

IncuX AI Hackathon

Official Participant Guide

Tracks 01, 02 & 03 | What to Build | Key Insights | Judging Criteria

TRACK 01

Game Developers

Build. Ship. Play.

TRACK 02

Strategy & Growth with AI

MBA & Strategic Thinkers

TRACK 03

One Idea. One Pitch.

Open to Everyone

TRACK 01

Game Developers

Build a Playable Game from One of the Official Genres Below

Overview

Track 01 is the builder's track. Participants must select one game genre from the official list and build a fully playable game that implements every interface element specified in that genre's problem statement. This is a coding challenge — the game must run, respond to input, and include all mandatory UI components.

Who Should Participate

- Developers comfortable building interactive web or mobile games
- Teams with at least one member who can write JavaScript, Python, or any game-compatible language
- Participants interested in game design, UI engineering, or frontend development
- Anyone who wants to showcase technical execution under time pressure

What Participants Must Build

Pick exactly one genre from the table below. Build a working, playable game that implements every interface element listed. These elements are mandatory — not optional.

#	Genre	Game Title	Mandatory Interface Elements
1	Action & Adventure	Side-Scroller Combat	Health bar, Score counter, Player sprite, Enemies from right, D-pad, Attack + Jump buttons
2	Casual	Bubble Pop Blitz	Bubble grid, Launcher + aim line, Next bubble preview, Score + level
4	Strategy	Tower Defense	Grid map with path, Tower types + cost bar, Gold counter, Lives counter, Enemy HP bars
6	Sports & Racing	Endless Kart Racer	Vertical scrolling track, Speedometer, Distance counter, Minimap, Left/Right buttons
10	Multiplayer / Battle Royale	Last Squad Standing	Top-down map, Shrinking zone overlay, HP bar, Zone timer, Minimap, Joystick, Shoot button
11	Horror & Survival	Flashlight Escape	Dark maze canvas, Flashlight reveal, Stamina bar, Sanity meter, Joystick, Sprint button
12	Educational	Math Quest	Battle scene, Math question panel, 4 answer buttons, Timer bar, Score + level
13	Music & Rhythm	Beat Tap Challenge	4 lane columns, Falling notes, Tap zone bar, Combo multiplier, Accuracy feedback
14	Sandbox &	World Builder	Tile grid canvas, Block toolbar, Zoom in/out,

	Creative		Undo button, Save button
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Key Insights for Track 01 Participants

* Pick a Genre You Can Actually Finish

Don't pick the most impressive-sounding game — pick the one you can build, polish, and demo within the hackathon window. A fully working simple game beats a half-finished complex one every time. Judges will play your game. Crashes or missing buttons directly hurt your score.

* All Interface Elements Are Mandatory

The problem statements are explicit about what must appear on screen and where. Treat the interface spec like a contract. Missing a health bar, minimap, or score counter is a direct deduction under the Completeness criterion. Build the UI skeleton first, then layer in game logic.

* Gameplay Loop Must Be Functional

Judges will test your game. It must start, the core mechanic must work (enemies appear, notes fall, bubbles shoot), the score must change, and there must be a way to end or progress. An incomplete loop will not score well even if it looks polished.

* Use AI Tools to Speed Up Development

Use Claude, Copilot, or ChatGPT to generate boilerplate, debug logic, and speed up sprite and collision work. Using AI intelligently to ship faster is a positive signal to judges.

* Polish the Player Experience

Smooth controls, responsive buttons, and clear visual feedback (hit effects, score pop-ups, game-over screens) separate good games from great ones. Once your core loop works, invest remaining time in polish.

Judging Criteria

Criterion	What Judges Look For
Gameplay Completeness	Does the game implement all required mechanics and interface elements from the problem statement?
Playability	Is the game responsive and enjoyable? Do controls feel smooth?
Technical Execution	Is the code stable? Does the game run without crashes during the demo?
UI Accuracy	Are all specified interface elements present, correctly positioned, and functional?
Difficulty Progression	Does the game get harder over time or across levels as described?
Polish & Experience	Does the game include visual feedback, animations, sound cues, or quality-of-life extras?

TRACK 02

Strategy & Growth with AI

For MBA Minds | Product Thinkers | Strategic Builders

Overview

Track 02 is built for participants who think in systems, markets, and growth loops. This is not a coding track — it is a strategic intelligence track. Participants use AI tools to analyze real business opportunities, design go-to-market strategies, and build growth plans that are investor-ready and execution-focused.

If you are an MBA student, a product management enthusiast, a startup strategist, or someone who understands that AI is a business superpower — Track 02 is your arena.

Who Should Participate

- MBA students and business school participants
- Product managers, aspiring PMs, and product enthusiasts
- Strategy and consulting track students
- Startup founders or co-founders with a growth problem to solve
- Anyone who can connect AI capabilities to real business outcomes

What Participants Must Build

Participants must develop and present an AI-assisted business strategy or growth plan. The deliverable must clearly show how AI tools were used to research, model, or accelerate strategic decision-making. All five components below are required.

#	Deliverable	Description
01	Business Idea	A well-defined idea with a clear value proposition and target market
02	AI Market Analysis	Competitor landscape, market size, and key trends — researched using AI tools
03	Go-to-Market Strategy	A growth roadmap with measurable milestones and a launch plan
04	Revenue Model	A monetization framework backed by data, assumptions, and logical reasoning
05	Strategic Pitch Deck	A concise, data-backed, investor-ready deck of 6-8 slides maximum

Key Insights for Track 02 Participants

*** Use AI as Your Research Engine**

Tools like Claude, ChatGPT, and Gemini can compress weeks of market research into hours. Use them to map competitor landscapes, identify market gaps, generate customer personas, and stress-test assumptions. The quality of your AI-assisted research will directly reflect in the depth and credibility of your strategy.

*** Lead with the Problem, Not the Solution**

The most common mistake in strategic pitches is jumping straight to the solution. Judges need to feel the weight of the problem first. Spend time establishing who is affected, how severely, and why existing solutions fall short. A well-articulated problem makes your solution look inevitable.

*** Every Claim Needs a Number**

Vague strategies lose credibility fast. Back every key point with data — market size, growth rates, customer acquisition estimates, conversion assumptions. Even rough, reasoned estimates signal strategic thinking. Judges look for logical, evidence-based reasoning — not perfection.

*** Build a Revenue Model That Makes Sense**

Your monetization plan should be simple, defensible, and tied to real behavior. Explain who pays, how much, how often, and why they would. A clear subscription or transactional model with honest assumptions beats a complex framework with no substance behind it.

*** Keep Your Pitch Deck Under 8 Slides**

Clarity wins over volume. A tight 6-8 slide deck forces you to cut noise and keep only what matters. Each slide should carry one clear idea. If you cannot explain a slide in under 30 seconds, simplify or remove it. Judges remember decks that respect their time.

Judging Criteria

Criterion	What Judges Look For
Strategic Clarity	Is the business problem clearly defined? Is the solution logical and well-scoped?
AI Integration	How meaningfully is AI used — in analysis, research, strategy, or execution?
Market Viability	Does the growth plan reflect real understanding of market dynamics and customer needs?
Revenue Model	Is there a credible path to monetization? Are the assumptions reasonable?
Pitch Quality	Is the delivery clear, confident, and compelling? Does the story flow logically?
Innovation	Does the idea bring a fresh angle, unique insight, or creative approach?

TRACK 03

One Idea. One Pitch.

Open to Everyone | No Domain Restriction | No Prior Experience Needed

Overview

Track 03 is the most accessible and open track in the IncuX AI Hackathon. There is no domain restriction, no technical requirement, and no experience barrier. All you need is one solid idea and the ability to pitch it simply and confidently.

Great ideas do not care about your major, your year, or whether you have attended a hackathon before. If you have spotted a real problem and imagined an AI-powered solution — this is your stage.

Who Should Participate

- First-timers at hackathons — Track 03 is the perfect entry point
- Non-technical students with strong communication and creative thinking skills
- Students from any branch, any year, any background
- Solo participants or small teams — both are welcome
- Anyone with a real problem they genuinely want to solve using AI

What Participants Must Submit

A simple, focused pitch deck of up to 8 slides that communicates your idea clearly and convincingly. Emphasis is on clarity of thought, not technical depth. Your deck must answer four core questions: What is the problem? What is the solution? Who benefits? And why will it work?

Slide	What to Cover
Slide 01 — Title	Your idea name and a punchy one-liner that captures what it does
Slide 02 — The Problem	What pain point exists today? Who faces it and how often?
Slide 03 — The Solution	How does your AI-powered solution fix the problem? Keep it simple
Slide 04 — Who It's For	Describe your target user or customer in one clear sentence
Slide 05 — How It Works	A simple flow, user journey, or concept walkthrough
Slide 06 — Why AI?	Why is AI the right tool here? What does it uniquely enable?
Slide 07 — Why Now?	What makes this the right moment? Market shift or new technology?
Slide 08 — The Ask	What do you need to move forward? Mentorship, funding, or team?

Key Insights for Track 03 Participants

*** Pick a Problem You Personally Understand**

The strongest pitches come from personal experience. When you have lived the problem, you speak about it with authenticity that no research can replicate. Judges can immediately tell the difference between someone pitching a real frustration and someone pitching a concept they found online. Start with what you know.

*** Simplicity Is a Feature, Not a Limitation**

Track 03 rewards clarity above all else. A simple idea explained brilliantly will always beat a complex idea explained poorly. If your solution requires three slides just to explain what it does, simplify it. The goal: any judge should understand your idea within 60 seconds of your pitch starting.

*** Make AI a Core Part of Your Solution**

Your idea must be genuinely AI-powered — not just 'we will use AI somewhere.' Be specific: does it personalize, predict, automate, analyze, or generate? The clearer you are about AI's role, the more credible your pitch becomes. Vague AI mentions will cost you points on the AI Relevance criterion.

*** Your Pitch Delivery Is Half the Score**

A good idea delivered badly loses to a decent idea delivered confidently. Practice out loud — not in your head, but in front of someone who gives real feedback. Time yourself. Know your slides so well you could pitch without looking at them. Confidence only comes from repetition.

*** End with Something Memorable**

The last 20 seconds of your pitch are what judges carry into deliberations. End with a clear, punchy line that captures your idea and why it matters. Close with conviction — state the impact, the vision, or the single most powerful reason your idea deserves to win.

Judging Criteria

Criterion	What Judges Look For
Idea Strength	Is the problem real and significant? Is the solution believable and useful?
AI Relevance	Does AI play a meaningful and logical role in the proposed solution?
Pitch Clarity	Is the deck clean, focused, and easy to follow for a first-time viewer?
Originality	Does the idea feel fresh? Does it approach an old problem in a new way?
Delivery	Can the team communicate with confidence, conviction, and clarity?
Impact Potential	If built, could this idea create real, measurable impact for real people?