

# Antavo challenge

## Introduction to the Challenge

Loyalty Concept, customer experiences

Nowadays everybody has some kind of loyalty card or participates in a loyalty program. We have many solutions but we think there are endless possibilities.

Create a new loyalty program without limiting your creativity, though it must be feasible in the current world.

By the end of the hackathon, we expect a working demo (web application, mobile application, or anything that "works"). We use PHP as a backend language, but you can choose any kind of technology that you are comfortable with.

Please study our [website](#) about our current loyalty programs. The best place to start here: <https://antavo.com/blog/customer-loyalty-programs/>

Antavo's customers generate a large number of transactions, so it's important that the solution is able to deal with high traffic as well as being a unique idea.

## Who we are

Antavo is an API-centric and no-code loyalty technology provider that builds comprehensive, enterprise loyalty programs to foster brand love and change customer behavior for brands, retailers, and shopping malls. With a scalable and holistic loyalty logic, Antavo supercharges the marketing strategy of omnichannel and eCommerce companies and delivers a next-level shopping experience with best-in-class in-store capabilities.

As a Gartner and Forrester-listed ['pure-play'](#) loyalty service provider, Antavo is characterized by its strong emphasis on a robust, yet sophisticated loyalty technology.

As a true innovator, the company is not only developing new features for its software but also developing hardware solutions to bring the loyalty experience to the retail space.

Antavo aims to be the best-in-class product globally, and 60% of the company's revenue is reinvested in the R&D of loyalty technology.

As a global company, Antavo empowers clients like [BMW](#), [KFC](#), [Lagardère](#), Kathmandu, [League](#), [BrewDog](#), and more.

Antavo isn't only building an industry-leading loyalty technology, but also has a company culture centered around teamwork, recognition, and personal growth. As such, the company offers a remote-first, fast-paced environment, where you will be part of something truly game-changing.

## What we will provide

- Domain Knowledge: The goal of the challenge is to provide a solution that hasn't been implemented before. You can find a lot of information about our current solutions on the Antovo website.
  - You can find our available solutions under the [Program Types](#),
  - and the fields where they're used, under [Industries](#).
- Our mentors will also be available for you to answer questions. Don't forget to book a slot for mentorship!
- For a technical idea, you can visit our [API documentation](#) or browse the [User Manual](#).

## Implementation and technology

- We will not restrict the programming languages, or the tools used. You are free to use the tech stack that you are most comfortable with to create your prototype.  
FYI we use this stack: [Antavo Loyalty Engine - Antavo Tech Stack](#)

- During the hackathon, don't waste your time with creating a registration system or anything not critical to your idea. Feel free to mock parts of the application that are irrelevant to your main points.
- Customer data must contain these minimum fields:
  - uniqId
  - name
  - email address
  - point balance (+ history)

## Judging criteria

- Innovativeness (30%)
  - How unique is the idea? Whether Antavo or any of our competitors have such a solution.
- Feasibility (30%)
  - The idea is feasible in the current world with common software or hardware technologies.
  - From a business perspective, why is this idea unique? What are the selling points?
  - Future plans for improvement.
  - How can we involve new people into the project?
- Impact/Value (10%)
  - How can we generate revenue with this model?
- sustainability (10%)
  - Is the chosen technology easy to understand and maintain? For example:
    - easy to upgrade

- uses known industry standards (eg. loose coupling, design patterns, SOLID principles),
- easily scalable.
- Prototype / presentation (10%)
  - We appreciate a most complete technical solution but we are aware that this is a prototype, therefore we can accept any limitations if you reveal them. Have you measured the maximum load or do you have facts about scalability?
  - Your authentic presenter is able to focus on the key points with a well-structured presentation, with some technical details.
  - Emphasize why it would be worth adding the solution to our portfolio.

## Prizes

The winning team of the Antavo challenge will take home 2,000 €.