MEDIA KIT

March 23rd, 2021 to June 30th, 2021

HEADLINE

Creative Tech Lab Trinidad & Tobago

PRESS RELEASE

Port of Spain, Trinidad and Tobago - The Caribbean Industrial Research Institute (CARIRI) launched the Creative Tech Lab Trinidad & Tobago (CTL TT). This initiative, powered by Banj, aims to connect creatives (a shortlist of high level influencers that represent the current carnival, creative sector and tech ecosystem in Trinidad and Tobago) and developers to stimulate innovation and creativity that will lead them to the co-creation of digital products dedicated to offer new online experiences of the Trinidad & Tobago carnival for the world to enjoy anytime.

The CTL TT will be accepting applications from March 23rd, 2021 to April 15th, 2021.

Carnival is one of the key pillars of Trinidad and Tobago's economy. It is estimated that the 2016 total carnival visitor expenditure was approximately 51 million USD. Unfortunately, the COVID-19 pandemic has severely impacted this industry resulting in the Prime Minister of T&T announcing the cancellation of carnival 2021.. It is with this challenge in mind that the Creative Tech Lab will focus on the challenge of making online Carnival experiences available all year long to foster the digital economy while respecting restrictions due to COVID-19.

The Creative Tech Lab Trinidad & Tobago (CTL TT) is seeking software developers interested in forming teams in collaboration with creatives to create solutions that could help offering a set of fun and sustainable TT carnival experiences available online all year long. The objective of the workshop is to allow participants in TT's creative economy, such as artists, technologists, entrepreneurs, lawyers, investors, influencers, policymakers and civic leaders to prototype and experiment new models that can encourage the growth of the carnival industry through utilization of existing innovations such as blockchain technology, augmented reality, artificial intelligence, and other digital technologies.

This stimulating initiative is based on the positive experience of the Creative Tech Lab which was carried out in Haiti during the period of COVID-19 in May 2020. The latter brought together developers and creatives in order to create innovative prototypes in music, fashion, crafts, promotion and marketing etc. Watch this recap video

The general public is invited to submit their inputs to CTL TT by completing a survey to help the participants of the Lab better understand how to shape online experiences for an online version of the Trinidad and Tobago Carnival.

The deadline for developers to submit applications to the Creative Tech Lab Trinidad & Tobago is April 15th, 2021. After the selection process, online icebreakers and training workshops will be organized for the selected developers to network with the creative dream team and learn about specific topics related to technology and the carnival ecosystem in Trinidad and Tobago. The purpose is to start the process of creating teams and to continue to inspire these developers on potential products they could focus on creating. Mid May they will take part in a 2-day online workshop, build days to create their first prototypes. Towards the end of May 2021 the finalists will attend a pitching workshop and in early June 2021, these teams will present their prototypes to the general public live online.

Those interested in the Creative Tech Lab can visit this website: *http://bit.ly/3sboZ5f*

For the Public to submit their inputs to the Creative Tech Lab TT click: https://bit.ly/3jQjfL7

For developers to submit their application click: http://bit.ly/3rTZghC

The deadline for all submissions is April 15th, 2021 11:59 PM (AST)

TARGET AUDIENCE

<u>Developers</u>: Anyone who has experience in software development in fields including Blockchain, Enhanced Reality, Virtual Reality, Artificial Intelligence and Data Science.

Age or gender does not matter. Youths and women are encouraged to apply.

METHODOLOGY

The Creative Tech Lab TT will be held from March 23rd, 2021 to June 30th, 2021 online, starting with an official launch with the creatives and developers. The purpose is to start the process of creating teams of developers and to continue to inspire them on potential products they could focus on creating. First, the developers and creatives and influencers will be in one room together, then distributed into rounds of Zoom Breakout Rooms with smaller numbers of people for more direct ways to connect and share.

After the networking day, a set of online live training sessions will be presented by selected experts or the Creative Dream team to make sure every participant and the public is equipped with the right set of technical tools and knowledge to engage in building successful businesses in the creative world leveraging technology to take the TT carnival online.

Participation is based on interest but each participant is required to attend at least 4 workshops. After 2 days of online training, selected technologists will have 48 hours to submit their project ideas and team list with 3 people to continue engaging with the program. The 5 most endorsed teams will be selected for the build days (Prototype construction) in mid-May 2021 and will end with a closing event in June 2021 during which the teams will share their prototypes with the public. These prototypes will then be made available on the CTL TT website that will become a platform for the general public to come and enjoy unique experiences of the TT carnival online.

Creatives

Prior to launching the challenge, Cariri, IDB and Banj worked on a shortlist of 20 creatives that consists of highest-level influencers that represent the current carnival, creative and tech ecosystem in Trinidad and Tobago that committed to being available and to contribute to the challenge and support the results that will come out of it. These creatives are champions that will be piloting the creation of the first series of Virtual TT Carnival products to the world by serving

as speakers, judges, trainers, advisors and mentors to help guide the work of the developers during the Creative Tech Lab. The complete list of creatives is available HERE

Developers Selection Process

Developers' applications for the Creative Tech Lab Trinidad & Tobago will be collected via Google Form and assessed based on :

- (A) eligibility criteria;
- (B) selection criteria

    A) Eligibility Criteria

- Be a citizen of an IDB member country (see HERE)
- Ability to be available online when needed during the program period to work in teams and participate in all activities of the Workshop program;
- Must be passionate in supporting the creation of a virtual carnival experience for Trinidad and Tobago;
- Must fill out the application form which requires:

    * Online link(s) to previous projects you created or worked on ;

    * Online link to personal website or CV outlining your work ; and

    * A Statement of Interest and ideas on how to contribute to elevate the carnival experience of TT by taking it online.

- At least two years of experience in software development ;
- Must have experience working with languages such as Java, PHP, Python, R or Ruby ;
- Developers should apply as individuals (not in groups) ;

Age or gender does not matter. Youths and women are encouraged to apply!

B) Selection Criteria

A jury of 5 will be selected with developer experts and some members of the Creative dream team. Judges must evaluate applications based on the following criteria:

Criteria	Maximum Scoring Allocation	Weight Assigned
Quality of the Statement of Interest and ideas on how to contribute to elevate the carnival experience of TT by taking it online.	5	0.3
Experience using technology to creatively solve real world problems or implemented software solutions	5	0.1
Quality of submitted portfolio of previous work (use of latest technology, UX, UI)	5	0.2
Experience experimenting with new technologies	5	0.2
Evidence of having worked with Java, PHP, Python, R, Ruby or related language	5	0.1
Previously participated in hackathons od Design Sprints	5	0.1
Total	30	1

The number of Developers who will be selected is 30.

Groups and Project ideas

    A) Eligibility criteria

Technologists must form groups of 3 people based on common interest for a challenge identified during the first parts of the workshop. Each group must agree on one project idea that the team is willing to continue working on during the rest of the workshop and commit to continue executing together 1 year after the workshop.

One member of a formed group will fill a Google form with the following informations:

- Names of the members ; and
- The description of the project they choose to work on.

The selection of a project will not be made based on a scoring mechanism. It will be based on the endorsement of Creatives. The list of projects will be sent to the Creative Dream team and each will endorse 3 projects. Each endorsement means that the Creative is willing to push that project idea toward success leveraging their time as mentors, their network and, if possible, with other resources that they may have available at least 1 year after the workshop.

Creatives are advised to visit the following non exhaustive areas of the submitted projects before making their choices of endorsements.

Criteria to look at
1. Clarity of submitted project
2. Creativity of the proposed solution
3. Usefulness of the solution
4. Feasibility in 1 year time
5. Strength of the team (combination of profiles and capacity to work together)

The 5 most endorsed teams/projects will make it to the online build days and only fully built prototypes will be able to pitch on the final day.

PRIZES

The Creative Tech Lab Trinidad & Tobago is not a competition betweens participants but aims for collaboration, visibility and the creation of solutions that can elevate the TT Carnival experience online. This initiative will allow participants to:

- Enrich the creative industry in Trinidad and Tobago, while exploring the application of new technologies;
- Leverage the workshops to gain in knowledge and advice to properly conceptualize and evaluate their creative ideas while gaining visibility on the local and international market; and
- Create meaningful connections with champion creatives and other developers with the common motivation to advance the carnival industry in Trinidad and Tobago.

KEY DATES

Events	Dates
Opening of Applications	March 22nd 2021
Closing of Applications	April 15th 2021
Online networking for Creatives and Developers	May 1st
Panel Discussion Series	May 2nd; May 3rd
Trainings	May 5th; May 6th; May 7th
Build Days	May 15th; May 16th
Pitch Workshops	May 20th
Closing Event	June 1st

READ MORE

TERMS AND CONDITIONS

FAQ

REQUEST FOR CLARIFICATIONS

- Inquiries can be directed to: labs@banjht.com.
- For more information, interested parties can visit the CTL TT website and the social networks of our various partners.
- Frequently Asked Questions (FAQs) are available to help users with questions of general interest.
- CARIRI and BANJ reserve the right not to respond or to partially respond to requests for information that are not relevant to the objectives of the call.

THE ORGANIZERS

The Caribbean Industrial Research Institute (CARIRI) is a widely recognized centre of excellence owned by the Government of the Republic of Trinidad and Tobago. They are dedicated to the industrial and economic development of the region by becoming a national and regional focal point for technology and innovation while playing a leadership role in providing value added technological solutions to the manufacturing and service sectors as well as public sector entities, designed to enhance efficiency, competitiveness and viability, foster new business creation, improve the quality of life and promote sustainable economic development. CARIRI houses multimillion dollar, modern laboratories with state-of-the-art equipment and highly trained specialist professionals, technologists, technicians, consultants and researchers and have thus been able to provide solutions to Caribbean industries, businesses and small entrepreneurs, while making great strides in keeping the environment safe.

BANJ is a coworking space, entrepreneurship hub and business accelerator powered by Google in Port-au-Prince, Haiti. It's the go-to place for networking and growing tech startups. Banj strengthens the entrepreneurial ecosystem of the capital by connecting and offering modern workspaces capable of stimulating creativity and creating results-oriented conditions to entrepreneurs from all social backgrounds wishing to increase their visibility and take their

entrepreneurial journey to the next level. Banj offers a set of quality events, acceleration and business innovation programs to accelerate learning and exchanges in Haiti and with the rest of the world through local and international partnerships.

PARTNERS

- Inter-American Bank Development Lab (IDB Lab)
- Loop TT
- Facebook
- IAS Project