

SMB supporting digital platforms

Would be nice if you had a better idea of what SMBs are in your area? If you feel lost sometimes within too many digital platforms and have an idea how you could help small and midsize businesses to reach out their customers in the most effective way, then this challenge is looking for your solution!

Introduction to the Challenge

Help SMBs (small and midsize businesses) to generate traffic by connecting them to their customers with relevant products or services nearby in the easiest way while focusing on B2B pain points.

The current economic circumstances (Covid, energy prices, exchange rate) are very difficult for everybody. For SMB businesses it is becoming even more challenging, so we would like to help them not with our mobile services but in other ways also.

Pain points at an SMB can be:

- more efficient operation in the company's everyday life
- getting clients and customers to secure continuous income
- improving competitiveness while fighting other similar businesses
- keeping abreast of digitalization

On the other hand for B2C customers it is becoming more and more important to find the best value for money offers. If we can create real connection and loyalty between some small companies and their shoppers, it can create extra benefits for both parties. Traffic and new customers for SMB and new, maybe better shopping opportunities for the B2C.

In this challenge, Yettel is looking for solutions where gamification based on location (beacon technology), new searching algorithm is used, or the idea focuses on new types of interest, or collecting information from advertising.

In addition, stretch your imagination and think of solutions that target the user experience and interface as well in a new way. User interface design is just as important as the service itself. This is the first thing that catches the customer's attention and establishes their decisions. This way you must pay attention to bring up an idea that not only provides a product or service but also something that will make the customer stick to the SMB.

Implementation and technology

Your digital data driven solution can be but is not limited to: apps for smartphones and IoT - devices, web services and applications for data and knowledge sharing, the use of open data, artificial intelligence solutions and other novel ideas supporting Digital Marketplace initiatives.

Judging criteria

The jury members of this challenge will ask the following questions while evaluating the projects:

- Does It Offer Any Value to Businesses?
- Does It Make People Go, "Wow?"
- Can It Be Done in the Real World?
- Was It the Most Innovative Solution?

And also use the following criteria:

- Fresh point of view
- Impact/Value
- Prototype
- Technology – following trends
- Sustainability
- Presentation

Prizes

The best project of the challenge is going to win 2,500 €.