

## WINNER

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<i>Title of business idea</i>	<b>Edu Care</b>
<i>Team members</i>	Irakli Svanidze; Tea Gamrekelashvili
<i>General description</i>	One the negative consequences of human negligence are environmental pollution, which is very urgent in today's world. Polluted environment threatens healthy nature, destroys the ecosystem, and promotes climate change, which in turn affects the entire planet.
<i>Novelty of the idea</i>	Of course, there are already lots of different games, which teach kids shapes, figures, animals, colors, how to sort the garbage, but it will all be together in the game created by me. In addition to garbage sorting, my product will present such scenarios that will illustrate what may be caused by a human-contaminated environment. Additionally, in my application, there will be scenarios that contain not only environmental issues, as well as various socially active topics and events. For example, for disabled children illustrated animals and birds will be crippled as well.
<i>Customer segment</i>	The product is designed for children between 3-7 years old. My product will be purchased by parents, kindergartens, schools, babysitters, different types of educational/social institutions and psychologists. Everyone, who is willing to support the child's mental and intellectual development and thus the environment, will be my customers.

## FINALISTS

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<i>Title of business idea</i>	<b>SmartION</b>
<i>Team members</i>	Dimitri Sekhniashvili; Giorgi Injgia;
<i>General description</i>	One of the main components of an independent electrical power system is the battery. Constant working of critical infrastructure requires autonomous and hybrid electrical power systems. The elements of the infrastructure network are often located on the objects away from the populated areas, where the staff does not constantly check it, for which the condition of the technical characteristics of individual batteries in the accumulator groups is unknown until it is out of order. Nowadays, battery maintenance requires systematic and planned visits by the engineering team, which increases operational costs (transport, human resources, etc.).

<i>Novelty of the idea</i>	<p>For solving above mentioned problems, our innovative solution and advantage is:</p> <ol style="list-style-type: none"> <li>1. The individual control device (sensor) of each battery in the group that measures around 40 parameters related to battery quality and exploitations.</li> <li>2. Data from each battery sensor is supplied to a concentrator device, where using special algorithms the battery is analysed, followed by processed and formatted data transmitted through radio IoT (LPWAN) channels stored in central monitoring and management services.</li> <li>3. The Central Monitoring and Management Service includes the programmable modules for the management of the accumulator systems.</li> </ol>
<i>Customer segment</i>	<p>The main customers of the service will be telecommunication operators, energy sector users (medium and small power generator points - solar panels, wind generators), public sector centers (healthcare sector, justice...); Laboratories, Data centers, Accumulators manufacturers distributors.</p>

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<i>Title of business idea</i>	<b>Helping Hand</b>
<i>Team members</i>	Ana Rcheulishvili; Teona Rcheulishvili; Nika Rcheulishvili;
<i>General description</i>	<p>Nowadays, it is becoming more common to visit psychologist and already many people started using this service when they have issues which they can't handle themselves. We have an idea, to create platform, which will be between psychologists and customers. Considering the lack of time nowadays and also the fact, that many people are not comfortable with personal sessions, also, the thing that internet is the best way to get service in modern world, we do think that combination of the online system and most useful service – psychologist sessions will be the “new orthodoxy” in this world.</p>
<i>Novelty of the idea</i>	<p>Our service will be very helpful for people who are time poor, can't get to psychologist or don't want face to face contact with other person, for different reasons. Also, we are planning to provide the service in as many languages as possible, as we think to involve psychologists not from country this project is going to start, but from as many countries as possible. (With help of outsource working)</p>
<i>Customer segment</i>	<p>People in our modern, busy world are time poor, but more tech aware, especially younger generations. Our potential customers will include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Parents</li> <li>• Schools</li> <li>• Companies (Service for employees)</li> <li>• Individual consultations</li> <li>• Couples</li> </ul>

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<i>Title of business idea</i>	<b>Recruitment Platform</b>
<i>Team members</i>	Lasha Iosebidze; Tinatin Datiashvili;
<i>General description</i>	<p>The idea is to create an innovative recruitment platform for companies and job seekers, improving the 'good match' rate for both parties.</p> <p>One of the major problems for the recruitment division is the primary analysis of candidates' skills, knowledge and competencies.</p> <p>Also in many cases for the job seeker it is very difficult to deliver all the available skill-set and knowledge according to the needs of the employer.</p> <p>Basically, the idea of creating an innovative recruitment platform could solve these two problems.</p> <p>Users will upload their information and fill out the personality questionnaires. Based on the gathered information our platform will match the individual's profiles and interest area with the vacant positions and as an output we will get the match percentage and the value of the applicant for the particular job.</p>
<i>Novelty of the idea</i>	<p>Our idea offers a more reliable and effective approach than the existing methods. The platform will automatically process the data and will provide the results, which, according to HR specialists, will make more effective and cost saving decisions. The novelty in our case is using personality questionnaires and interest inventories in recruitment process and automatization of job seekers' data and vacancy matching process.</p>
<i>Customer segment</i>	<p>Users of the platform will be both, job seekers and potential employers (companies). In job seekers we mean 18-50 years old people, who aren't afraid of technological changes, want to be employed and constantly are in search of development. In potential employers we mean all the companies who are searching for professional for their vacant positions.</p>

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<i>Title of business idea</i>	<b>Rainbow</b>
<i>Team members</i>	Salome Oniani; Giorgi Shalvashvili;
<i>General description</i>	<p>There are more than hundred thousand sellers on the online shops who sell colored bracelets. This means that different colored accessories are popular in the world. We always want to suit our accessories' color to the clothes and order a lot of different colored bracelets, which are not cheap and always have a limited color choice, one bracelet with one color. But Rainbow offers unlimited color choice via a digital device.</p>



	<p>In addition, this bracelet could have safety applications, for example with Dementia, Alzheimer's, Agnosia sufferers etc.</p>
<p><i>Novelty of the idea</i></p>	<p>Market research has shown that the market has a lot of coloured bracelets (one bracelet one colour). There are also bracelets that include RGB LEDs, but the combination of colours (blinking) is predefined, in which the user is limited in choice. Our product will give the user the opportunity to create the desired colour using the mobile application and transfer this colour to the accessory. So, Rainbow proposes a combination of mobile application and digital bracelet. Which means, customers can design and wear more than sixteen thousand different coloured bracelets via using one device.</p>
<p><i>Customer segment</i></p>	<p>As the entertainment item RainBow bracelet will be popular in children, teenagers and fun-loving people. It will be especially popular in entertainment centers, birthday and celebration party. As the accessory, it will be popular in adult and people of all ages who love colour and RainBow bracelet will be sold via retail sales networks, online shops and in tourist areas. Also our customer will be accessories private manufacturers, watch and accessories manufacturing companies.</p>

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<p><i>Title of business idea</i></p>	<p><b>Wine's Bro</b></p>
<p><i>Team members</i></p>	<p>David Moistsrapishvili; Tamaz Kheladze; Aleksandre Mzhavanadze;</p>
<p><i>General description</i></p>	<p>Georgia is known as Motherland of Wine in the world, although the second alcohol product, Vodka, mentioned in old literature as "Wine's Brother" is not as famous as wine. According to Georgian traditions fruit vodka has medical purposes. From time to time it was used for the treatment of blood-vein diseases, viral infections, bronchitis and salt accumulate in the skin. It is distinguished with special aroma, taste and alcohol. In Georgia, for example in Guria region, it was a great respect for the guests and is still considered today. Our business idea will also encourage development of agribusiness and introduction of local production in the regions.</p>
<p><i>Novelty of the idea</i></p>	<p>Our products will be competitive and distinctive with many varieties available; it will be ecologically pure. To increase competitiveness, we are planning to introduce innovations in marketing. For instance, users will be able to observe the process of making fruit vodka in different regions via Bar-Code in VR. We hope to replicate the enormous recent success of the gin market in the UK, for example.</p>
<p><i>Customer segment</i></p>	<p>Lovers of special drinks, 18+;                  Food industries such as: restaurants, cafe-bars, lounge-bars and clubs;                  Shops, markets, supermarkets and alcohol shops;                  Tourists and tourist zones;                  Collectors;                  Online and app sales;</p>



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<i>Title of business idea</i>	<b>Hangout With Me</b>
<i>Team members</i>	Aleksandre jokhadze; Guram Gremelashvili; Temur gorgishvili;
<i>General description</i>	Planning a good trip takes a lot of time and energy. Also, in the travelling process a traveller may have, also in traveling process traveler may have problems, because of fake commercial and expensive services. We all had good or bad traveling experience with feeling that we don't discover enough from our trip. And because of that we want to create perfect travel planning application, which will combine all necessary information and services (living place, entertainment places, tours, vehicles to move around). One of our features is that if traveller rent verified "buddy" (mostly students), he will be protected from problems (extra prices in taxi, when driver know that traveller don't know prices of local services, swindler money exchangers, expensive or/and low/fake quality services ) that traveller may have in a foreign country.
<i>Novelty of the idea</i>	<ol style="list-style-type: none"> <li>1) our platform gives opportunity for everyone to make and offer their own services by sharing information or API services.</li> <li>2) person who will register as buddy will record full trip with Go Pro and after a tour our company will give it to tourist without any price and also, if customer is not against, we will upload video in social media.</li> <li>3) Every customer will have own profile page and activity Tokens, which can be swapped in different prizes, also customer gets some experience and levels. with time users get missions with which they will receive more points and benefit.</li> <li>4) The Marketing relies on network; every costumer has their own referral code and if customer invites someone, he will receive more benefits.</li> <li>5) verified Buddies also can be students from partner universities, so services price will be acceptable. So student will get best job and tourist will get best guide.</li> </ol>
<i>Customer segment</i>	<p>Our platform is a bridge between service provider and service receiver. Because of that we have 2 type of customer</p> <ol style="list-style-type: none"> <li>1) travellers/tourists (who wants to get maximum from trip). – around 1.3 billion people.</li> <li>2) service providers (every tourist organization, buddies, airlines, guides, hotels, vehicle rent services, and tourism start-ups and companies who is ready to share information or API services).</li> </ol>

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<i>Title of business idea</i>	<b>All in One</b>
<i>Team members</i>	Givi Dolidze; Beqa Usharidze
<i>General description</i>	Many currency exchange locations take advantage of their customers by offering higher rates for their services or refusing to service them at all. Unfortunately many of those places also take advantage of foreign customers, which often results in customers being ripped off. These issues cause great inconvenience to the customers, makes other honest businesses lose customers. Our device will function similarly to an Automatic Teller Machine (ATM), where it will have abilities to exchange currency and break larger bills to desired smaller bills. It will provide precise, fast, and reliable services to our customers, while saving them time and money.
<i>Novelty of the idea</i>	Our idea is based on making people's lives slightly easier by providing them with more meticulous, fast, dependable, fair and competitive services than anyone else in the country. By using our device, we cut out the middle-man (customer service representative) and the possibility of being deceived and ripped off. Our equipment will have many different currencies, which will be an added bonus to our customers that use other currencies aside from: lari, dollar, rouble and euros. We've researched any potential new competition and there is none. There are only Money Exchange locations and banks that do the business we want to conduct.
<i>Customer segment</i>	The user will be a citizen of any country in the territory of Georgia (emigrant family members, tourists, willing to go abroad, etc.)

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<i>Title of business idea</i>	<b>EaseUP</b>
<i>Team members</i>	Tornike Gvritshvili; Marika Khantadze; Luka Kasrashvili;
<i>General description</i>	Construction industry in Georgia drastically increases since 2014. Hence the demand for construction and renovation services are also gradually increasing during these years. According to quick market research, we found out that customers' experience significant discomfort, spend additional time and money while dealing with the construction or renovation issues. The main problems are related with the following: <ul style="list-style-type: none"> <li>• Customers don't have possibility to choose and order construction/renovation materials online from wide range of the specialized stores and markets</li> <li>• Customers facing problems to find qualified and reliable labor force for construction and renovation work (workers, designers, engineers, architects, etc)</li> <li>• Access to the consulting services (legal, experience sharing)</li> <li>• Lack of information about the service and materials prices</li> </ul>



	<ul style="list-style-type: none"> <li>Lack of trust to the construction workers</li> </ul> <p>There is an unmet need for all encompassing online platform, which would help customers to address all abovementioned problems</p>
<i>Novelty of the idea</i>	<p>Main innovation is that customers can access to everything related to construction and renovation in one space easily and quickly. Through this one space (online platform) customer's needs to access information, order wide range of services, receive consultation and purchase all necessary construction/renovation materials will be fully addressed.</p> <p>Main goal of the online platform is to simplify activities related to construction and renovation and therefore help customers to save time and money.</p> <p>Original approach is to provide fast and easy access to all kind of information, materials and services, combined in one online space, which currently doesn't exist.</p>
<i>Customer segment</i>	<p>Project customers can be divided in three segments:</p> <ol style="list-style-type: none"> <li>Companies that produce and/or sell construction and repairing materials</li> <li>Development and/or construction companies</li> <li>Construction workers. Almost all of them are male of age of 20-45 with high school education</li> <li>Interior designers, engineers, architects</li> <li>Individual clients. These are people (both male and female) with age of 25-60 years, who buy or renovate house or apartment and looking for the labour force and materials</li> </ol>

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<i>Title of business idea</i>	<b>Giftsbook</b>
<i>Team members</i>	Khatia Meladze; Gurami Chilindrishvili; Giorgi Shalvashvili;
<i>General description</i>	<p>Nowadays, most people have very busy everyday life, so it is hard for them to remember all the important dates (when is his best friend's birthday, wedding date and etc), to memorise all the gifts you have received/sent, their dates and senders'/recipients' names. Also it is hard for people to determine what gift would be suitable for the other person. Therefore people have to make records of all the information about it, which takes extra time and effort, especially when they are dealing with a big amount of information.</p>
<i>Novelty of the idea</i>	<p>Our idea is better because we will create an application which will easily solve the problem mentioned above. People will not need to memorise all these useless data anymore, also this app will help them determine which gift to buy for the recipient, along with the recommended greeting cards and texts.</p> <p>Our application lets you customize gift list and sort it by name, attach photo to it, connect gift list and date/time module together, which lets us easily review and track these gifts. We are also going to</p>



	add a feature to plan different important events with the help of this app. It will offer their customers greeting cards in 3 different languages. The application is going to be simple and flexible.
<i>Customer segment</i>	Our customers might be anyone, despite their age, gender and/or interests. The main thing is that our offered service should satisfy their needs. But most of the customer segment will consist of people, who have busy lives and do not have time to think about these kind of matters and are ready to pay some money to make their lives at least a little bit easier.

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**OTHER PARTICIPANTS**

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<i>Title of business idea</i>	<b>Robot PHYTO</b>	
<i>Team members</i>	Giorgi Grdzelidze; Zura Kipshidze	
<i>General description</i>	large fields, stadiums, golf courts need lawn grass. Also for individual clients who have private houses with a garden. garden care is not easy. existing lawn mowers are noisy and discard waste, their operation is associated with costs and problems. the robot "PHITO" works on solar energy it is autonomous and environmentally friendly	
<i>Novelty of the idea</i>	the robot is an innovative product. technologies that are combined this arrangement is not found anywhere. Autonomy, using solar energy, caring for the environment. these properties make the "PHITO" an innovative product	
<i>Customer segment</i>	Our product will be interesting for the company who owns golf courses, stadiums and fields. Also, the robot will help the municipality to monitor the beauty of the city. Owners of private houses with large gardens are also potential clients.	

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<i>Title of business idea</i>	<b>Simple Hub</b>	
<i>Team members</i>	Daviti Lomaury; Giorgi Eliashvili;	
<i>General description</i>	Nowadays, putting Video and Photo commercials on the car is more popular in the world and also in Georgia, but the problem is that, there is no platform connecting private drivers and people who want	





	to share their product by means of commercial. This problem obstructs connection between two interested parties.
<i>Novelty of the idea</i>	There are websites, that help people to communicate and provides them with adequate information, but there is no website in Georgia, connecting commercial sellers and drivers. This makes our idea innovative and original.
<i>Customer segment</i>	Our Customers will be drivers who want to put commercial on their cars and make extra money, also person who wants to use his car like mobile commercial, location does not matter. First target market is Georgia where more than 60 thousand taxi drivers are registered.

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<i>Title of business idea</i>	<b>My Advisor</b>
<i>Team members</i>	Giorgi Agirbaia; Tsothe Kalichava; Tornike Kacharava;
<i>General description</i>	<p>Globally, every 2 start ups' out of 3 fail, because they lack competent advisor, 80 % of Small and Medium sized companies are missing well-defined strategy for the development.</p> <p>Since childhood, I had many situations, where I felt lack of Good Advices, later we made several researches locally and globally with the help of our international colleagues, which clearly show us, the need of experience, qualified and competent advisor, whose advices could influence people's entire life and career afterwards. We all make choices everyday life, but sometimes we need to make decisions on very big and important things, it can be starting new start up or business, new big scale project, or you might need development of some services and products, etc.</p> <p>Success is nothing more than a combination of right decisions. When we make these decisions, we need an experienced, qualified and competent friend who gives us the right advices.</p>
<i>Novelty of the idea</i>	<p>Available 24/7 via website or mobile APP, possible to develop B2B, B2C services and offer, experienced team and experts, with strong connections over 30 countries in Europe and beyond.</p> <p>Imagine, how great it would be if you will get paid for every seconds of your time for any good advice you give the people, which will help them to achieve their goals faster, easier and cost effectively.</p>
<i>Customer segment</i>	Students, Start uppers, Small and Medium Size business company representatives, age of 17 – 35 y.o., interested in Personal and Professional Development, Career planning, innovative solutions, SME Business Company representatives who value the time and money and interested outsourcing know-how and other peoples practice knowledge.



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<i>Title of business idea</i>	<b>EZ Reach</b>
<i>Team members</i>	Vakhtang Tabatadze; Mariam Bezhashvili;
<i>General description</i>	Every company needs to receive feedback from customers. While large corporations have no trouble with it, SME-s do not have enough resources to do their own research. They rely on questionnaires and other methods, where people filling it are either not completely honest or they don't fill it at all.
<i>Novelty of the idea</i>	Our idea is to provide companies different tool for receiving feedback, in its simplicity. A system where user will just need to enter keywords and system will do everything else, such as finding out polarity of internet users towards these keywords. If need be, customer will be provided with daily (or hourly) reports and shifts in polarity.
<i>Customer segment</i>	Our customers will be small and medium enterprises, who need better system for receiving customer feedback. Most software companies, either small or large, have their own systems implemented. But other than that, companies that have little to do with software, find it hard to get honest feedback.

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<i>Title of business idea</i>	<b>Leather Enterprise</b>
<i>Team members</i>	Kantaria Manana; Victoria Gergedava;
<i>General description</i>	Creating ecological pure leather product with wasted leather from animals, killed for meat or other purposes. In partnership with farmers, shepherds and various animal farms across the country. This will be recycled waste as well as ecologically pure and clean leather product.
<i>Novelty of the idea</i>	Our produced leather will be ecologically pure and totally created by wasted leather, so no animals will be killed for our production. Cheap, quality and versatile.
<i>Customer segment</i>	Our main customers will be individuals and organizations that manufacture, or just want to buy any type of leather goods.

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<i>Title of business idea</i>	<b>Eco House</b>
<i>Team members</i>	George Samkharadze; Tamar Bolkvadze
<i>General description</i>	A high-tech house designed so as to minimize its impact on the environment, especially in terms of the efficient use of energy. Our product will be an environmentally low-impact home designed and built using materials and technology that reduces its carbon footprint and lowers its energy needs.
<i>Novelty of the idea</i>	<i>Advantages of our Eco-friendly Buildings:</i> <ul style="list-style-type: none"> <li>• Low Maintenance and Operation Cost.</li> </ul>



	<ul style="list-style-type: none"> <li>• Energy Efficiency.</li> <li>• Enhances Indoor Environment Quality.</li> <li>• Water Efficiency.</li> <li>• Better Health.</li> <li>• Material Efficiency.</li> <li>• Better Environment.</li> <li>• Reduces Strain on Local Resources.</li> </ul>
<i>Customer segment</i>	Our customers will be anyone who is willing to build a house outside big cities and want their house to be ecologically clean and live in clean environment. As well as, businesses that are willing or are currently developing idea of eco-friendly hotels.

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<i>Title of business idea</i>	<b>School Clock</b>
<i>Team members</i>	Salome Oniani
<i>General description</i>	There are the following timing concepts in school life, that our school hung clock, with special design will answer: What time does the lesson start? What time is left before the lesson is over? What time is left before the lesson? etc.
<i>Novelty of the idea</i>	Our clock will be specially designed for classrooms and educational purposes, with relevant design and easiness to use. Customer chosen design will be available besides standard models we will sell.
<i>Customer segment</i>	Any kind of educational institutions from kindergarten to higher education institutions.

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<i>Title of business idea</i>	<b>Archeotourism</b>
<i>Team members</i>	Lasha Tskhadashvili
<i>General description</i>	We decided to create application that will benefit citizen of any country interested in archaeological finds and museums in Georgia. Customers will be able to see all archeological sites and museums online, in one space. It will help them to plan their tours, make decision on which places to visit, or visit first and etc.
<i>Novelty of the idea</i>	Our platform will be new step in not only popularizing Georgian archeological sites and museums. But will help tourists during their visit and make many things much easier for them.
<i>Customer segment</i>	Our customers will be foreign tourist, that are interested in visiting archeologically interesting places in Georgia during their holidays, as well as Georgian citizen that are keen on exploring archeotourism in Georgia.



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<i>Title of business idea</i>	<b>World Without Global Warming</b>
<i>Team members</i>	Nikoloz Shapakidze; Mikheil Tvalabeishvili; George Gaphrindashvili;
<i>General description</i>	The main aim of our project is to create electricity with the help of magnetic fields, based on the experiment by famous scientist Faraday. The diamagnetism or ferromagnet contained in a single magnetic field causes theoretically constant oscillations.
<i>Novelty of the idea</i>	Novelty of our model compared to already existing ones: <ul style="list-style-type: none"> <li>• Magnetic field strength</li> <li>• Ecology</li> <li>• Theoretical constancy</li> <li>• Very high MCC rate</li> <li>• Power Generation</li> <li>• safety</li> <li>• Practicality</li> <li>• Cheapness of production</li> </ul>
<i>Customer segment</i>	Our customers will be big corporations working in energy field, but not only. As well as government agencies and governments around the world.

