

SEPT 26, 2026
CIVIC HALL, UNION SQUARE
UN GENERAL ASSEMBLY WEEK

— ETHAR RELIEF BRANDATHON / CHALLENGE BRIEF AT A GLANCE

PUT SUDAN BACK IN THE NEWS. TURN EVERY HEADLINE INTO A DONATION.

The goal, in one sentence: raise visibility of the ongoing crisis in Sudan and East Africa by collecting and promoting what is happening in the news right now, and use each of those news moments to trigger donations to Ethar Relief. **Build it. Promote it. Win \$5,000.**

CHALLENGE DROPS	SUBMISSIONS CLOSE	FINALS PITCH	PRIZE
SEPT 17	FRI SEPT 25	SAT SEPT 26	\$5,000
BRIEF AND TOOLKIT VIDEOS	5:00 PM ET	MAIN STAGE, 10 MINUTES	HIGHEST COMBINED SCORE

— THE PARTNER

Ethar Relief was founded in 2006 by former refugees. Twenty years of food, clean water, healthcare, shelter and schooling across Sudan, Djibouti, Yemen and Ethiopia. Every donation your product triggers goes to this work.



227,273	82	800
PEOPLE REACHED, 2025	PROJECTS, 9 SECTORS	ORPHANS SPONSORED

— THE CHALLENGE

NEWS IN. DONATIONS OUT.

When Sudan is in the news, people give. When it drops out of the cycle, giving stops while the need does not. Your job is to close that gap with an AI product that **collects current news events about Sudan and East Africa as they happen, promotes them to people who would otherwise never see them, and turns each moment of attention into a donation to Ethar Relief.** Not a tool for its own sake. A visibility engine with a donate button on it.

COLLECT THE NEWS → PROMOTE IT → TRIGGER THE DONATION

HOW TO WIN, STEP BY STEP

COLLECT. PROMOTE. CONVERT. FIVE STEPS, THREE OF THEM SCORED.

01

SEPT 17 TO 25 • SCORED
BUILD

Ship something real.

- / An AI product that collects what is being reported about Sudan and East Africa right now: wires, local outlets, field reports.
- / It turns each news event into something people share, and every share ends at a donation to Ethar Relief.
- / A working prototype a judge can click, test or watch run. Name it, brand it. No mockups.

02

SEPT 17 TO 26 • SCORED
PROMOTE

Push the news, not the product.

- / Every current event is a post, a creator collab, an ad, a stunt. Get it in front of people who did not know.
- / Run it all week and on the floor at the Summit.
- / Keep the numbers. Reach you cannot show is reach you did not get.

03

ALL WEEK • SCORED
GENERATE IMPACT

Move something you can count.

- / Donations to Ethar Relief triggered by your news moments.
- / Attention on the crisis: views, shares, coverage you caused.
- / Real usage of your product.

04

FRI SEPT 25 • 5:00 PM ET
SUBMIT

Two things, at habibi.tech/brandathon.

- / A link to the working product.
- / A 30 to 60 second highlight video. It pitches the impact when you are not in the room.
- / No pitch deck. No landing page. You may keep working until the deadline.

05

SAT SEPT 26 • SUMMIT DAY
PITCH

Finalists take the main stage.

- / Finalists are notified the morning of the Summit.
- / Ten minutes to pitch to the judges, live.
- / Winners pitch to Ethar Relief senior leadership and can take the idea further with them.

— HOW IT IS JUDGED

FOUR SCORES, ONE COMBINED TOTAL.

The \$5,000 goes to the highest combined score. Everything is scored against the one goal: visibility for the crisis, converted into donations.

01 ORIGINALITY

Is the way you collect and push the news fresh, or something Ethar Relief could already buy?

02 REACH

How many people saw the crisis because of you? Show who, where, and how many.

03 PRODUCT

Does it actually collect and publish current events, and does it work? A live prototype beats a concept.

04 IMPACT

How many donations did your news moments trigger, and how much attention landed on Sudan?

WHO CAN ENTER

- / **Teams of 1 to 5.** Solo is a real option, not a handicap.
- / **Every member holds a paid Summit ticket.** Press passes do not qualify. Competing costs a ticket and nothing on top of it.
- / **You do not have to be a developer.** A working product can be built with AI tooling in an afternoon.
- / **You own what you build.** Winning comes with the chance to take it further with Ethar Relief.
- / **Sign up your team** at habibi.tech/brandathon.

— STARTING POINTS

HEADLINE-TO-DONATION FEED

Every Sudan headline becomes a shareable donate card within the hour.

CRISIS NEWS AGENT

Scans wires and local sources, drafts alerts for opted-in donors as events break.

FIELD-REPORT NEWSWIRE

Voice memos from local staff become the news the wires missed, in minutes.

THIS WEEK IN SUDAN

A weekly briefing creators repost, each item ending in a donation.

EVENT-TO-DELIVERY

A news event becomes this truck, this week, these 200 families. Specificity is the hook.

BUILD IT. PROMOTE IT. SERVE THE UMMAH.

SIGN UP YOUR TEAM AT [HABIBI.TECH/BRANDATHON](https://habibi.tech/brandathon)

ORGANISED BY

HabibiTech



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CHARITY
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