

RULES FOR AI HACKATHON IN DOHA, QATAR 2025

1. GENERAL PROVISIONS

1.1. Organizer

QIC GROUP SERVICES LLC, a company registered in the Qatar Financial Centre with registration no. 34 and principal office located at QIC Building, 1 st Floor, QIC, Tamin St, West Bay, Doha, State of Qatar

Information support for the Hackathon is provided on the official Hackathon website:

<http://meetups.qic.digital/hackathon-doha-2025>.

1.2. Hackathon Objectives

- Development of innovative AI solutions that increase user engagement in QIC App (City)
- Creation of a proactive lifestyle ecosystem for residents of Qatar
- Addressing the issue of low application usage frequency

1.3. Rules Amendments

The Organizer reserves the right to unilaterally amend the Rules, with any new version published on the official hackathon website. The Organizer recommends that Participants regularly review the Rules for any changes and/or additions.

Continuation of participation in the Hackathon after such amendments and/or additions shall constitute the Participant's full acceptance and agreement with them. In case of disagreement with the Rules or their updates, Participants must withdraw from the Hackathon by sending an email of withdrawal to: talent.qic@bd.qatarinsurance.com

1.4. Event Dates

- Registration Deadline: October 25, 2025, 11:59 p.m.
- Task Explanations: October 27, 2025
- Main Hackathon Period: October 27 – November 4, 2025
- Submission Deadline (videos, presentations, documentation): November 4, 2025, 11:59 p.m.

- Online Defense: November 5, 2025
- Finalists Announcement: November 6, 2025, (before 3 p.m.)
- Offline Final: November 8, 2025, 9 a.m – 3 p.m. (Doha)
Location: Georgetown University in Qatar, Education City – Qatar Foundation, P.O. Box 23689

2. HACKATHON CHALLENGES

2.1. Challenge 1: Gamification in QIC App

Develop and prototype a new feature for the insurance super app that:

- Uses gamification elements to engage users and convert them into multi-product customers
- Integrates AI as a key component (personalization, content generation, adaptive scenarios)
- Aims to increase retention by motivating customers to return to the app more frequently

Key Success Metrics:

- Customer purchases more than 1 product → becomes multi-product customer
- Percentage of first-year customers with the app installed
- Usage frequency: more often than once every few months
- Utilization of ecosystem sub-services
- Number of referrals generated through increased loyalty and engagement

2.2. Challenge 2: Transforming QIC City into a Lifestyle Co-Pilot

Create a proactive lifestyle ecosystem that:

- Integrates services and loyalty programs into daily routines
- Utilizes AI for personalization and predictive needs
- Transforms occasional usage into daily interaction

Key Success Metrics:

- Number of steps to user value delivery and speed of personalized scenario generation
- Number of successful use cases in daily tasks
- Recommendation accuracy and/or average number of unique recommendations per user
- Number of actions completed automatically Effectiveness of loyalty system integration

3. PARTICIPATION CONDITIONS

3.1. Participants

- The Hackathon is open to students and recent graduates (within 2 years of graduation)
- Participants must be 18 years of age or older
- Teams must consist of 3–5 members
- Each participant may join **only one team**
- Each team may work on **only one project**
- Solo participants can find teammates via the official Discord community
- Each team must select a team name and designate a team captain during registration

3.2. Registration

- Online registration via the official website:
<http://meetups.qic.digital/hackathon-doha-2025>
- Participation confirmation is required by October 25, 2025
- Teams must submit their team composition, name, and designated team captain
- Each team must declare its chosen project track during registration

3.3. Recommended Team Competencies

- Hypothesis formulation and task definition
- Market analysis and evaluation of existing solutions
- Quantitative and qualitative research to understand target audience needs
- Metric formulation and calculation
- Prototyping (e.g., in Figma)
- User journey optimization
- Database design and interaction logic development
- API integration
- Data processing and basic AI tools usage
- Recommendation systems and predictive modeling

3.4. Availability for offline final on November 8, 2025

All team members must be available to participate in the offline final event on November 8, 2025.

3.5. Promotion and Outreach

The Hackathon organizers have established partnerships with university liaison managers across Qatar to promote the event through internal student channels. Official announcements will be distributed to students via:

- University internal communication systems
- Student association networks
- Department-specific mailing lists
- Career services platforms
- Additionally, the Hackathon will be promoted by email to candidates who expressed interest in career opportunities during the Career Fair in February 2025.

4. Hackathon PROCESS

4.1. Stage 1: Development (October 27 — November 4, 2025)

- Independent teamwork
- Online consultations with mentors
- Regular progress checkpoints

4.2. Development Process:

- Research: Understanding the product nature within the context of the challenge
- Competitor analysis: Reviewing competitors and best practices
- Requirement formulation: Drafting technical specifications and business requirements for mechanics
- Design prototyping: Designing interfaces and creating interactive prototypes

4.3. Progress Checkpoints:

Checkpoint	Date & Time	Suggested Milestones	Recommended focus
Checkpoint 1	10/30/2025 5 p.m.	- Team concept discussion - Problem statement refinement - Initial research completion	Solidify your core idea and validate market need

Checkpoint 2	11/3/2025 5 p.m.	- Prototype development - Business model iteration	Build and test your core solution
Checkpoint 3	11/4/2025 5 p.m.	- Final prototype polish - Presentation preparation - Demo video recording	Prepare for final submission

4.4. Stage 3: ONLINE SELECTION (November 5, 2025)

- Pitch video: 5-10 minutes per team
- Q&A session: 3-5 minutes of questions from judges
- Selection of Top10 teams for the final
- Finalists announcement: November 6, 2025

4.5. Stage 4: OFFLINE FINAL (November 8, 2025)

- Finalists invited to Doha
- Enhanced project presentations
- Demonstration of working prototypes
- Winner awards ceremony

Venue: Georgetown University in Qatar, Education City – Qatar Foundation, P.O. Box 23689

Note: Participants are responsible for their own travel, accommodation, and related expenses. The Organizer does not provide financial support for transportation or lodging.

5. ONLINE VIDEO PITCHING FORMAT - NOVEMBER 5

5.1. Video Pitch Structure (5-10 minutes)

Time Interval	Presentation Topic
0-1 min	Team introduction and problem statement
1-3 min	Solution presentation and innovation highlights

3-6 min	Prototype demonstration / technical implementation
6-8 min	Business model and impact potential
8-10 min	Conclusion and call to action

5.2. Technical Requirements

- Platform: Zoom/Google Meet
- Slides: Google Slides or PDF
- Demo: Recorded video or live demonstration
- Timing: Strict adherence to time limits

5.3. Evaluation Criteria

- AI (20%) - Technical potential and model scalability
- Business Effect (25%) - Potential for ARPU and LTV increase
- User Experience (15%) - Solution convenience and accessibility
- Scalability (15%) - Ability to scale to 100,000+ users
- Project Completeness (10%) - Solution readiness and thoroughness
- Presentation & Pitching (5%) - Quality of solution presentation and communication
- Solution Relevance (10%) - Alignment with current market needs and trends

6. TECHNICAL REQUIREMENTS

6.1. Allowed Technologies

- AI/ML libraries and tools at participants' discretion
- Cloud services for deployment
- Non-code services

6.2. Solution Requirements

- Working prototype or MVP
- Solution presentation
- Business model and scaling plan
- Market research and audience analysis results
- Data sources (if referencing market research)
- Clear user journey
- AI component
- Personalization — for Challenge 2
- Loyalty integration — for Challenge 2

- Deployment simplicity (or allow complex system design)

6.3. Evaluation Criteria

Criterion	Weight	Description	Expert Evaluation
AI	20%	Technical potential and model scalability	1. Model selection (Enterprise or Open Source) 2. Model quality (stability, errors, fine-tuning) 3. Model security (cost optimization, prompt injections)
Business effect	25%	Potential for ARPU and LTV increase	Financial and business metrics forecasting
User Experience	15%	Solution convenience and accessibility	Usability testing and user surveys
Scalability	15%	Ability to grow to 100,000+ users	Infrastructure and architecture testing
Project Completeness	10%	Solution readiness and thoroughness	1. Functionality: working core features, edge cases handling 2. Documentation: technical documentation, deployment guides, API docs 3. Testing: unit tests, integration tests, error handling
Presentation & Pitching	5%	Quality of solution presentation and communication	Clarity of presentation, structure, emotional engagement, demo quality, design
Solution Relevance	10%	Alignment with current market needs and trends	Solving real QIC user problems, novelty of approach, competitive advantage, alignment with current market trends and technological trends

6.4. Participant Equipment Responsibility:

Participants are responsible for providing their own equipment required to complete the Challenges and participate in the Hackathon. This includes, but is not limited to, computers, software, and internet connectivity necessary for development and online presentations.

7. MENTORSHIP SUPPORT

7.1. Expert Areas

- AI/ML
- Metric interpretation
- Product management
- Gamification and UX/UI
- Business modeling
- Market deep dive
- Introductory lecture on insurance

7.2. Mentorship Schedule

October 27 — November 4: Individual consultations upon request (10 a.m. – 6 p.m.)

8. SUBMISSION PROCESS

8.1. Required Materials

- Presentation in Google Slides (4-6 slides)
- Video demonstration of the working prototype (2-3 minutes)
- Project documentation (PDF)

8.2. Submission Deadlines

By November 4, 2025, 11:59 p.m.

8.3. Formats and Material Requirements:

- Presentation: Google Slides, 4-6 slides, public access
- Video Demo: 3-4 minutes, MP4/YouTube format
- Documentation: PDF, 3-5 pages

9. JUDGING AND EVALUATION

9.1. Jury Composition

Alibek Tnaliyev, Head of QIC digital hub, Senior VP BizDev MENA Region, QIC Group

Nasser Al-Mohannadi, Head of Department, Corporate Retail & Motor Claims, QIC Group

Artur Zotov, VP Strategy & Growth, QIC Group

Alfred Tiutin, Head of Product Development, QIC digital hub

Ruslan Sarvarov, Head of People, Culture & Talent Acquisition, QIC digital hub

Sabit Shudanov, Head of PMO, QIC digital hub

Nikita Trishin, Product Owner, QIC digital hub

Dana Sembayeva, Data Analytics Team Lead, QIC digital hub

Rustam Kulpeisov, Business Stream Owner, QIC digital hub

Irina Reus, Product Manager, QIC digital hub

Arina Petrenko, Insurance Product Owner, QIC digital hub

Anton Gubarev-Pentin, Lead Product Designer, QIC digital hub

9.2. Evaluation Process

- Online evaluation: November 5, 2025
- Final presentations: November 8, 2025
- Q&A sessions with each team
- Jury deliberation to determine winners

10. PRIZES AND AWARDS

10.1. Prize Pool: QAR 30,000 Track 1: Gamification in QIC App

1st Place: QAR 7,500

2nd Place: QAR 4,500

3rd Place: QAR 3,000

Track 2: Transforming QIC City into a Lifestyle Co-Pilot

1st Place: QAR 7,500

2nd Place: QAR 4,500

3rd Place: QAR 3,000

10.2. Additional Benefits:

- Paid internship at QIC for winning team members (2-month duration)

- Publication opportunities in media and at industry conferences
- Mentorship support from QIC experts
- Winner certificates for all team members

Note: Specific internship opportunities are subject to QIC's discretion and availability.

10.3. Prize Distribution Process:

- Prizes are awarded to the team (not to individual participants)
- Cash prizes will be distributed via cheque or bank transfer to the team captain
- The winners shall be required to sign a document confirming receipt and acceptance of the prize in receiving the cheque
- The winners will receive the prize within 31 days after winners announcement
- Teams independently distribute prize funds among members
- Bank details in QAR/USD are required for fund transfers

*The Organizer is not responsible for the internal distribution of prize funds among team members. Payments are handled solely by mutual agreement within the team.

** Winners are required to provide the Organizer with all necessary documents and information within 3 working days from the date of the request to receive the prize payment.

11. COMMUNICATION AND SUPPORT

11.1. Main Channels

- Discord Server: Primary platform for communication
- Email Newsletter: For official updates
- Daily Stand-ups: 10:00 a.m. with organizers/mentors
- Emergency Contact: Via Discord @organizers

11.2. Contacts

- Organizational and Technical Questions: talent.qic@bd.qatarinsurance.com
- Discord Server: <https://discord.com/invite/US2DJkWApz>
- Official Website: <http://meetups.qic.digital/hackathon-doha-2025>
- Final's Venue Address: Georgetown University in Qatar. Education City – Qatar Foundation. P.O. Box 23689

11.3. Discord channels

#announcements — official announcements (organizers only)
#help-desk — technical support and questions
#introductions — participant and team introductions
#mentor-help — mentor questions and session booking

#off-topic — informal communication and experience sharing

#resources — useful materials and resources

12. PARTICIPANT RESOURCES

12.1. Recommended AI Tools

- Google Cloud
- Vertex, N8N
- Hugging Face Spaces
- LangChain products and platforms
- VectorDB (Chroma, Pinecone, Qdrant)
- Gemini, OpenAI, Claude API, open-source models such as LLaMa or Qwen
- Google Colab, Jupyter, Kaggle Notebooks
- Gradio, StreamLit

12.2. Recommended Tools:

- OBS Studio — for demo recording
- ZOOM — for online sessions
- Figma — for design
- AI coding tools (Replit, Cursor, Lovable, Claude) — for demo building
- Notion — for coordination
- Miro — for collaboration
- GitHub Projects — for task management

12.3. AI Tools for Research:

Participants may use any AI tools of their choice for the Hackathon.

13. IMPORTANT DATES

Date	Event	Time	Format
25.10.2025	Registration Deadline	before 11:59 p.m.	Online
27.10.2025	Hackathon Start	9:00 a.m.	Online
30.10.2025	Checkpoint #1 — Idea and concept	5 p.m.	Online
03.11.2025	Checkpoint #2 — Working	5 p.m.	Online

	prototype		
04.11.2025	Checkpoint #3 — Demo	5 p.m.	Online
04.11.2025	Submitting Work to the Organizer in video format with supportive materials	before 11:59 p.m.	Online
05.11.2025	Validation (video)		Online
06.11.2025	Finalists Announcement	3 p.m.	Online
08.11.2025	Offline Final	9 a.m.— 5 p.m.	Doha, Georgetown University

14. RULES AND ETHICS

14.1. Code of Conduct

- Respect for all participants and organizers
- Prohibition of discrimination and harassment
- Respect for intellectual property rights
- Fair competition and collaboration

14.2. Technical Rules

- Use of open-source libraries is permitted
- Mandatory attribution of sources and licenses
- Prohibition of plagiarism and solution copying

15. LEGAL ASPECTS

15.1. Intellectual Property

By participating in the Hackathon and accepting these Rules, all rights, title, and interest — including but not limited to copyright, patents, trade secrets, trademarks, and all other intellectual property rights — in the Deliverables created during the Hackathon, as well as any changes, modifications, corrections, or derivative works thereof, shall become the property of QIC (the "Company").

Participants shall not claim ownership of the Deliverables at any time, either during or after the Hackathon.

15.2. Confidentiality

- Protection of provided QIC data is mandatory
- Compliance with GDPR and local data laws is required

16. APPEALS AND DISPUTE RESOLUTION PROCESS

16.1. Appeals Procedure

- Appeals are accepted within 24 hours of the results announcement
- Appeals must include a written justification and be sent to Organizers' email
- The committee will review the appeal within 48 hours
- The committee's decision is final and binding

16.2. Dispute Resolution

- Priority on peaceful conflict resolution
- Mediation through organizers when necessary
- Escalation to security for serious incidents
- Compliance with Qatari laws in all situations

17. GENERAL RULES

17.1. Languages

- Primary language: English
- Presentations: English

17.2. Time Zones

All times are indicated in Qatar Time (AST)

18. EMERGENCY SITUATIONS

18.1. Technical Issues

- Backup communication channels: email or Discord
- No alternative platforms will be provided for presentations
- Deadlines may be extended in case of major technical failures

- Technical support available 8 a.m. – during key stages

18.2. Force Majeure

- The event may be rescheduled in case of unforeseen circumstances
- Online alternatives may be provided for offline events
- Transparent communication will be maintained regarding any schedule changes

18.3. Medical and Safety Protocols

- First aid available at the venue
- Emergency contacts for medical assistance
- Evacuation and safety protocols

19. DATA COLLECTION AND USAGE

19.1. Data Collection

- Participant registration details
- Project and solution data
- Event photos and videos
- Feedback and evaluation forms

19.2. Data Usage

- For organizing and improving future events
- For marketing and promotional purposes
- For research purposes (anonymized data)

19.3. Participant Rights

- Right to access personal data
- Right to correct inaccurate information
- Right to delete data (with limitations)
- Right to opt out of marketing communications

20. PARTICIPATION CONFIRMATION

20.1. Confirmation Process

- Review of all Hackathon rules
- By registering for the Hackathon, you are agreeing to the rules set out in this document
- Consent to data processing
- Confirmation of availability for key dates

20.2. Participant Obligations

- Active participation in all stages
- Adherence to deadlines and requirements
- Professional conduct
- Respect towards other participants and organizers

20.3. Participant Rights

- Access to all event resources and mentorship
- Equal opportunities for all teams
- Transparency of evaluation process
- Right to receive feedback on submitted projects

21. CHANGES AND UPDATES

21.1. Change Implementation Process

- 24-hour notification before changes
- Publication of updated Rules version
- Discord and/or email notification to all participants
- Confirmation of change acceptance

21.2. Contact for Questions

- Organizational and Technical Questions: talent.qic@bd.qatarinsurance.com
- Discord Server: <https://discord.com/invite/US2DJkWApz>
- Official Website: <http://meetups.qic.digital/hackathon-doha-2025>