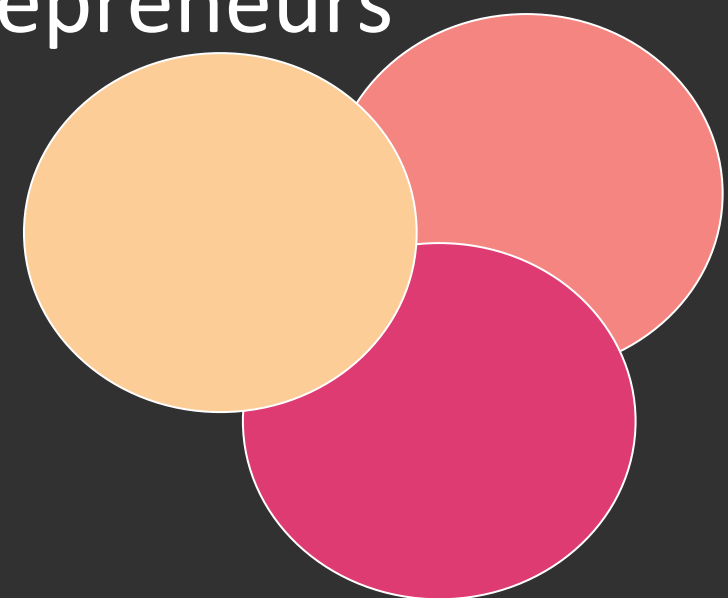


# Multi-disciplinary Team

A Hackathon allows people from different sectors and disciplines to meet and work together on a common challenge.

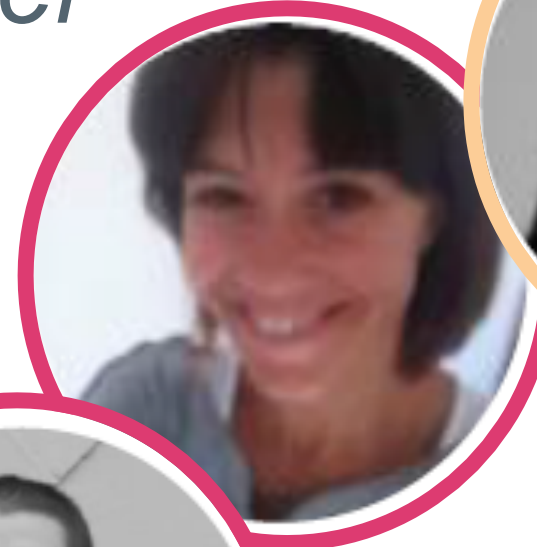
International  
trade &  
development  
professionals

Entrepreneurs



Techies

**Sophie**  
*UX developer*



**Nils**  
*Open source  
dev  
AI PhD  
student*



**MarLa**  
*Tech/Social  
Entrepreneur  
Founder*



**Felix**  
*Entrepreneur*



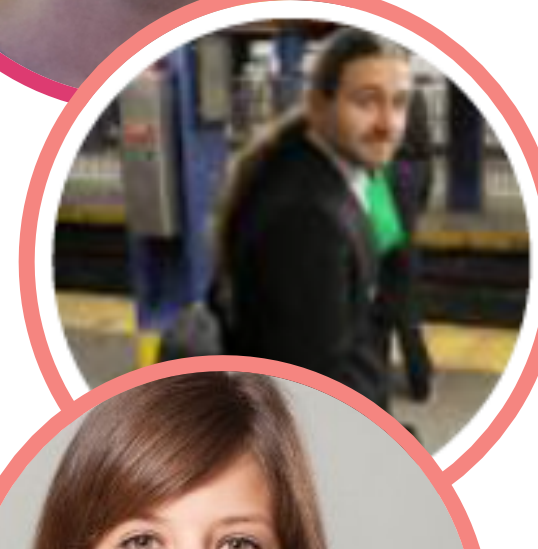
**Kasia**  
*Urban planner  
Tech  
entrepreneur*



**Adam**  
*Systems architect*



**Daniel**  
*Marine Species  
Officer, CITES*



**Laura**  
*International Trade  
Center*



**Daniel**  
*Physicist, CERN*



# Pacific Exporters

## Multifaceted Challenge

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- **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

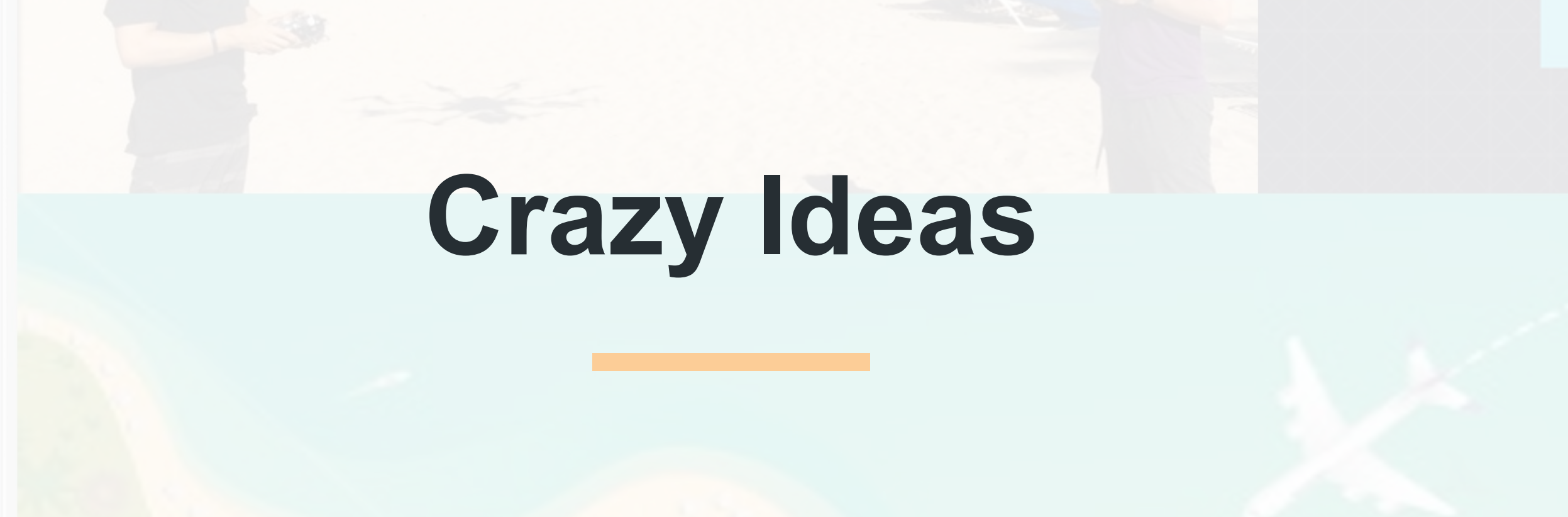
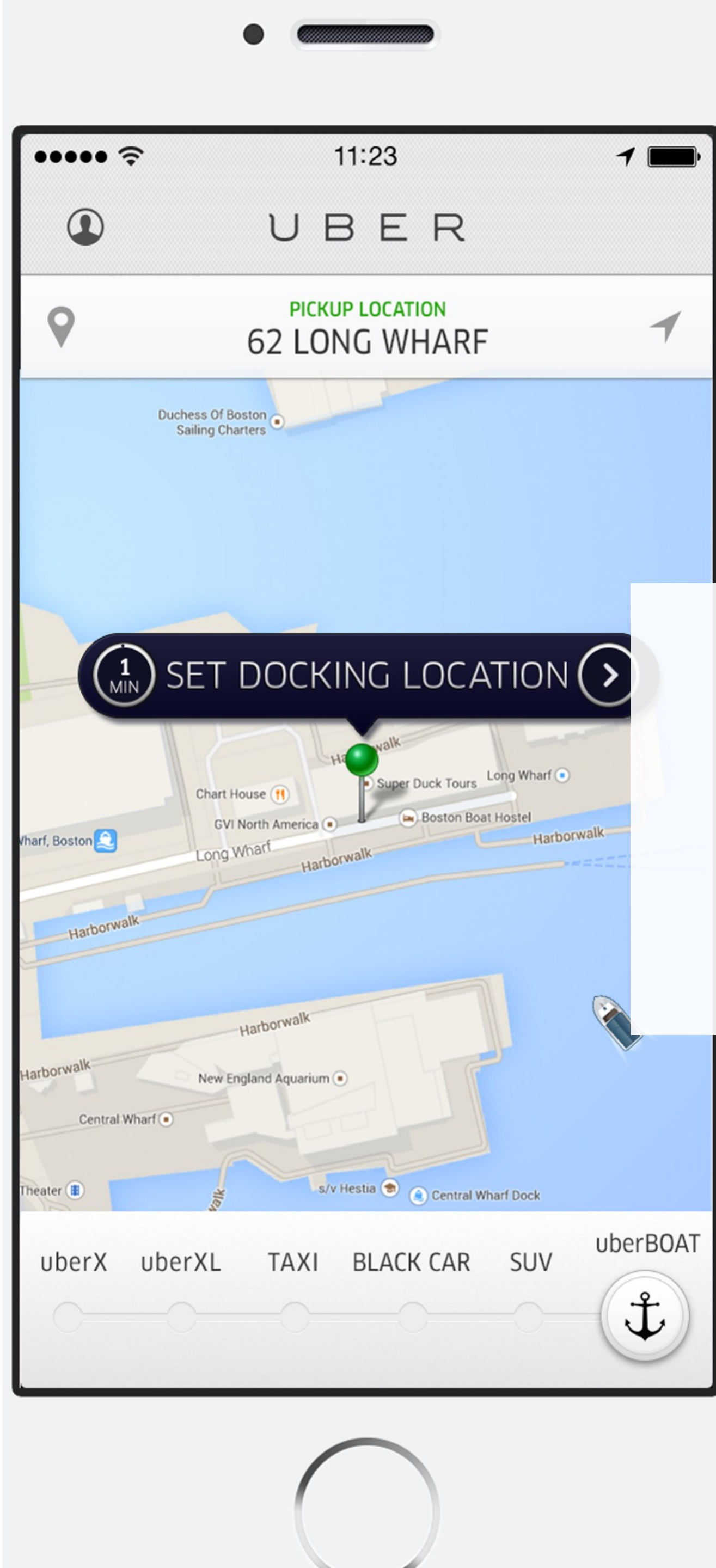




# Brainstorming









# From Farm to Shop

## What it looks like

Difficult path to reach global markets

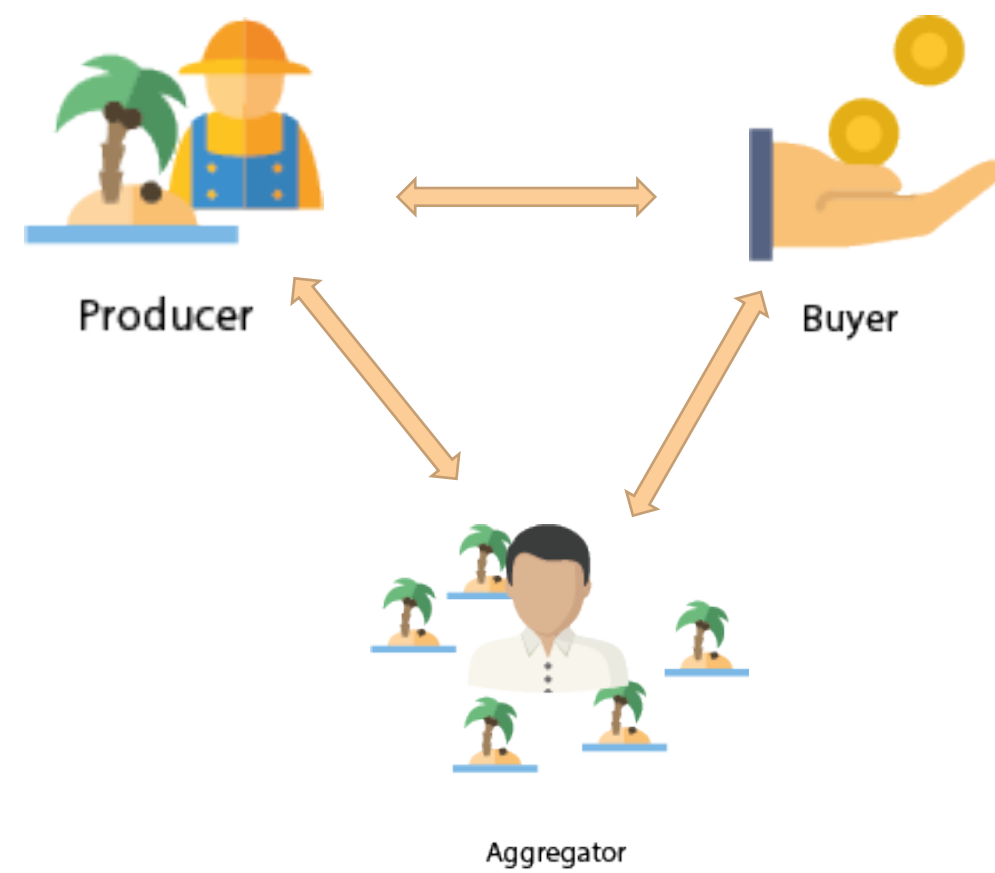
Mismatch between individual supply capacities and buyer expectations





# Solution: 48hrs later

## Common Trade Platform



## Community Sourced Transport



## Co-Branding



## Financial Services Outreach





# Community Sourced Transport

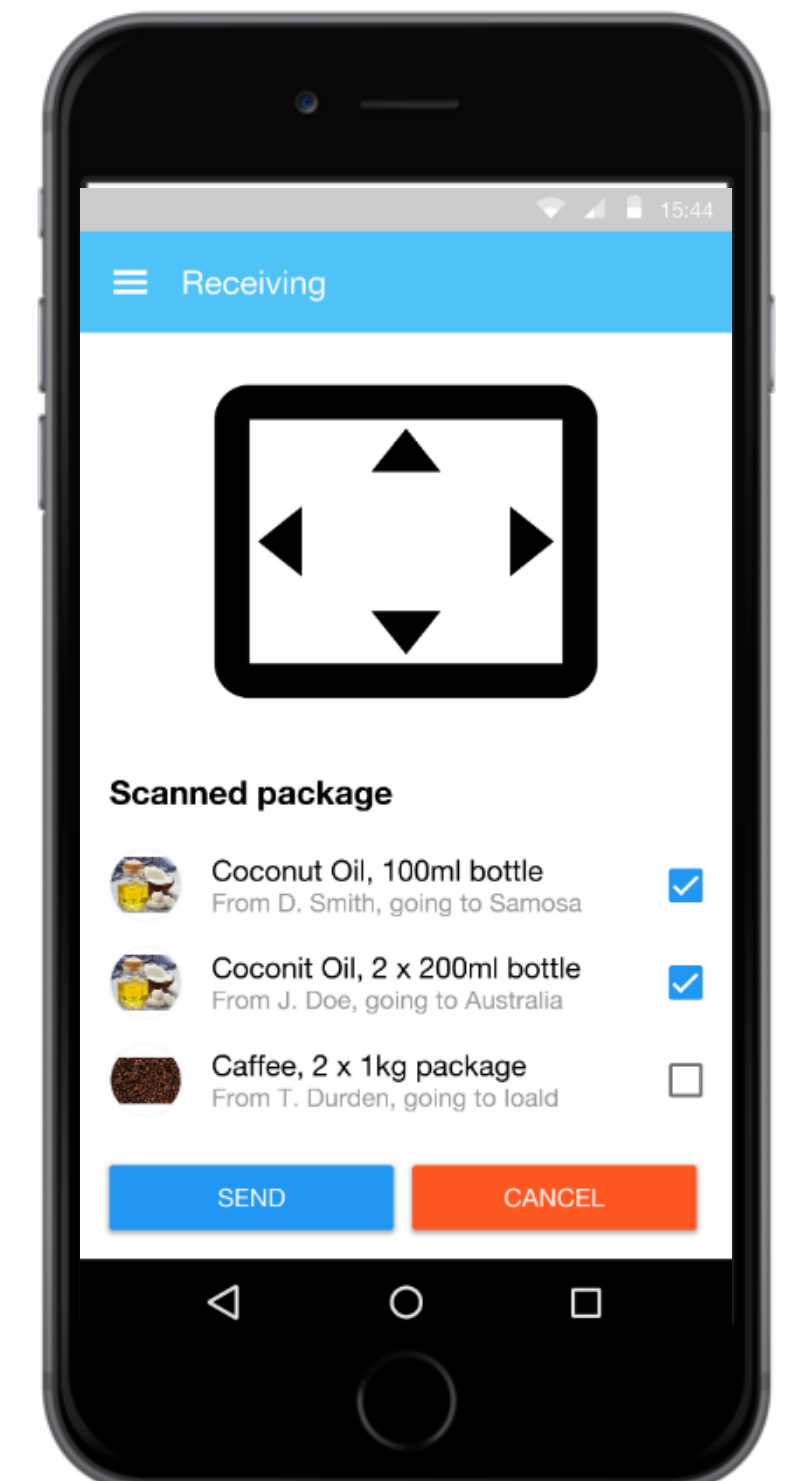
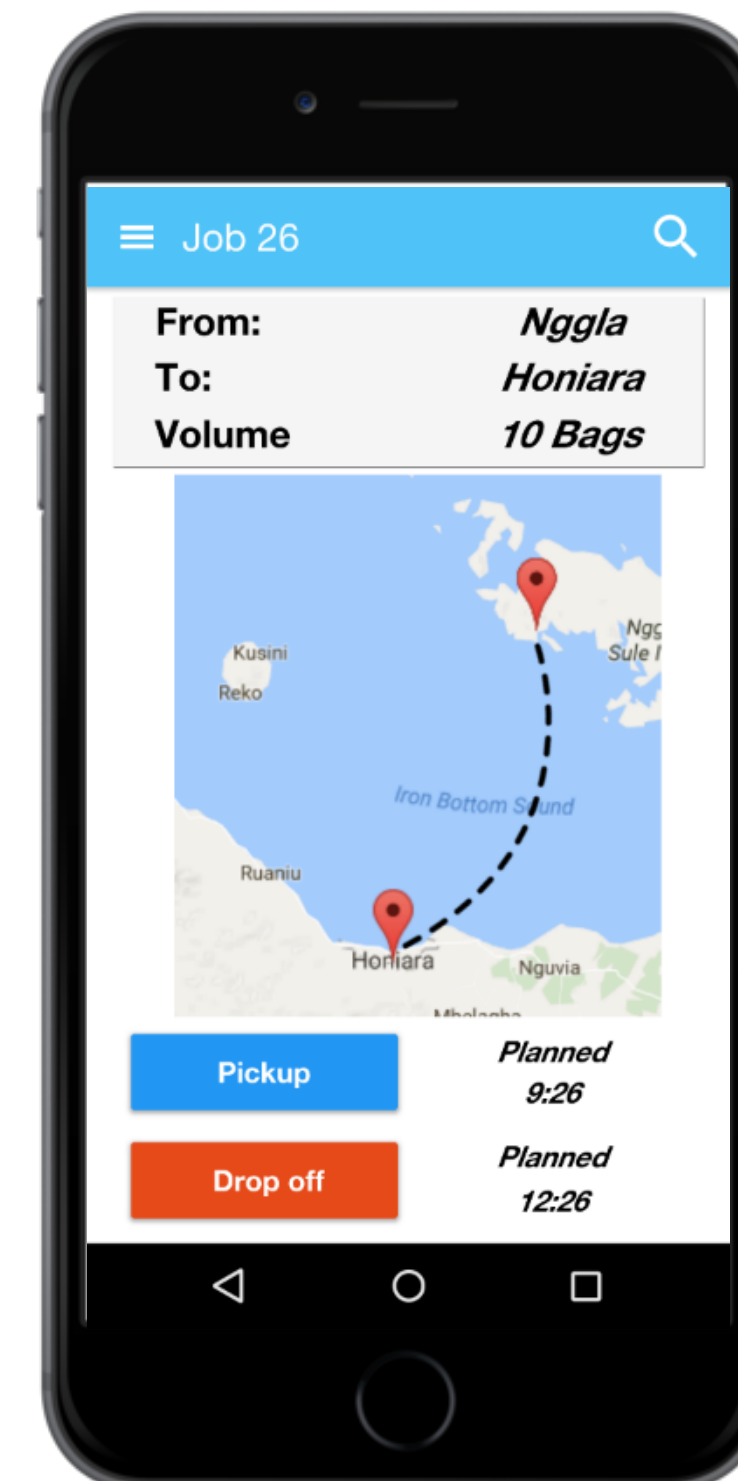
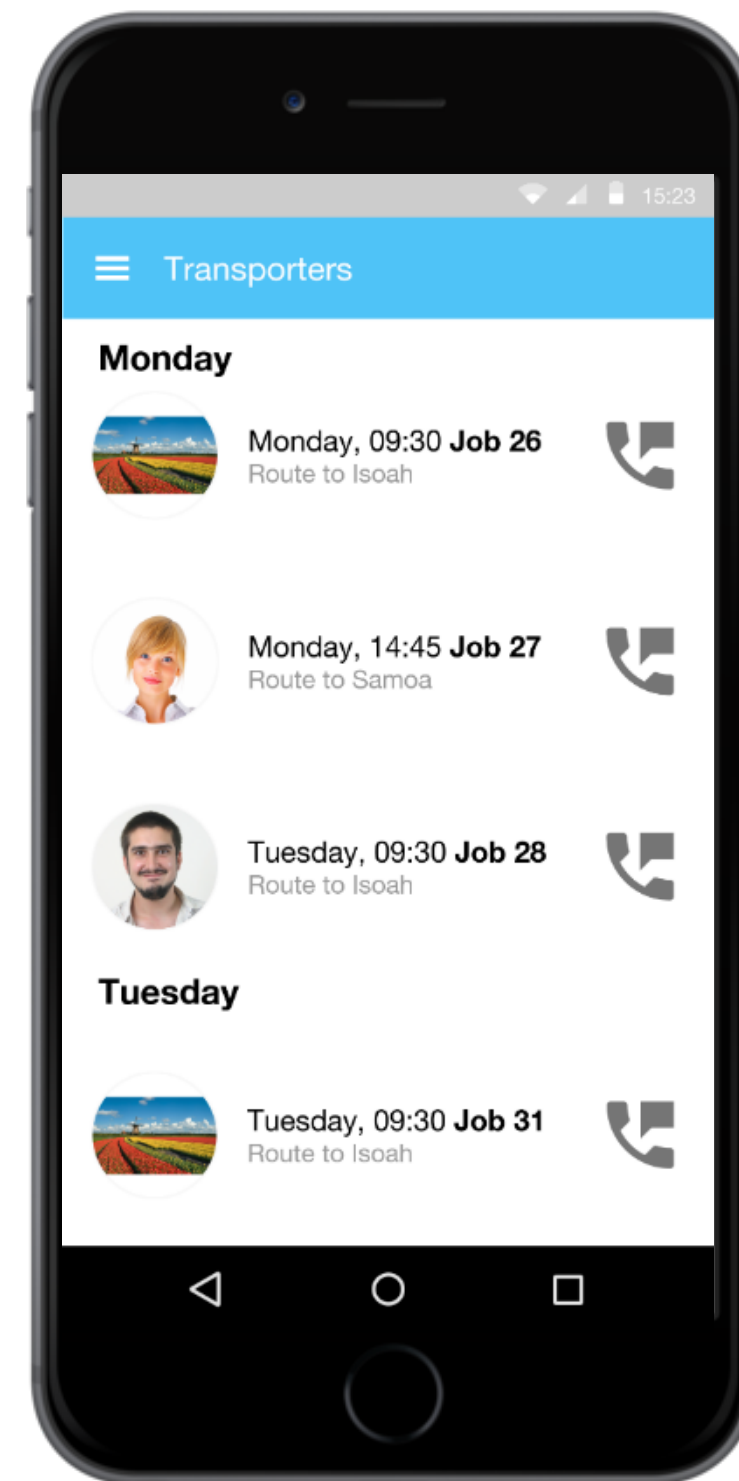
Owners of vehicles  
register availability

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

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WTO, Geneva, July 12<sup>th</sup> 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)



**Australian Government**

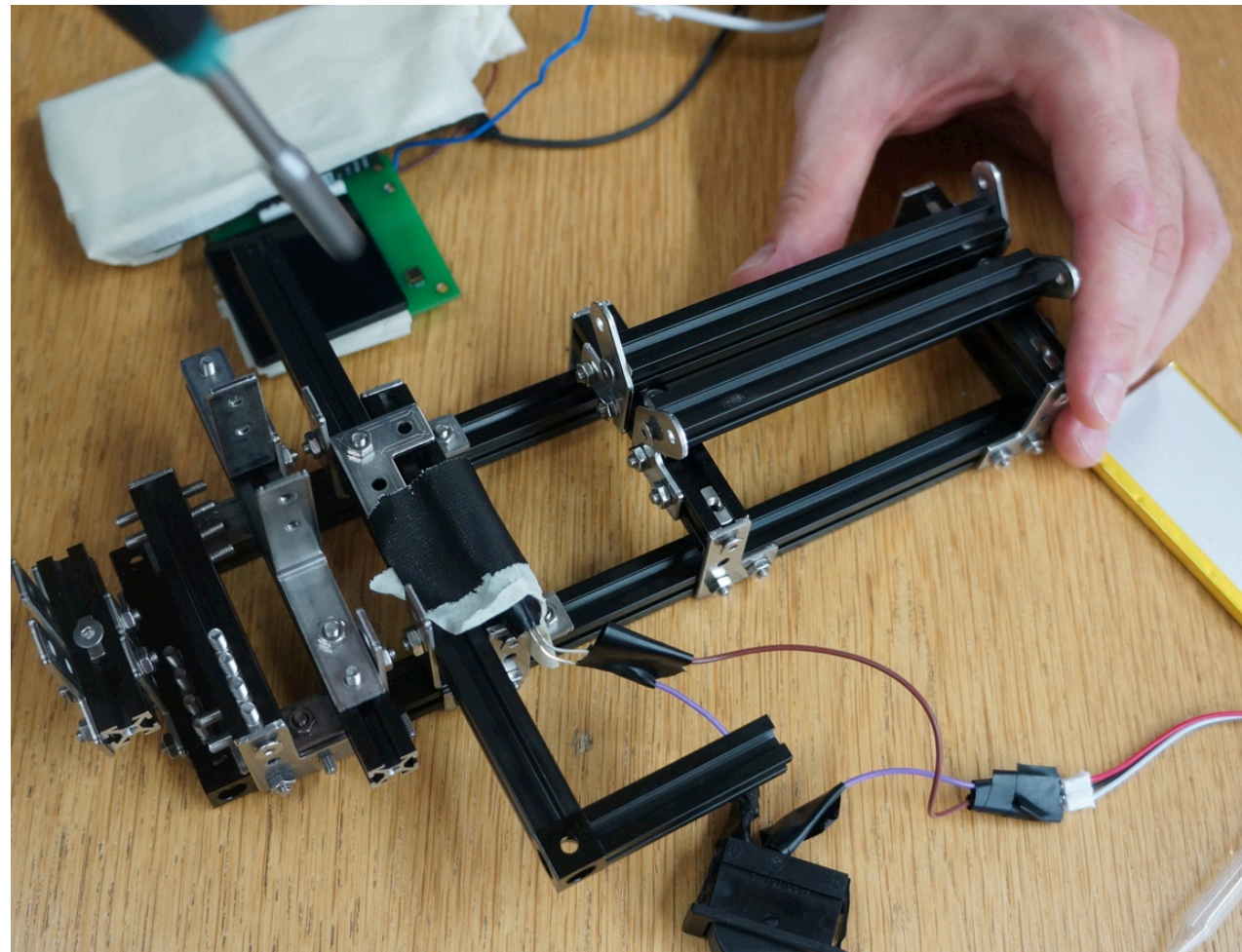
**Department of Foreign Affairs and Trade**





# 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

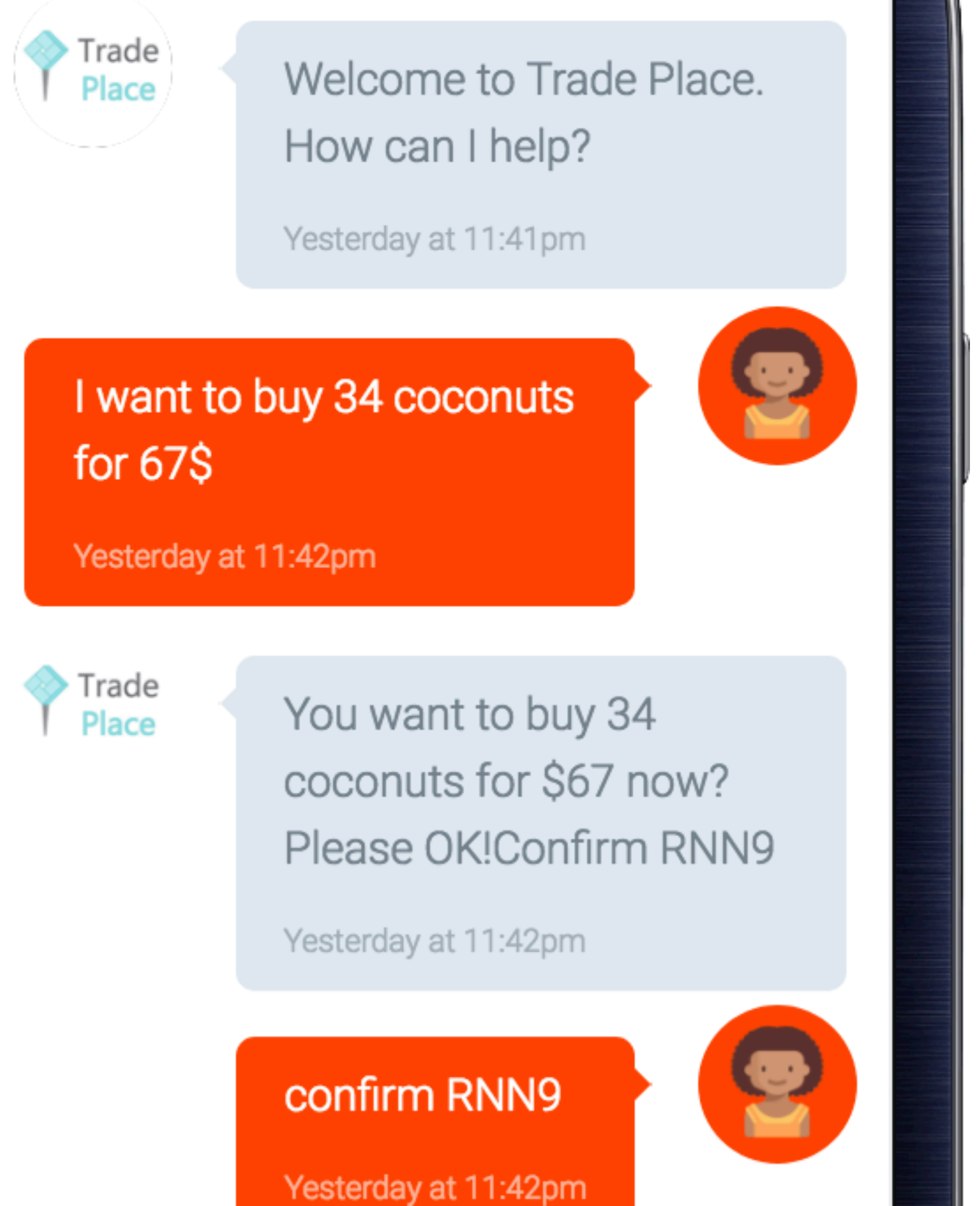




# SMS-Based Trade

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Empower low bandwidth to use high tech trade systems





# Understand the Big Picture

Product Supply &  
Demand by Region

Product Cost  
Breakdown by  
Region

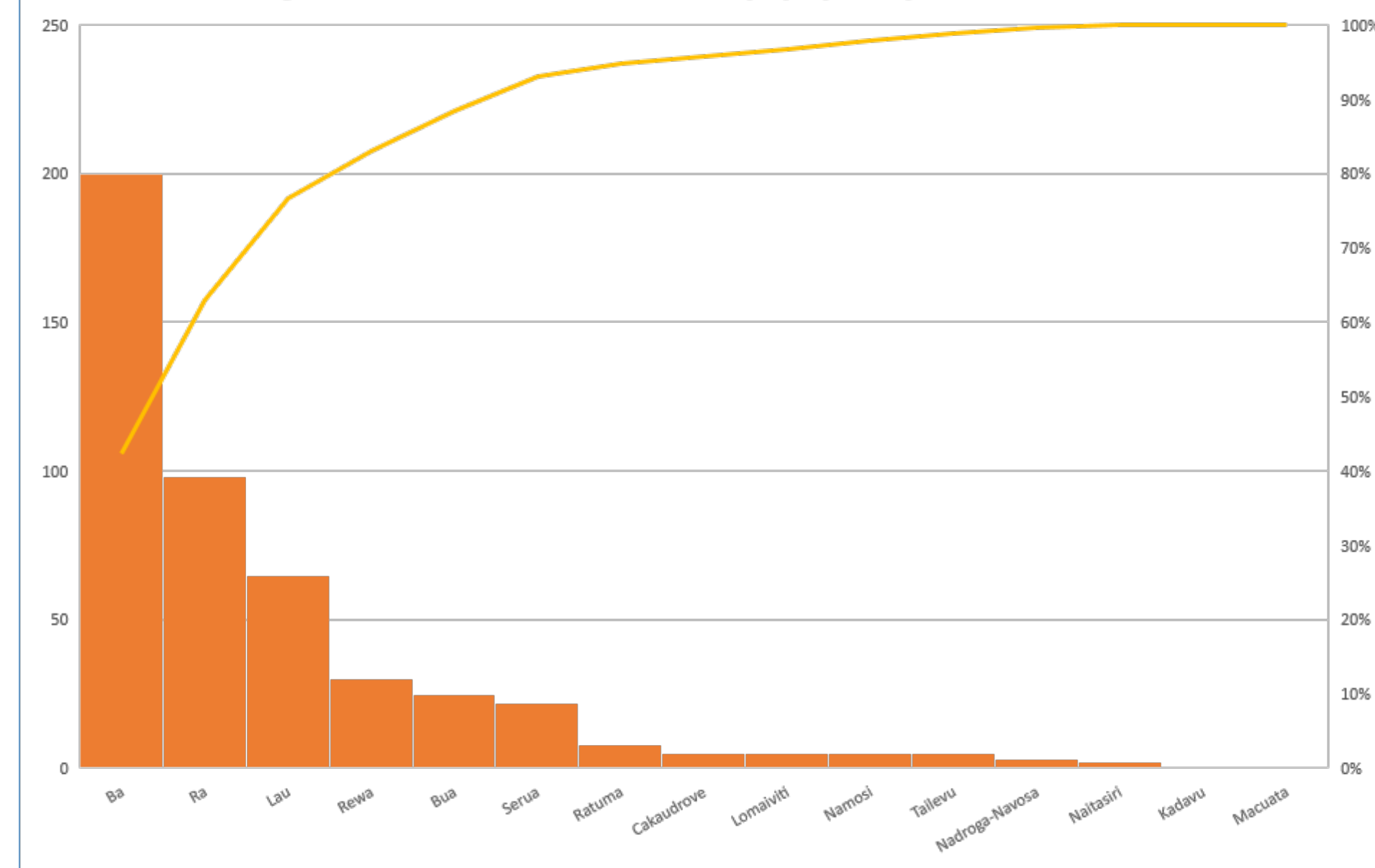
Transport Demand  
Forecast



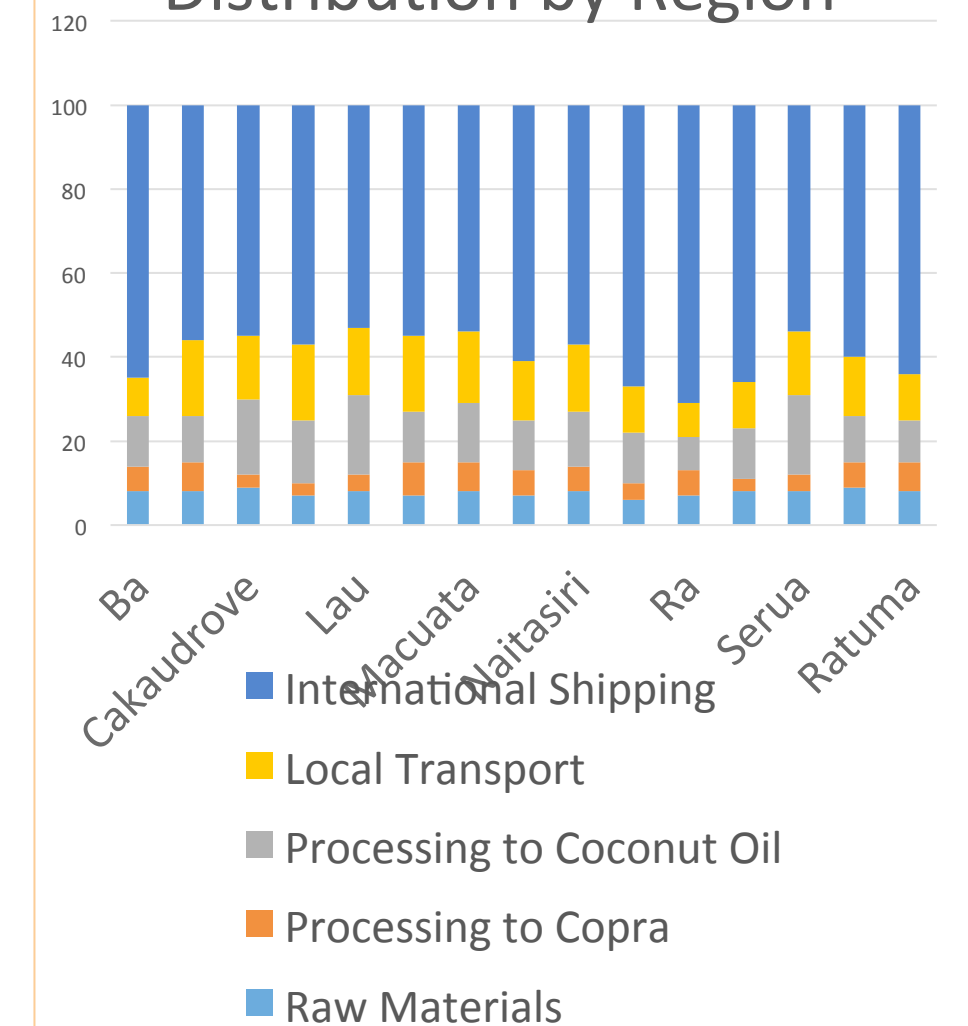
## Open access data



Fiji Coconut Oil Supply by Province



Fiji Coconut Oil Cost  
Distribution by Region





# Impact

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Integrate existing players  
into a single ecosystem



Marketplace for local  
transport jobs



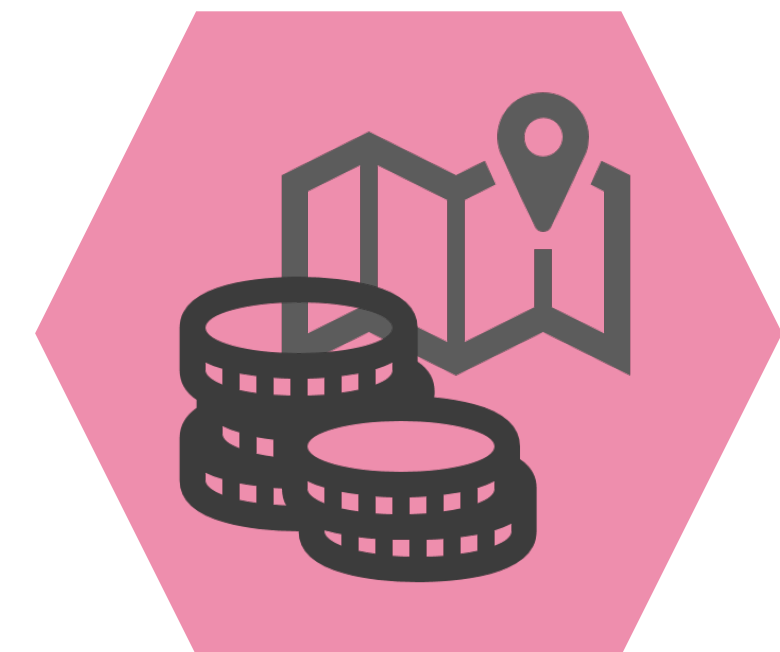
Integrate with  
government services



Reduce pricing risk factors for  
existing transport providers

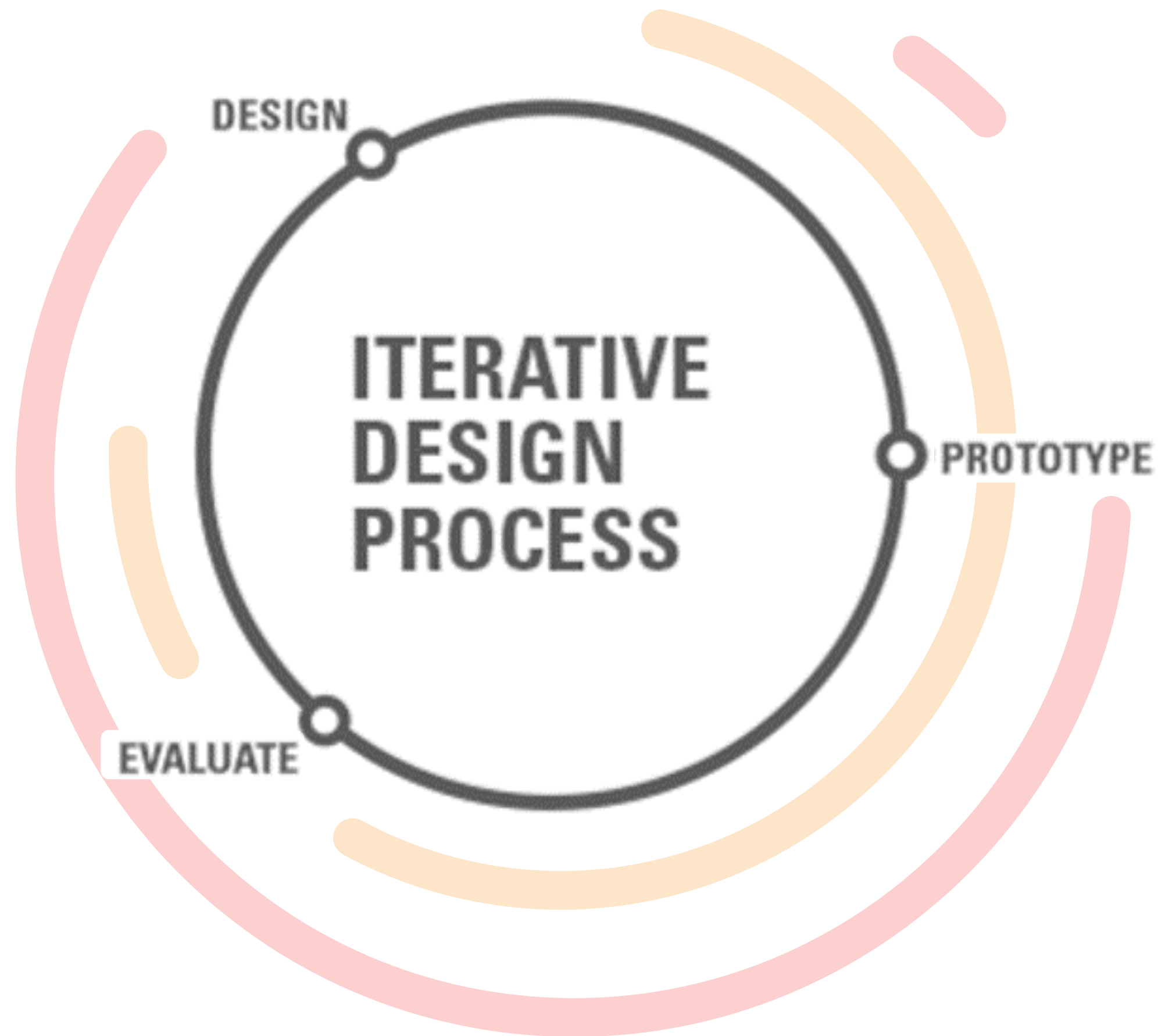


Route and capacity  
transparency



Lower cost of new local/regional  
transport services





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## Benefits of a Hackathon

Multi-stakeholder platform

Cross-sectoral collaboration

Speed and intensity

Fail fast

Outcome is a tangible product



# Q&A



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# Process

