



International  
Co-operative  
Alliance  
Asia and Pacific

# coop-athon 3.0

## Participant Playbook

11TH - 14TH DECEMBER 2020

VIRTUAL COOPERATIVE

HACKATHON (ASIA AND PACIFIC)

[www.coopathon.coop](http://www.coopathon.coop)



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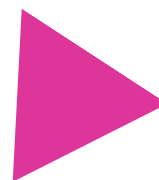
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# ABOUT ICA ASIA AND PACIFIC

The ICA is an independent, non-governmental organisation established in 1895 to unite, represent and serve cooperatives worldwide. It provides a global voice and forum for knowledge, expertise, and coordinated action for and about cooperatives. Its members are international and national cooperative organisations from all sectors of the economy, including agriculture, banking, consumer, fisheries, health, housing, insurance, and industry & services. It helps members develop business relationships and partnerships with members as well as convenes cooperative knowledge, information and guidance through capacity building programmes, technical exchange, and increasing access to cooperatives related information.

The ICA Asia and Pacific (ICA-AP) was established in 1960 in New Delhi by the ICA as the precursor and a model for other regional offices. Starting with 7 members from 6 countries, the ICA-AP today serves 110 member organizations from 32 countries. To know more about ICA-AP, [click here](#).



# WHAT ARE COOPERATIVES?

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

Cooperatives are based on the values of **self help, self responsibility, democracy, equality, equity, and solidarity**. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

## COOPERATIVE VALUES





# COOPERATIVE PRINCIPLES



1 VOLUNTARY AND OPEN  
MEMBERSHIP



2 DEMOCRATIC MEMBER  
CONTROL



3 MEMBER ECONOMIC  
PARTICIPATION



4 AUTONOMY AND  
INDEPENDENCE



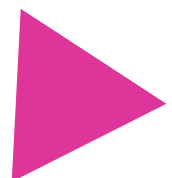
5 EDUCATION, TRAINING,  
AND INFORMATION



6 COOPERATION AMONG  
COOPERATIVES



7 CONCERN FOR  
COMMUNITY



# ABOUT COOPATHON

Coopathon, the cooperative hackathon, is an initiative of the International Cooperative Alliance Asia and Pacific (ICA-AP), started in 2018. ICA-AP is organising the third of its kind in a series of similar events in collaboration with its partners, to identify and solve contemporary and pressing challenges in the social and services sectors that are in line with the cooperative values and principles. It aims to encourage technology infusion, innovative models of collective-entrepreneurship and youth participation within the cooperative ecosystem. The earlier two events were:

**Coopathon 1.0**, held at the Indian Institute of Management, Kozhikode (IIM-K) in 2018 and **Coopathon 2.0**, at the National Cooperative Union of India (NCUI), New Delhi in 2019.



**COOPATHON 1.0**



**COOPATHON 2.0**

## COOPATHON 3.0

### VIRTUAL COOPERATIVE HACKATHON

**Coopathon 3.0** is a fully online 72-hour hackathon event for participants across the Asia and Pacific region from 11th December 2020 (Friday) - 14th December 2020 (Monday). Centered around the theme “Technology and Cooperative Identity”, Coopathon 3.0 envisages the use of technology as a tool for digital transformation to establish people-centered business collectives (not limited to cooperatives alone) to solve local and global problems.

### SUGGESTIVE PROBLEM STATEMENTS

- 1**  
**How can cooperatives support the social and service sectors that have been most impacted by the pandemic?**
- 2**  
**How can cooperatives provide solutions to address needs of the informal and migrant workers in the short and long-term?**
- 3**  
**How can cooperatives work towards incorporating technology and tele-healthcare services into existing healthcare systems?**

Coopathon 3.0 is focused on solving some of the most pressing problems that are resulting from the COVID-19 crisis. Participants are encouraged to come with the problems like the ones suggested above in mind and work with teams to develop solutions that will have a meaningful impact on the COVID-19 crisis. We are ideally looking at a team size of 2 – 5 members. However, if the interested participants does not have a team, they are encouraged to apply individually.

# PROGRAM SCHEDULE

11 DEC 2020	12:00 PM - 02:00 PM	<ul style="list-style-type: none"><li>KICK-OFF SESSIONS</li><li>• Welcome Address by Mr. Balu Iyer, Regional Director, ICA-AP</li><li>• Keynote Address by Sh. Sundeep Nayak, IAS</li><li>• Opening Remarks by Partners and Mentors</li><li>• Icebreaker, Walkthrough and Housekeeping Rules by Mr. Mehar Moosa, Co-founder, TinkerHub Foundation</li></ul>
	02:00 PM - 05:00 PM	STATUS CHECK SESSION 1 <i>Facilitated by SPOCs and Mentors</i>
	06:00 PM ONWARDS	TRAINING SESSION 1: Tech Tools for Prototyping <i>Facilitated by TinkerHub Foundation</i>
12 DEC 2020	09:00 AM - 11:00 AM	STATUS CHECK SESSION 2 <i>Facilitated by SPOCs and Mentors</i>
	01:00 PM - 02:00 PM	TRAINING SESSION 2: Business Plan & Cooperative Innovation Canvas (CIC) Model <i>Facilitated by ICA-AP</i>
	02:00 PM - 05:00 PM	STATUS CHECK SESSION 3 <i>Facilitated by SPOCs and Mentors</i>
	06:00 PM ONWARDS	TRAINING SESSION 3: Making Pitch Video on Loom <i>Facilitated by Kodi</i>

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09:00 AM - 11:00 AM

STATUS CHECK SESSION 4  
*Facilitated by SPOCs and Mentors*

02:00 PM - 05:00 PM

SUBMISSION OF VIDEO PITCHES BY ALL  
CONTENDING PARTICIPANTS  
*Facilitated by TinkerHub Foundation*

08:00 PM - 11:00 PM

EVALUATION  
*Facilitated by SPOCs and Mentors*

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09:00 AM ONWARDS

NOTIFICATION TO THE FINALISTS  
*Facilitated by ICA-AP*

12:00 PM - 02:00 PM

LIVE PITCH BY FINALISTS  
*Facilitated by TinkerHub Foundation*

02:00 PM ONWARDS

CLOSING CEREMONY

- Keynote Address by Mr. Teten Masduki, Minister of Cooperatives and Small and Medium Enterprises, Republic of Indonesia (TBC)
- Closing Remarks by Partners and Mentors
- Announcement of Winners by Judges
- Valedictory Address by Mr. Balu Iyer, Regional Director, ICA-AP
- Vote of Thanks by Mr. Mohit Dave, Programme Manager, ICA-AP

*Note: All timings mentioned here are as per the Indian Standard Time (GMT +5:30).*



# JUDGING CRITERIA & PANEL

## COOPATHON 3.0 APPLICATION SELECTION PROCESS

Shortlisting is based on the submission of the Coopathon ideas and details by the registered teams.

Coopathon 3.0 registration form is split into 3 sections

- Team Details
- Solution Details (Technology Application & Scalability and Relevance of Cooperative/ Democratic Business Model)
- Expectations

Finally, 40 teams will be shortlisted.

## HACKATHON SOLUTION SUBMISSION

The 40 participating teams are asked to submit the solutions they have developed in the given format. The submission of the Coopathon solution comprises of two parts, which are:

1. **Business model canvas** - a tool popularly used for representing the overall aspects of a business. We had come up with a CIC model during Coopathon 2.0 to evaluate the cooperative identity, that will be used to evaluate.
2. **Pitch video** - The teams will be asked to come up with pitch video explaining the problem and the proposed solution. It would a short video of less that 5 minutes. Loom is an excellent tool that can be used to create such pitch videos with ease.

# SELECTION PROCESS FOR FINALISTS

There will be three criteria basis which the applications will be evaluated:

1. **Cooperative identity** - How well the solution adopts cooperative principles and a democratic, collective enterprise model?
2. **Business model** - How unique/ innovative is the solution to become a sustainable business?
3. **Technology** - How well technology is leveraged to ensure the proposed business or solution is scalable and cost-effective?

## LIVE PITCH EVALUATION PROCESS

Submissions of the full solution for the final six shortlisted teams will be shared with the external judges before the final pitch. This will enable the judges to evaluate the overall viability of the solutions proposed by the teams.

There will be a weightage for the the public live pitch. After the final 'Live Pitching', judges will assign marks for the live pitch and evaluate each of the submissions overall to select and declare the top three winners.



**50%**  
LEVERAGING **TECHNOLOGY**  
AS A MEANS BY WHICH THE  
COOPERATIVE PRINCIPLES  
CAN BE PUT INTO PRACTICE



**30%**  
SCALABILITY AND  
SUSTAINABILITY OF  
THE **BUSINESS MODEL**



**20%**  
PITCH  
**PRESENTATION, Q&A**  
AND TEAM COHESION

## JUDGING PANEL



### **Mr. Jack Sim, Bottom of the Pyramid (BoP) Hub**

Jack is the founder of the Restroom Association of Singapore, the World Toilet Organization, the World Toilet Day initiative. In 2007, Jack was elected a Fellow of Ashoka: Innovators for the Public. In 2001, he received the Schwab Foundation award for Social Entrepreneur of the Year. He also founded the BOP HUB, a series of social businesses, and start-ups. He is now constructing a 65,000 sq. ft. World Trade Center for the Poor in Singapore.



### **Ms. Amaia García Fernández, Mondragon Team Academy**

Amaia is Co-leader of MTA Mondragon Team Academy China & Asia; Co-founder of Ohana & S-there and a mentor at MIT Launch. She has a decade long professional experience as an entrepreneur, marketing expert, and business developer. Team management, innovation, and design thinking are her core competencies. Having worked in several countries like Finland, the United States, China, and India, she has led internationalization processes and developed new ventures, cross border.



### **Mr. Tarun Bhargava, International Cooperative Entrepreneurship Think Tank**

Tarun is the Joint General Manager of Indian Farmers Fertilizer Cooperative Ltd. (IFFCO). He is elected as the first Chairperson of the International Cooperative Entrepreneurship Think Tank (ICETT). He is an executive committee member of ICAO (Agricultural sectoral wing of ICA and International Cooperative Development Platform (ICDP).



# COOPATHON 3.0

## PARTNERS



**The Malaysian National Cooperative Movement (ANGKASA)** is the apex cooperative body recognised by the government to represent the Malaysian cooperative movement at national and international level. **ANGKASA is one of the promotions and outreach partners for the event.**



**Indonesian Consortium for Cooperatives Innovation (ICCI)** is an institution engaged in promoting cooperative innovation in Indonesia. It encourages the innovation in the coop-ecosystem through regulatory advocacy, R&D, dissemination of ideas, and collaboration between associations, government, cooperatives, campuses, media, and the private sector. **ICCI is an outreach and design partner for the event.**



**Indian Farmers Fertiliser Cooperative Limited (IFFCO)** is a Multi-state cooperative society engaged in the business of manufacturing and marketing of fertilisers headquartered in New Delhi, India. Started in 1967 with 57 member cooperatives it is today the biggest co-op in the world by turnover on GDP per capita. **IFFCO is prize sponsoring partner for the event.**



**Indonesian Cooperative Management Institute (IKOPIN)** aims to organize an education system with a strong scientific and technological basis, synergizing between various disciplines in the developing cooperatives and globally oriented entrepreneurship. **IKOPIN is the organising and outreach partner for the event.**



**Incubator.coop** is an incubator for member-owned enterprises and other innovative ideas that are cooperatives or companies with a cooperative constitution and is based out of Australia. **Incubator.coop is the mentorship and promotions partner for the event.**



**Kodi** is a Fintech start-up in Indonesia enabling a digital cooperative movement to empower the grassroots economy by providing business opportunities to coops and communities. **Kodi is an organising partner for the event.**



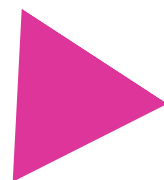
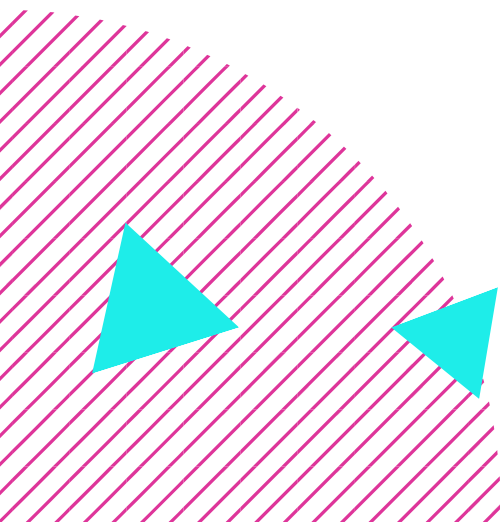
**Mondragon Team Academy, Korea** is part of a global network of social innovation ecosystem labs who have adopted Finnish Educational methods. **MTA is the mentorship and outreach partner for the event.**



**TinkerHub Foundation** is a non-profit initiative aimed at using 21st-century technologies & learning methods to foster a fresh breed of highly skilled young people empowered with technical and social skills. **TinkerHub is the organising and technology partner for the event.**



**Travelling University** is an educational platform cooperative that designs creative, human, entrepreneurship and leadership international learning experiences. They are **mentorship and outreach partner for the event.**



# COOPATHON 3.0

## MENTORS



**MS. REVATHI SHARMA**  
SOCIAL ENTREPRENEUR  
AND PRODUCT STRATEGIST  
INDIA



**MS. NOVITA PUSAPARI**  
LECTURER, FACULTY OF  
ECONOMICS AND BUSINESS,  
UNIVERSITAS JENDERAL  
SOEDIRMAN  
INDONESIA



**MR. ROHAN CLARKE**  
CHAIR, BCCM PLATFORM COOP  
TASKFORCE, CO-FOUNDER,  
INCUBATOR.COOP, GEDDUP  
AND FAIRBNB  
AUSTRALIA



**MR. IRUMA TANAKA**  
SEIKATSU CLUB KANAGAWA,  
A CONSUMER COOPERATIVE,  
JAPAN



**MS. NALOH SARANG HEO**  
MTA KOREA MANAGER &  
LEINN SEOUL TEAM COACH  
KOREA



**MS. ANA AGUIRRE**  
CO-FOUNDER AND  
WORKER OWNER OF  
TAZEBAEZ COOPERATIVE  
SPAIN



**MS. ISABELLA IPPOLITO**  
PROJECT MANAGER  
LEGACOOP LIGURIA  
ITALY



**MR. DINGDONG COMEROS**  
DEVELOPMENT EDUCATOR  
AND INDEPENDENT  
CONSULTANT FOR COOPS  
PHILIPPINES



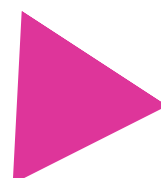
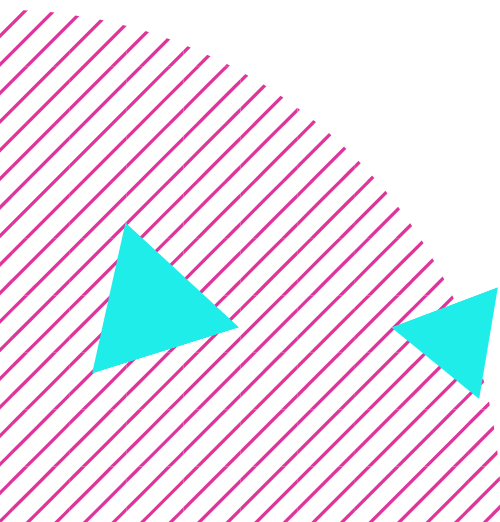
**MR. MOSES SAM PAUL**  
TECHNOLOGY AND PUBLIC  
POLICY PROFESSIONAL  
INDIA



**MR. ANDREAS ARNOLD**  
CO-FOUNDER PLATFORM  
COOPERATIVES GERMANY,  
BUSINESS CONSULTANT  
AND COMMUNITY BUILDER  
GERMANY



**MR. GREG BRODSKY**  
FOUNDER AND EXECUTIVE  
DIRECTOR OF START.COOP  
USA



# PRIZES

*We thank IFFCO for sponsoring the 1st and 2nd prizes and the ICA DOMUS TRUST for sponsoring the 3rd prize.*



**USD 3,000**



**USD 2,000**



**USD 1,500**



**Organisational  
Support**



**Computing  
Resources**



**Direct Access  
to Partners**

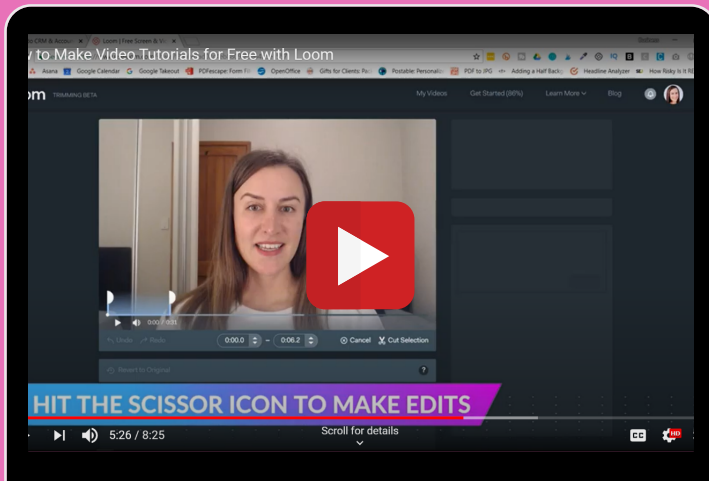
# INFORMATION & LEARNING GUIDES



## WEBINAR: DATA AND COOPERATIVE IDENTITY

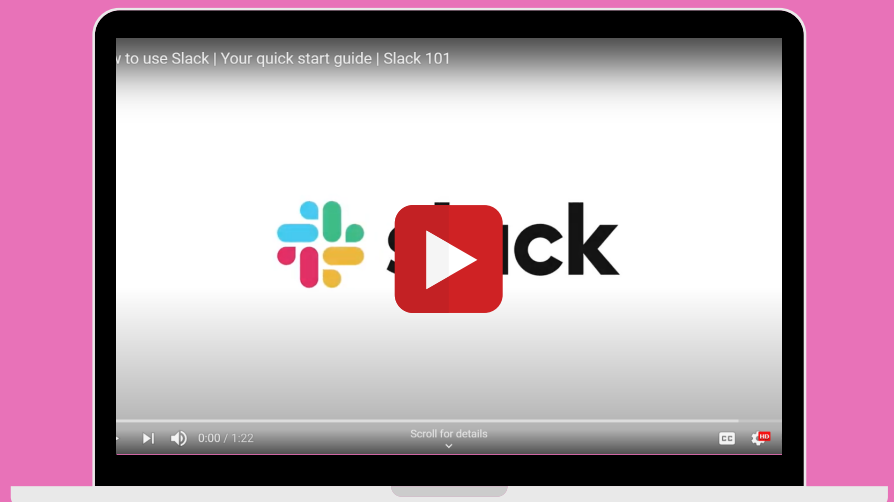
As part of the Coopathon 3.0 initiative, the International Cooperative Alliance Asia and Pacific organised a webinar on 25th November 2020 on “Data and Cooperative Identity”. The speakers were Mr. Moses Sam Paul and Mr. Joel John, Fellows at the Bharat Inclusion Initiative (BII).





## HOW TO MAKE PITCH VIDEOS USING LOOM?

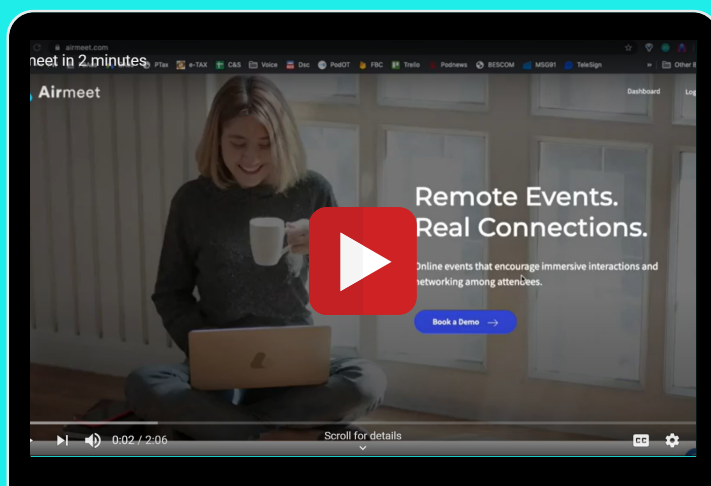
For more details, visit [www.loom.com](https://www.loom.com)



## HOW TO COMMUNICATE USING SLACK?

Slack is a collaboration hub that brings the people, information and tools together to get work done.

For more details, visit [app.slack.com](https://app.slack.com)



## AIRMEET - VIRTUAL HACKATHON PLATFORM

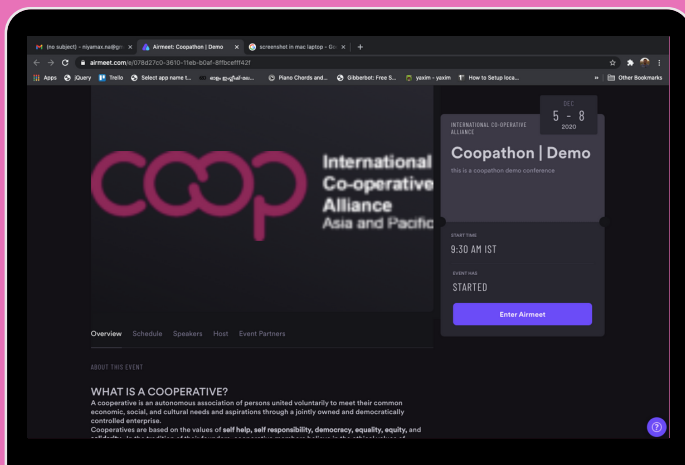
Airmeet is a platform for hosting a rich variety of virtual events, from Hackathons to ice-breakers, panel discussions to workshops, and not just conferences. Events on Airmeet takes place in a virtual 'ballroom' which can be customised in appearance and seating arrangements to deliver specific experience and relevant interactions among the participants. For more information, visit [www.airmeet.com](http://www.airmeet.com).

### HOW AND WHEN TO USE AIRMEET?

- 1.SPOCs will share the registration link with your team lead.
- 2.Before registering on Airmeet, please go through the step-by-step guide of Airmeet (given below).
- 3.When your team get into the event lounge, please take the table reserved for your team. Each table is capable of accommodating up to eight participants.
- 4.SPOCs will also share the sessions' schedule with your team.
- 5.If you are interested to participate in any of the sessions, you are required to visit the scheduled session on Airmeet.
- 6.If not interested in the sessions, the participating team can sit in the lounge itself and continue with their work and discussions.



# STEP-BY-STEP GUIDE FOR AIRMEET

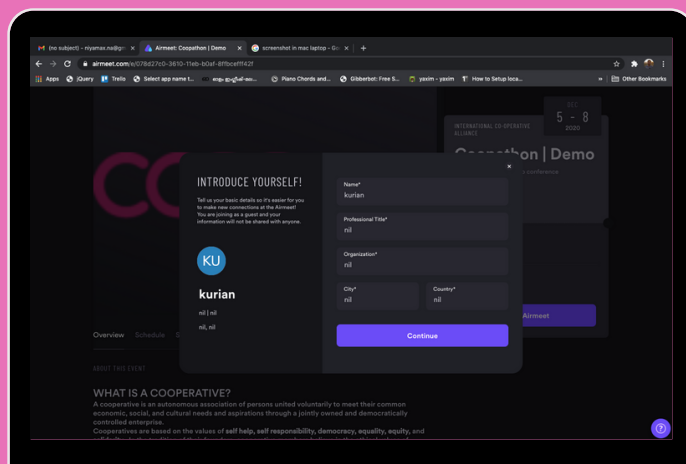


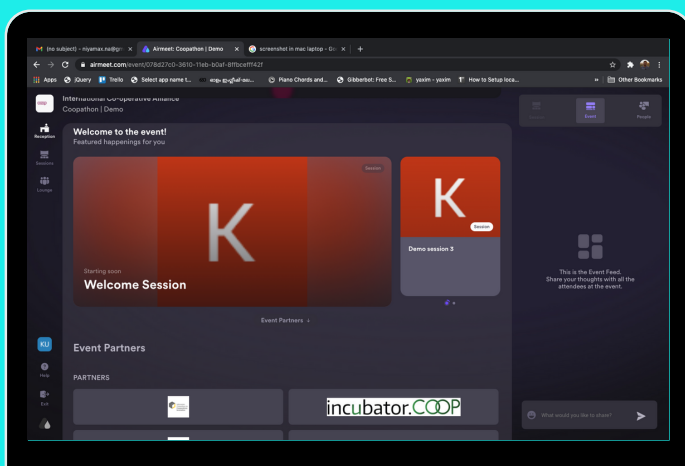
## AIRMEET EVENT PAGE

1. Airmeet is recommended to be used on Chrome browser with version 79 or higher.
2. SPOCs will share the Airmeet link with your team to join the event.
3. When you click the Airmeet link, a similar screen will appear, here you can go through the overview, schedule, speakers, event partners, and other details.
4. Please click "**Enter Airmeet**" button to join the event.

## REGISTRATION/ LOG-IN

1. Please register with your details, these details will act as your name card during the whole event.
2. After filling in the details, please click the "**Continue**" button.





## WELCOME SCREEN

1. Welcome to the event, this will be the welcome screen or the reception of the event.
2. On the left side of the screen, you will see three tabs - **Reception, Sessions, Lounge.**
3. On the right side, you will have the functionalities like **Event (global chat), People (attendees' list), Session (session group chat).**

## EVENT

This will be an event chat tab where you can discuss and share your thoughts publicly.

The messages will be visible to each and every person attending the event and will be saved.

## PEOPLE

In the people tab, you will have two options - direct messages and attendees, if you wish to message someone directly, you can find that person from the attendees' list and message.

If someone sends you a private message, it will appear in the direct message space and from there you can continue the conversation.

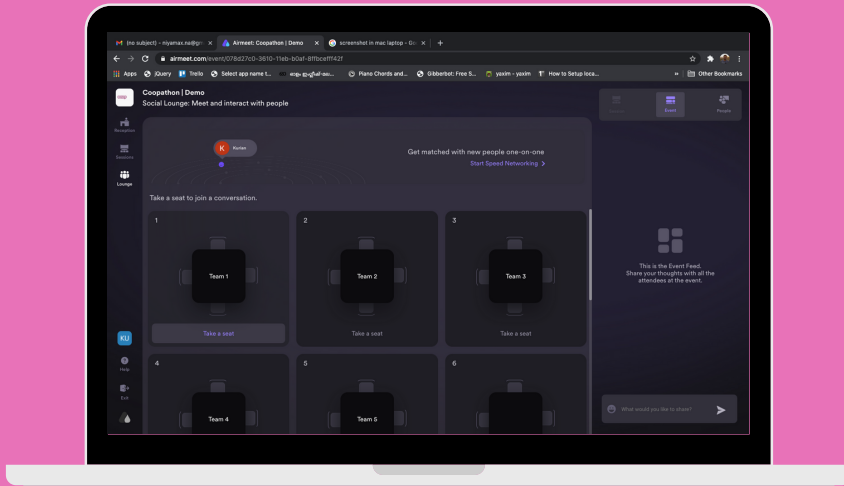
## SESSION

In the session chat tab, you can chat and exchange thoughts with all the people attending that session.

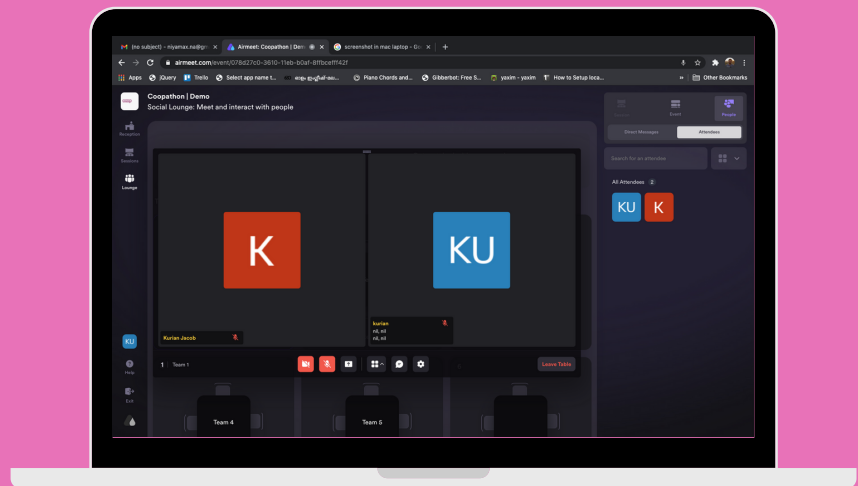
The chats in this space are temporary and will only last till the end of the session.

## LOUNGE

1. Click on the top-left **"LOUNGE"** button of your screen to enter.
2. Here, you and your team can sit on the table reserved with your team number.
3. Move the arrow towards the allotted table, a seat will get highlighted and you can take a seat there.



1. A maximum of eight people can sit around one table and start discussions through both video and audio calls.
2. You can also share the screen and chat on the table. This private feature is available to every table; when you leave the table, the chat history will be erased.

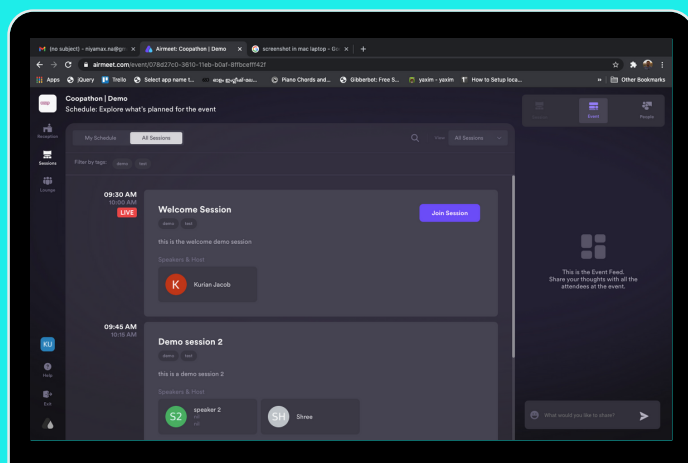
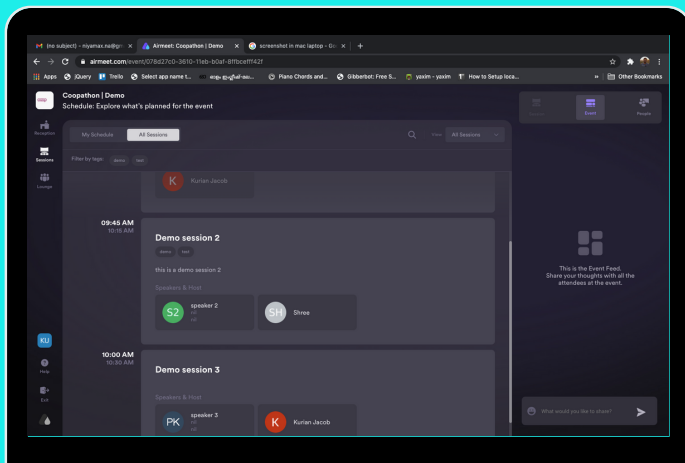


## SESSIONS

1. To get details about the upcoming sessions, please go to the **"Sessions"** tab on the left side.
2. It will be a similar screen. Details of each session will be available there and you can see specific details like speakers and hosts, by clicking on each session.
3. It is important to take note of the sessions' time that you are interested in and join accordingly. Whenever a new session goes live, a pop-up will appear on your screen. It is recommended to enable pop-ups before starting Airmeet.

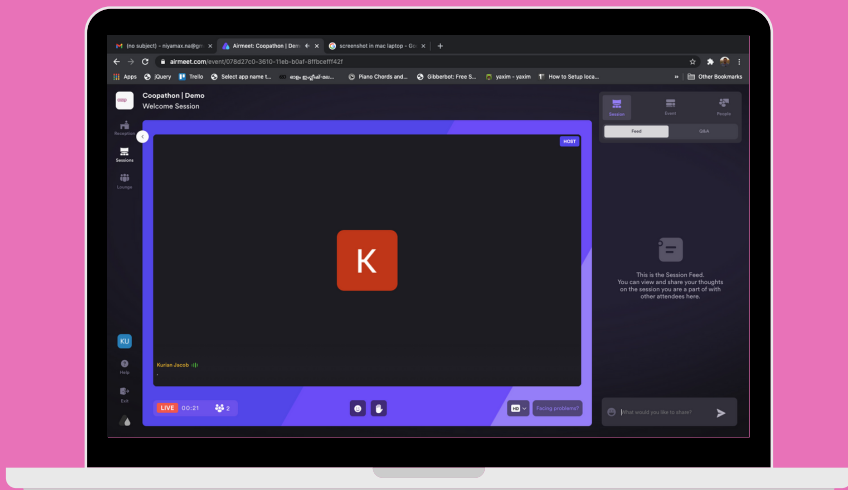
## HOW TO JOIN A SESSION

1. Upon entering the **"Sessions"** tab, a red live mark will appear on the left side of the session details tab if it is live. You can join it by clicking on **"Join Session"** button.
2. Note: If the **"Join Session"** button is not showing, please click that particular session tab for more details and the same button will be available.



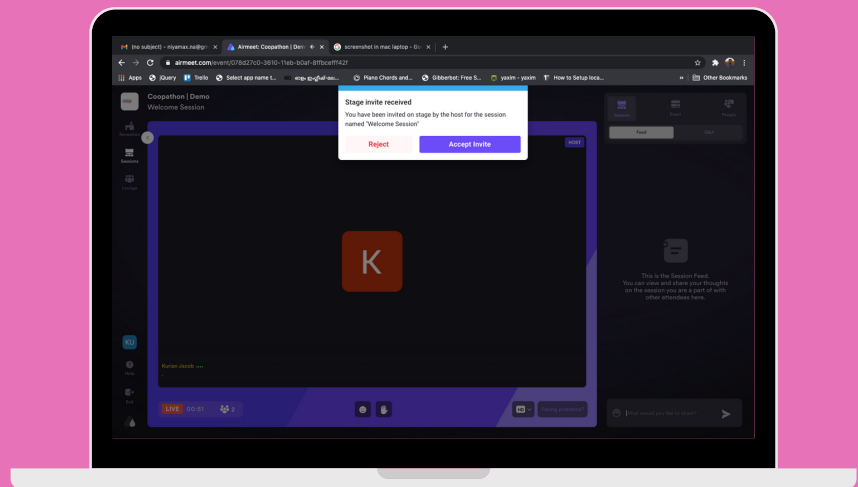
## SESSION SCREEN

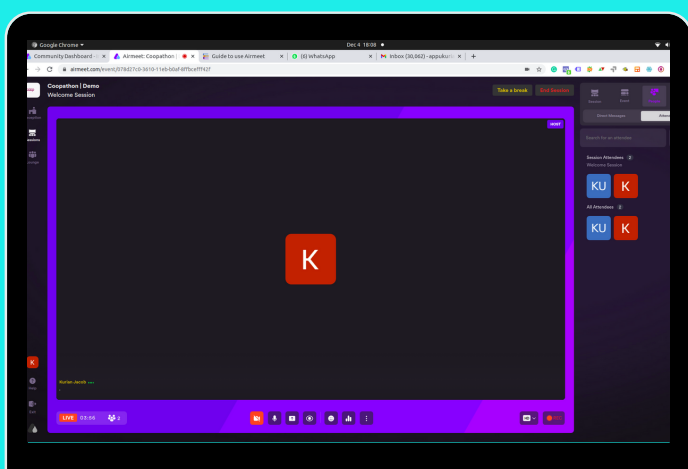
1. In **"Session"** tab, on the right side, you will have two options feed and Q&A. If you have any questions, you can raise them in Q&A; the feed will be a public chat feed, available only for the particular session's participants.
2. At the bottom, you can show your reactions and raise your hand. Please note that the raise hand feature lets you participate in the ongoing session as a speaker on stage (either audio/ video) to ask a question.



## STAGE INVITE

1. If the host or the speaker invites you to the stage, a notification will appear as a pop-up and you are required to accept the invitation.
2. Note: Please enable the pop-up feature in your browser, otherwise you will not get the notifications.





## STAGE TIME

1. If you are on the stage and the event is live, your voice, video (if camera-enabled), and shared screen will be visible to all the participants.
2. At the bottom, you will have the options like
  - Mic (on/off)**
  - Camera (on/off)**
  - Screen sharing**
  - Hide from the Stage**

## POLLS

You can also run polls for the participants. You will be notified every time a poll question is asked.

## IMPORTANT RECOMMENDATIONS

1. Airmeet is recommended to be used on **Chrome browser with version 79 or higher**.
2. Please **enable the pop-up feature** in your browser, otherwise you will not get the notifications.
3. The chat in the **"Event"** tab is enabled throughout the event and will be saved.
4. The chat in the **"Session"** tab or on the **"Table"** is temporary; only accessible to the session participants and table members respectively. Once you leave the session or the table, the chat will be erased.



# CONTACT US

For any more details, visit [www.coopathon.coop](http://www.coopathon.coop).

For any questions or concerns, please feel free to email us at  
**[contact@coopathon.coop](mailto:contact@coopathon.coop)**.

You may also get in touch with

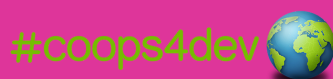
**Mr. Ganesh Gopal**  
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ICA Asia and Pacific  
**[www.icaap.coop](http://www.icaap.coop)**



# coop-athon 3.0

**ICA-EU Partnership** - In March 2016, the ICA entered a partnership with the European Commission, ushering in a new phase of collaboration on strengthening the cooperative movement as development actors. The ICA EU partnership is built around activities focused on increasing visibility, enhancing advocacy, sharing capacity building, strengthening co operative development networking, and supporting all these with evidence from exhaustive research.



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European Union

*This document has been co-funded by the European Union.  
The content of this playbook is the sole responsibility of the  
International Cooperative Alliance Asia and Pacific and can in  
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