EN LIGNE
18 DÉCEMBRE 2020 - 29 JANVIER 2021
SMART PORT CHALLENGE 2020
Imaginez et innovez le port de demain !
À LA CLE
Un accompagnement business ou un programme d’incubation.
1. EVENT FIGURES
2. OUTREACH FIGURES
3. PROJECT FIGURES
4. PARTICIPANT FEEDBACK
**EVENT FIGURES**

- **7 Challenges**
- **119 Mentors**
- **597 Participants**
- **73 Projets (projects)**
- **17 Grand Jury (Final Jury)**
- **4 Gagnants (Winners)**
- **7 Finalistes (Finalists)**
**EVENT FIGURES**

- 7 Challenges
- +78 Mentors
- +108 Interviews
- 27 Webinars
- +30h Coaching

- 3 Jours de notations
- +70 Juges
- 10h Réunion
- 73 Projets
- 7 Finalistes
WEBINAR FIGURES

- **13** Challenge Webinars
- **2** Hackathon Keynotes
- **8** Inspirational Webinars

- **977** Attendees
- **1347** Attendees
- **359** Attendees

COMPLETE ATTENDEES DETAIL
OUTREACH FIGURES

- 27010 Bma Database emails
- 63 Facebook & Linkedin groups
- 7360 Cold Emails
- 27 Platform comments

- 23061 Website visits
- 6 Referencing platforms
- 178 Visitors Countries
### COUNTRIES OUTREACH

<table>
<thead>
<tr>
<th>Pays</th>
<th>Nombre de participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maroc</td>
<td>252</td>
</tr>
<tr>
<td>France</td>
<td>42</td>
</tr>
<tr>
<td>India</td>
<td>35</td>
</tr>
<tr>
<td>Nigeria</td>
<td>30</td>
</tr>
<tr>
<td>South Africa</td>
<td>13</td>
</tr>
<tr>
<td>Tunisia</td>
<td>11</td>
</tr>
<tr>
<td>UK</td>
<td>10</td>
</tr>
<tr>
<td>Germany</td>
<td>9</td>
</tr>
<tr>
<td>Spain</td>
<td>9</td>
</tr>
<tr>
<td>USA</td>
<td>9</td>
</tr>
</tbody>
</table>

### Nombre de participants

- USA: 2.1%
- UK: 2.4%
- Tunisia: 7.1%
- South Africa: 3.1%
- Nigeria: 6.3%
- India: 9%
- France: 10.0%
- Maroc: 60.0%
OUTREACH ACTIONS

Twitter

Facebook

Linkedin
OUTREACH ACTIONS

BeMyApp Events

Hackathon.com
The Smart Port Challenge 2020, organized by l’Agence Nationale des Ports, Global Alliance for trade facilitation, and Portnet, was an exciting digital hackathon designed to reimagine the future of maritime functionality and operations in Morocco.

Open to startups, entrepreneurs, students, and motivated individuals worldwide, this challenge offered an impressive prize package including 100 000 MAD and an incubation program enabling winners to begin their entrepreneurial journey and the opportunity to transition from prototype to P.O.C or test and implement their already developed product.

The official opening ceremony took place on December 18th, where the organizers introduced the challenges, the key milestones, and the judging process.
OUTREACH

STATS

Source: TweetReach

Facebook Ads

Linkedin Ads
<table>
<thead>
<tr>
<th>Figure</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Energy Transition</td>
</tr>
<tr>
<td>10</td>
<td>Detection of Pollution slicks</td>
</tr>
<tr>
<td>9</td>
<td>Electronic payments</td>
</tr>
<tr>
<td>11</td>
<td>Certificate of Origin</td>
</tr>
<tr>
<td>15</td>
<td>Operation at scanners level</td>
</tr>
<tr>
<td>7</td>
<td>Dynamic Truck Weighing</td>
</tr>
<tr>
<td>8</td>
<td>Evolution of basin bottoms</td>
</tr>
<tr>
<td>73</td>
<td>Projects on the platform</td>
</tr>
<tr>
<td>30</td>
<td>Presentations</td>
</tr>
</tbody>
</table>
Accompagnement de l’accé...

Notre projet vise à trouver des solutions innovantes pour accompagner la transformation des méthodes...

ACCELERATING THE TAKEUP OF ELECTRONIC PAYMENTS

View project →
Port Tech Payment (PTP)

Solution basée sur la théorie du Nudge. Le but est d’inciter les clients à recourir au paiement él...
Eco Wave Power

The project is to build and operate a wave energy power station using Eco Wave Power's innovative ...

ENERGY TRANSITION

View project ➔
File d'attente virtuelle pour ...

JeFile est une solution qui vous permet d'accroître l'efficacité de vos opérations grâce à une gestion optimisée.

View project →
<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hackathon</td>
<td>4.1/5</td>
</tr>
<tr>
<td>The Challenges</td>
<td>4.4/5</td>
</tr>
<tr>
<td>The Platform</td>
<td>4.1/5</td>
</tr>
<tr>
<td>Technical Support</td>
<td>4.1/5</td>
</tr>
<tr>
<td>Mentors &amp; Assets</td>
<td>3/5</td>
</tr>
<tr>
<td>Resources Provided</td>
<td>3.7/5</td>
</tr>
</tbody>
</table>

**Overall rating:** 3.7/5

**Total answers:** 10
**What did you dislike or should be improved?**

- seven challenges is lot
- Prizes must reward each challenge
- expect a better cooperation with customs, even if there is confidentiality rules to apply with customs. In fact, I never get proper stats for scanning
- The mentors did not turn up for the 1:1 session, moreover the French language was given more preference over English. There was communication gap as well
- project form, add more fields to indicate presentation video, background video, access to the solution web site etc.
- Mentoring | The plateforme user
- We sank 100 hours into this and it seems like reviewers spend 10 min evaluating the solutions, the depth of the proposal, research, solidity - also we felt it was very hard to have an only English speaking team
Do you have any suggestions on what the organisers could improve for a future challenge like this?

- mentoring
- provide more prompt and accurate responses to the questions
- Respecting the amount of work going into this - each category should allow for a more in-depth review of the submitted project potentially through a Q&A session with category judges/experts - this might also allow for some feedback that could be of value to us
- Good organization - thank you!
- Really great challenge
- it was really a great challenge, and the Casablanca platform stand on the best international standards.