



AKADEMISKA HUS

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AH INNOVATION CHALLENGE
IKA097 LEADING IN A DIGITAL WORLD

AHA POINTS

We set out to help create a sustainable campus through blockchain technology. Our idea is to incentivize students into performing tasks that contribute to a sustainable campus, such as error reports on campus facilities or other tasks that suit the needs of Akademiska Hus. For this, students will be accredited points which in turn can be used in a local campus store for discounts on different products.

The points, called Akademiska Hus Activity Points or AHA for short, will be distributed through a decentralized network utilizing blockchain technology to ensure traceability and maintaining the security of the network. We believe this innovation is something that could put AH at the forefront of sustainable development work on campuses.

The project could be conducted through a partnership with both Empower and Taskrunner that provide the platforms, such as the platform behind the blockchain technology as well as the application platform behind the tasks, whom both have shown great interest to further pursue this idea. The collaborations with Empower and Taskrunner could be important for technological and sustainable advancements in the future.



Once a prototype of the idea is created, an implementation of that prototype should be rolled out to one or a few campuses to test and optimize the application before a full release. Users are to be drafted through advertisements and sign-up offers.

The overall assessed risk factors can be summarized as a low risk:high reward set up. One risk factor is if the students are not motivated enough to perform the tasks. This can be solved by picking doable tasks with enough rewards to incentivize students. The more observant the students become of their surroundings, the more benefit for all parties involved.

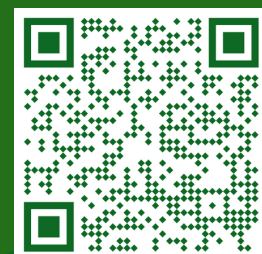


Aside from reducing operational and maintenance costs, Akademiska Hus could reap financial benefits by reducing costs through preventive measures. One financial assumption from our side is the potential cost reduction which is correlated to how well Akademiska Hus motivates students into performing tasks. Apart from this, the impact is measured by the amount of waste that's misplaced on campus and a reduction of expensive projects due to poor facility maintenance.

We assume that after a couple of years, due to the preventive nature of our innovation the total cost reduction could be well above the 2.6 percent that is presented in the 2019 income statement.

NEXT?

Since we have already approached potential partners to realize our idea, the next step is for Akademiska Hus to conduct a more comprehensive data collection to draw a better solution, and set up meetings with Empower and Task Runner.



Scan the QR code to see our pitch video online.

