

HACKWORKS PRESENTS

SOLVE FOR X IDEABOOK

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SOLVE FOR X
IDEAHACK



CREATING CHANGE TOGETHER

SUPPORT FOR WOMEN DURING COVID-19

As we adjust to life during the COVID-19 pandemic, and are taking urgent steps to protect our health and the people we love, it is important to remember those most affected by this global catastrophe and those who are most vulnerable. Social and gender inequities are heightened during times of crisis, and the COVID-19 pandemic is no different. Women face gender inequalities year-round and COVID-19 only amplified these while adding additional stressors that affect personal, professional, and intersecting elements of women's identities. As a community of change makers, we engaged participants from around the world to join us for the Solve for X Ideahack to problem solve and imagine solutions that would support and relieve some of these economic, health and financial pressures specifically affecting women.

The Solve for X Ideahack gathered engaged and motivated civic innovators over three-days to share ideas, build relationships and deliver solutions that are relevant and meaningful to women everywhere as they rise to the challenges COVID-19 added to their lives. These multidisciplinary groups of participants came together to help and support women in mastering their new normal.





CHALLENGE STATEMENT

How might we support women everywhere as they rise to the challenges presented by COVID-19?





ABOUT HACKWORKS

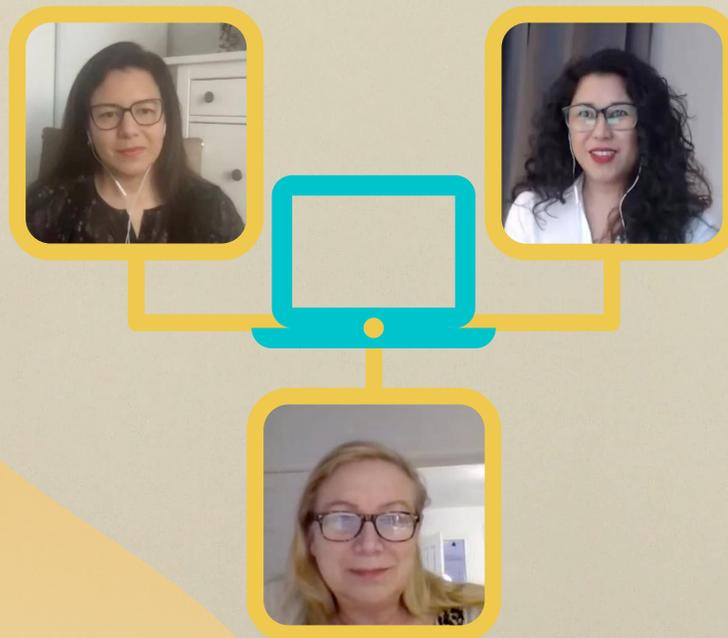
At Hackworks, we believe in the power of the crowd. We craft and produce events where perspectives, inspiration and ideas are shared and more resonant solutions are found than any of us could create on our own. Following the recent announcements related to the COVID-19 global pandemic, the Hackworks team wished to do their part and support those most vulnerable to the effects of this crisis. Leveraging our expertise as crowdsourcing innovators, we launched Solve for X to bring together brilliant minds in collaboration and competition and find innovative solutions to help women rise to the challenges of COVID-19. To learn more about Hackworks, visit our website: hackworks.com





SPEAKERS

Solve for X attracted an incredible speaker lineup of experts who were able to speak directly to how COVID-19 is impacting women. The kick-off session left participants educated, inspired and motivated to create an implementable solution to support women everywhere. Solve for X speakers shared different perspectives on how various industries and technologies could support women. Topics such as the role of digital health innovations, community and society initiatives as well as the realities surrounding gender inequalities regarding financial, professional and domestic pressures were discussed in detail.





SPEAKERS



Dr. Wendy Cukier, Ryerson University 

Founder, Diversity Institute and Professor, Entrepreneurship and Strategy

Dr. Wendy Cukier is a Professor of Entrepreneurship and Strategy, and Founder of the Diversity Institute at Ryerson University. She is the co-author of the bestseller, *Innovation Nation: Canadian Leadership from Java to Jurassic* and former VP of Research and Innovation. She has been named a YWCA Woman of Distinction, a Woman of Influence and one of the "100 Alumni who shaped the Century" by the University of Toronto. Wendy holds a PhD, an MBA, an MA, and honorary doctorates from Laval and Concordia.

Isabel Perez-Doherty, YWCA 

Director

Isabel is a Social Profit leader, dedicated to serving organizations that work to promote meaningful change and create opportunities for all. She believes that the most effective and crucial way to achieve this end is by joining forces for diversity and particularly for women's advancement through technology, education, innovation and transformative policy. Isabel is a multilingual development strategist with 20 years' experience in the social profit sector and particularly in International Development, Data-driven Fundraising, Relationship Building and Sustainability.



Denise Canso, Centre for Addiction and Mental Health 

Manager, TeleMental Health Services and Ontario Psychiatric Outreach Program

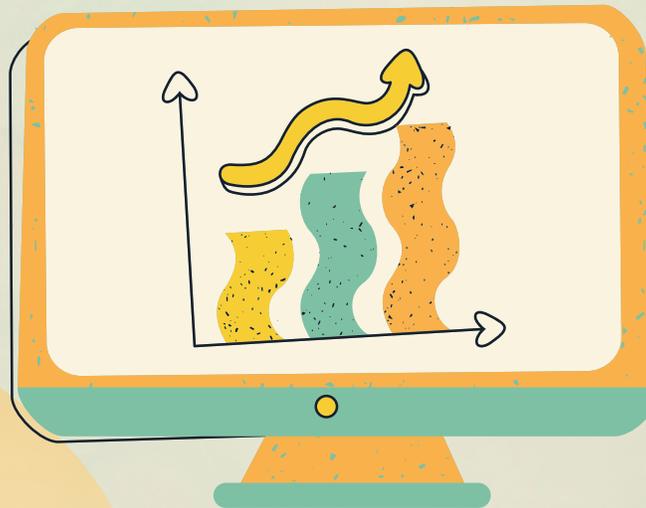
Denise Canso is a mom, partner and new covid homeschool teacher. She is also the program manager of the CAMH TeleMental Health Service and Ontario Psychiatric Outreach Program where her portfolio focuses on leveraging digital health technology to increase access to mental health services and build capacity in underserved communities across Ontario. More recently she has been involved in the rapid implementation of telemental health services across CAMH in response to the current COVID pandemic. Denise has a Master of Science in Health Care & Epidemiology and is a certified Project Management Professional.





JUDGES

Over the weekend we had incredible judges who took the time to observe solutions, ask questions and learn more about the solutions that the teams have built. We brought together a wide range of talented judges with the appreciation of creativity, passion, and knowledge about what it takes to drive a solution to completion. These enthusiastic judges got a taste of how far teams came along to get across the finish line and showcase their ideas.





JUDGES



August Keating

FIS Global

*Head of Strategy,
Technology Development*

August leads the Strategy and Transformation arm of the FIS Development organization. In this role, she is responsible for creating strategies that further enable business optimization, accelerate the speed of services delivered and spur the adoption of disruptive technologies, processes and tools. August is a collaborative leader with a distinguished 12 year career in financial services and technology. She brings deep financial markets knowledge, international business perspective, extensive skills in global business operations, strategic planning, product management, sales, communications along with a proven track record of execution.



Carla Neto

Women's Habitat

*Community Program
Manager*

Carla Neto has a Bachelor of Social Work degree from Ryerson University and is currently a candidate for a Masters of International Business Administration with the Westford School of Management, Dubai (UAE). Prior to coming to Women's Habitat, Carla managed the YWCA Women's Shelter and Transitional Housing and Support Program for over 10 years where she successfully implemented the Trauma-Informed Service Model and developed a Housing Readiness Program. Carla is a transformational leader and an avid advocate for social justice.



Emily Krause

OCAD U CO

*M.Des. Strategic
Foresight & Innovation*

Emily Krause manages the design and delivery of Innovation Programs at OCAD U CO, the innovation training studio of OCAD University. In this role she partners with senior leaders to help shape and embed new design and innovation capabilities in their teams and organizations. Emily's background is in program design, strategy and implementation for innovation- and technology-driven companies. Emily has worked in the innovation ecosystem for a number of years and previously led program initiatives at Hackworks as well as OneEleven, Canada's leading innovation hub for growth-stage tech scaleups.





JUDGES



Christine Waite 

Capital One
Sr. Art Director

Christine is a Toronto based art director and artist with over 15 years of both agency and in-house experience. With an extensive background in digital and print, Christine pushes creative boundaries through various events and activations. Her current position for Capital One Canada's Culture Creative team has enabled Christine to couple her passion for design with her love for community initiatives designing the annual Digital for Good Tech Jam and Summit.



Wendy Curkier 

Ryerson University
*Founder, Diversity Institute and Professor,
Entrepreneurship and Strategy*

Dr. Wendy Cukier is a Professor of Entrepreneurship and Strategy, and Founder of the Diversity Institute at Ryerson University. She is the co-author of the bestseller, *Innovation Nation: Canadian Leadership from Java to Jurassic* and former VP of Research and Innovation. Wendy has been recognized with the Harry Jerome Diversity Award, the Bob Marley Award, the Canada-Pakistan Business Council's Female Professional of the Year, the Metropolis Research Award, the CATA Alliance, Sara Kirke Award for Entrepreneurship and Innovation and 100 Most Powerful Women by WXN.





HIGHLIGHTS

Solve for X captured a wide variety of solutions and also showcased the extraordinary skills, talents and technical aptitude of its participants. Over the course of three days, participants were immersed in brainstorming, problem solving, ideating, and developed and designed a pitch presentation that would stand out! These participants showcased their ability to adapt and solve issues with the sole purpose of helping people.





IDEAS

More than 60 participants formed 19 teams and tackled the challenge statement of how to support women as they rise to the challenges of COVID-19. These teams delivered incredible ideas in a short amount of time that reimagined what supporting women everywhere during COVID-19 could look like. We want to highlight the unique perspectives and creative solutions presented by the top 5 teams. Thank you to all Solve for X participants for your passion, creativity, contribution and inclination to help women facing adversity.

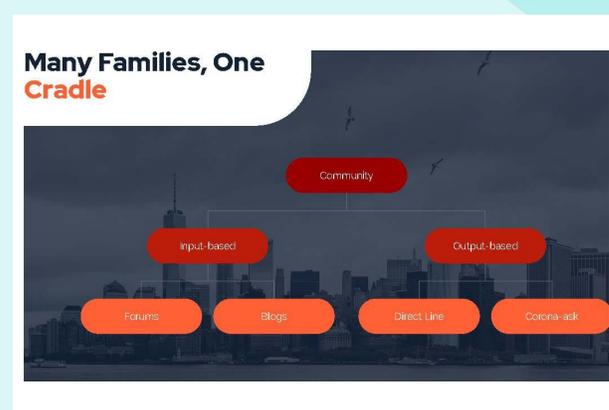
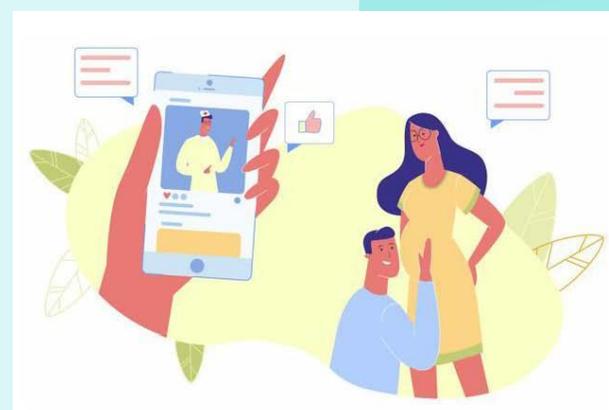
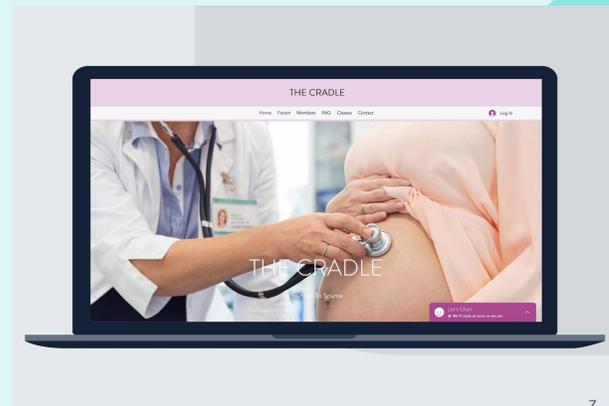




GREENHOUSE CAT

Team: Divya Bilokikar, Amanda Yao, Adam Chen, Louis Liu

Solution: The life of a pregnant woman has gotten harder and extremely isolating during these trying times. This sentiment resonated deeply within us, as we realized we couldn't possibly understand having to go through something as strenuous as pregnancy with barely any social network or support. As a result, we aimed to create a platform to not only provide useful information for pregnant women through answering questions, providing online video resources and direct access to a professional at all times, but possibly more importantly, a sense of community which has been lacking for pregnant women in this COVID-19 pandemic. Through interactive blogs, forums and chats, we hope to create a community of mothers that will support one another, creating friendships that will last far after this pandemic has ended. Link to website: <https://ddiviya.wixsite.com/website>





EMPOWER

Team: Sher Kan, Eva Torcatis, Laura Smith, Juliya Margolin

Solution: Talk Buddy is a social connectivity platform for elderly Indigenous women in Canada. Senior Indigenous women are at higher risk of social isolation due to mental and physical health issues, lack of economic support and geographical location. To exacerbate these issues, these communities have limited access to telecom and digital devices.



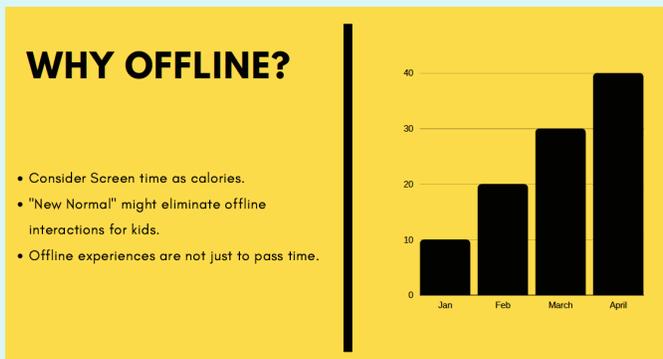
Talk Buddy provides a “buddy” system for vulnerable and hard-to reach elderly Indigenous women during the pandemic and beyond. Talk buddy provides comfortable social interaction within the community with other women that can relate to the specific challenges. It facilitates access to local spiritual leaders, trained counsellors and other volunteers. Unique features allow the user to select from three unique methods to connect. This platform allows safe and easy to use personalized virtual engagement to combat social isolation.





THE HELP COMPANY

Team: Sarthak Jain, Miah Olmsted



Solution: Learn-Hood, a platform, which will enable parents to find offline learning opportunities for their kids in the neighbourhood. Learn-Hood reimagines childcare support in the “new normal” state by considering what offline learning opportunities look like for children. The learning opportunities would primarily focus on general day to day life activities rather than academic activities.

The application allows us to re-define new life skills for kids (e.g. gardening, photo taking) and provide a different type of report card. Research shows that 26% of mothers are spending 2+ hours per day planning activities for their kids, and 43% of them say that their children will not engage in an individual activity for even 30 minutes. Therefore, mothers are putting much more energy and time into getting a short amount of dedicated time to that activity.

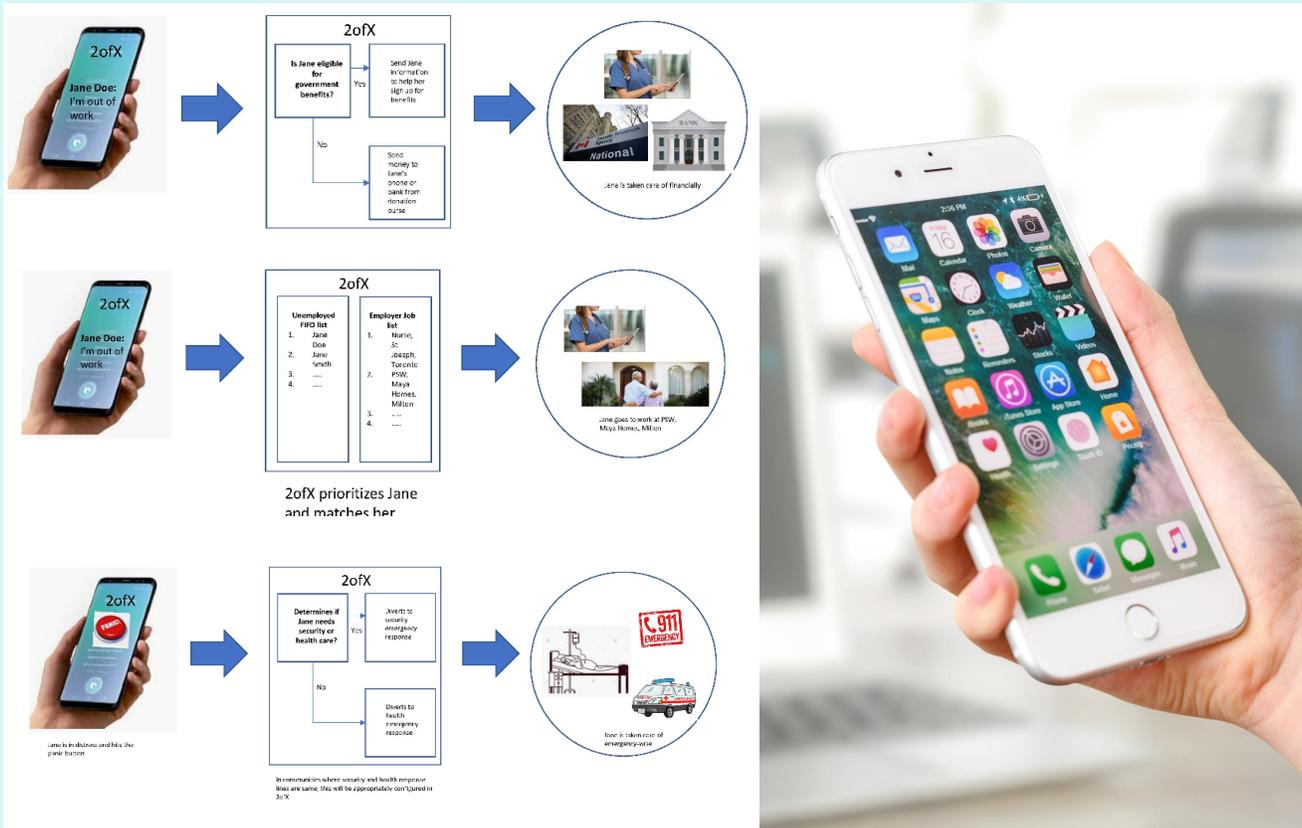




2ofX

Team: Ijeoma Igboeli

Solution: 2ofX is a one stop shop to support women. It offers features including job search, health and safety resource tracking and financial support listings. 2ofX is an application that processes information about its user to be used as an essential service for women. It features options that will support women who require financial assistance, connects them to opportunities in their relevant field of work and also offers health and safety information that may be important for a targeted group of women (e.g. pregnant, domestic violence).



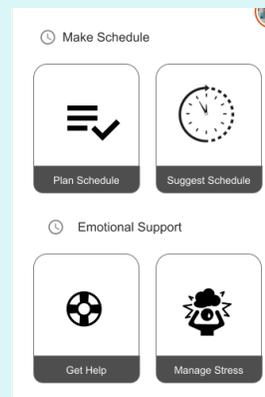
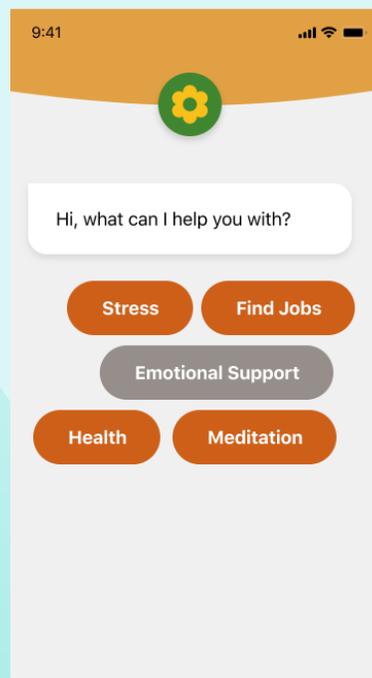
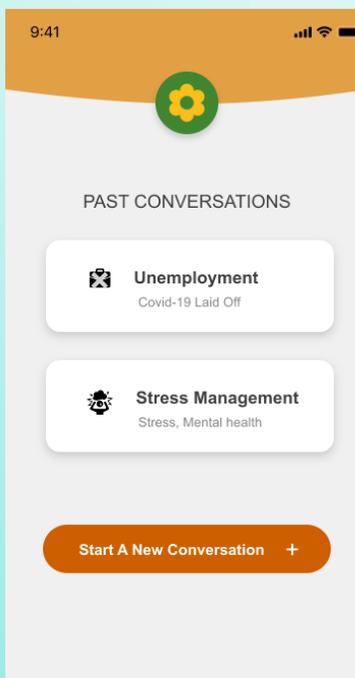


WHAT NOW

Team: Melissa Simbhudas, Runor Agbaire, Himani Chhatbar, Rudy Kong Tin Lun, Mitchell Hum

Solution: What Now is a solution focused on supporting women who have recently been laid off from their work. The impact on COVID-19 has resulted in a 60% loss of jobs in the service, hospitality and retail industry where women are most prominent. What Now is an app focused on time management and customizable schedules to support women in building their network, finding jobs and learning or keeping on top of new skills. The solution offers assistance in planning or being efficient with your day.

What Now adds a community feature that is aimed at connecting with other women in support to overcome similar challenges. Mobile Layout Link- <https://bit.ly/sfxwhatnow>





THANK YOU

People from all around the world are coming together to collectively step up to the challenges presented by COVID-19. Never has the world come together to fight as a united front against a common threat as it is doing now. To see our innovation community rise to the challenge and apply themselves to ideate solutions that bring relief to women coping with the consequences of COVID-19 has been an incredibly hope-inspiring experience. 60 selfless participants banded together and delivered on the Solve for X challenge. They presented ideas that we are confident will offer new pathways to women and help them face up to whatever other challenges may be coming their way. We thank our participants, mentors, speakers and judges who so generously gave their time and dedication to support women as they rise to the challenges of COVID-19.

