

# HabibiTech SUMMIT 2026 NEW YORK CITY

— BRANDATHON DESIGN BRIEF

# ETHAR RELIEF BRANDATHON.

Put Sudan back in the news. Turn every headline into a donation. One week, one working product, one brand a donor remembers.

HABIBI TECH SUMMIT 2026

SEPTEMBER 26 / NEW YORK CITY

\$5,000 PRIZE

ORGANISED BY

**HabibiTech**



**LaunchGood**

CHARITY PARTNER



**HABIBI.TECH**  
/ BRANDATHON

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## THE BRIEF AT A GLANCE.

#### CHALLENGE DROPS

**SEPT 17**

Brief, videos,  
office hours

#### BUILD TIME

**ONE WEEK**

Build, promote,  
convert, all at once

#### SUBMISSIONS CLOSE

**FRI SEPT 25**

5:00 PM ET, product  
and video

#### FINALS

**SAT SEPT 26**

10 minutes, main  
stage, Civic Hall

#### PRIZE

**\$5,000**

Highest combined  
score

**WHEN SUDAN IS IN THE NEWS, PEOPLE  
GIVE. WHEN IT DROPS OUT, THE GIVING  
STOPS. THE NEED DOES NOT.**

Farchana camp, eastern Chad · Frederic Noy / UNHCR · CC BY-SA 2.0

— READ THIS TWICE

## NEWS IN. DONATIONS OUT.

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.

That sentence is the whole competition. Every step below, every score on the rubric and every question a judge will ask you comes back to it. You are not building a tool for its own sake. You are building a visibility engine for a crisis nobody covers, with a donate button on it.

01

### COLLECT THE NEWS

Find what is being reported about Sudan and East Africa as it happens. Wires, local outlets, field reports, social feeds. Your sources, your methods, live and ongoing.

02

### PROMOTE IT

Turn each event into something people see and share. Get it in front of people who did not know the crisis existed.

03

### TRIGGER THE DONATION

End every moment of attention at your team's giving link, so a person who just learned about Sudan gives while it is still in front of them.

## WHAT THIS IS

- / An AI product that gathers current events about the crisis, continuously, as they break.
- / A brand and a distribution plan that put those events in front of real people this week.
- / A path from every piece of content to a donation, through your team's link on habibi.tech.
- / Measured on what it moved: eyes on the crisis and dollars to Ethar Relief.

## WHAT THIS IS NOT

- × A chatbot wrapped around Ethar Relief's existing website copy.
- × A mockup, a deck, or a landing page describing a product that does not run.
- × A campaign about Ethar Relief in general. The subject is the news, now.
- × A product that stops at "awareness". Attention that never reaches a give button is not counted.

## 02

## SECTION TWO

## THE PARTNER, AND THE GAP.



**Ethar Relief** is a UK humanitarian charity founded in 2006 by former refugees who lived through the East African camps themselves. For twenty years it has served Eritrean and Sudanese refugees the wider sector overlooked, delivering food, clean water, healthcare, shelter and education across Sudan, Djibouti, Yemen and Ethiopia. Every dollar your product triggers is granted to this work.

227,273

people reached in 2025,  
42,642 of them directly

82

projects across nine  
programme sectors

4

countries: Sudan,  
Djibouti, Yemen,  
Ethiopia

829

people sponsored,  
including 800 orphans

Ethar Relief 2025 impact summary. Full breakdown by region and programme in Appendix A.

## THE PROBLEM IS NOT THE GIVING. IT IS THE NOT KNOWING.

Ethar Relief reaches donors well once those donors know a crisis exists. The harder problem sits at the top of the funnel. Most crises Ethar responds to receive little or no mainstream coverage: CARE International's 2025 Crisis Report analysed five million online articles about humanitarian emergencies and found that nearly half focused on a single conflict, while the Central African Republic, where 2.4 million people need aid, appeared in 1,532 articles across the entire year. Sudan is the largest displacement crisis in the world and it drifts in and out of the cycle the same way.

When it is in the news, people give. When it drops out, giving stops while the need does not. Nonprofits that tell engaging stories raise roughly twice what those relying on facts alone raise, and donor retention runs near 45% with strong storytelling against 27% without it. The lever is attention, and attention follows events. **Your job is to make sure the events reach people, and that a give button is standing there when they do.**

Ship something real. An AI product that collects the news on Sudan and East Africa as it happens and turns each event into something a stranger will share, ending at a donation.

#### — IT MUST DO THESE FOUR THINGS

- / **Collect current events, live, going forward.** Whatever your sources and methods, the product gathers what is being reported about Sudan and East Africa right now and keeps doing so. A static page of last month's headlines does not qualify.
- / **Do real work on the material.** The AI transforms raw reporting into something donor-facing: a summary a person shares, a card, a clip, an alert, an explorable view. A chatbot over existing content does not qualify.
- / **End every output at your giving link.** Each piece the product produces carries your team's [habibi.tech/give](https://habibi.tech/give) link. A donor who reads about a bombing on Tuesday should be able to give by Tuesday.
- / **Run.** A judge clicks it, tests it, or watches it run. Not a mockup, not a deck, not a video of a prototype that does not exist.

## SHOW YOUR DATA FLOW

Where the news comes in, what the AI does to it, what a person sees at the end, and where the donation happens. A judge should be able to draw this on a napkin after two minutes with your product. If they cannot, the product is unclear, not the judge.

## NAME IT. BRAND IT.

A name, a one-line pitch and a visual identity a donor remembers and a partner would want to be associated with. Say in one sentence why it is different from what Ethar Relief or anyone else already does. A brand is part of the product here, because the product is only useful if it spreads.

#### — BRING TO JUDGING

### EVIDENCE FOR PRODUCT AND ORIGINALITY

- / A link to the running product, and a login or instructions if it needs one.
- / Three real news events from this week that it processed, and what it produced from each.
- / The data flow, on one screen.
- / The name, the pitch line, the identity. Where the give link appears in the output.

# 02

— STEP TWO · SEPT 17 TO 26

## PROMOTE.

SCORED: REACH

Push the news, not the product. Every current event is a post, a creator collaboration, an ad, a stunt. Get the crisis in front of people who did not know.

- / **Any channel that reaches real people.** Instagram, TikTok, X, WhatsApp groups, newsletters, a masjid announcement, a table on the Summit floor. Creator collabs count. Paid ads count. Stunts count.
- / **Run it all week and on the floor at the Summit.** Saturday is a room full of people who can share and give. Use it.
- / **Keep the numbers.** Reach you cannot show is reach you did not get. Screenshot analytics as you go. Views, shares, follows, replies, and where they came from.
- / **Put the give link everywhere.** Under every post, in every bio, at the end of every clip. Promotion that does not carry the link is promotion that cannot be scored on Impact.

# 03

— STEP THREE · ALL WEEK

## GENERATE IMPACT.

SCORED: IMPACT

Move something you can count. Donations first, attention second, usage third.

### — HOW DONATIONS ARE COUNTED

#### YOUR TEAM'S GIVING LINK

Every team gets its own link on habibi.tech the moment it signs up: [habibi.tech/give/your-team-name](https://habibi.tech/give/your-team-name). Gifts through it are recorded against your team, and 100% of what we receive is granted to Ethar Relief. That recorded figure is the donation half of your Impact score. Money raised anywhere else can be shown to the judges, but it is not counted the same way, so route everything through the link.

### — BRING TO JUDGING

#### EVIDENCE FOR REACH AND IMPACT

- / Total reach across channels, with screenshots. Name the three pieces that travelled furthest and say why.
- / Donations through your give link. We hold the ledger; bring your own screenshots too.
- / Attention you caused: shares, reposts, mentions of the crisis, anyone who covered you.
- / Real usage of the product by people who are not on your team.

# 05

## — SECTION FIVE

# SUBMIT AND PITCH.

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### SEPT 17

LAUNCH

### THE CHALLENGE DROPS

This brief and the three guidance videos go to every signed-up team, with office hours during the week. Your giving link is live from the moment you sign up.

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### SEPT 17 TO 25

THE WEEK

### BUILD, PROMOTE, CONVERT, AT ONCE

Do not build for five days and promote for two. The product exists to be seen, so the first post goes out the day the first version runs, and both improve together.

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### FRI SEPT 25

5:00 PM ET

### SUBMIT TWO THINGS AT HABIBI.TECH/BRANDATHON

A link to the working product, and a 30 to 60 second highlight video that pitches its impact when you are not in the room to explain it. No pitch deck. No landing page. You may keep working until the deadline; submit a draft early and replace it.

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### SAT SEPT 26

MORNING

### FINALISTS ARE NOTIFIED

Before the Summit opens. If you are a finalist, you pitch that day; bring a laptop with the product running.

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### SAT SEPT 26

MAIN STAGE

### TEN MINUTES, LIVE

Show the product running on a real news event from this week. Show the reach. Show the give-link total. Then answer questions. The judges have this brief; do not read it back to them.

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### AFTER

THE FINALE

### WINNERS ANNOUNCED

The \$5,000 is awarded on stage. Winners pitch to Ethar Relief senior leadership and can take the idea further with them. Beyond the prize, that is a real chance at real deployment.

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# 06 — SECTION SIX

## HOW IT IS JUDGED.

Four scores, one combined total. Everything is scored against the one goal: visibility for the crisis in Sudan and East Africa, converted into donations to Ethar Relief.

01

### ORIGINALITY

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

- / A new mechanism for finding or surfacing events, not a new coat of paint.
- / A format people had not seen for this crisis.
- / A reason it could only have been built this week.

02

### REACH

**How many people saw the crisis because of you?**

- / Real audience, evidenced with analytics, not follower counts you started with.
- / Where it travelled and who carried it.
- / Reach that carried the give link scores higher than reach that did not.

03

### PRODUCT

**Does it actually collect and publish current events, and does it work?**

- / It runs. A live prototype beats a well-designed concept every time.
- / The AI does real work on real reporting from this week.
- / The data flow is clear and the output ends at the give link.

04

### IMPACT

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

- / Dollars through your give link. We read the ledger.
- / Attention you can attribute: shares, coverage, replies.
- / Would a real donor want this, or only a judge?

# \$5,000

**Awarded to the highest combined score**, live on the Summit main stage on September 26. The four criteria are scored together; a strong product with no reach, or a viral post with no product behind it, does not win.

# 07

# WHO CAN ENTER, AND WHAT WE GIVE YOU.

## 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. Bring a marketer, a designer, a builder, or be all three.
- / **You own what you build.** Winning comes with the chance to take it further with Ethar Relief, and that is a conversation, not a handover.
- / **Late is not refused.** Submissions after 5:00 PM ET on the 25th are accepted and flagged; the judges see the time.

## — WHAT WE GIVE YOU

## THREE VIDEOS AND OFFICE HOURS

- / **Vibe-code the MVP.** Ship a real product fast with AI tools, no engineering team required.
- / **Get your first 10 users.** Positioning, launch, and the scrappy path to early traction.
- / **Scale reach with content.** Turn the build into a story that spreads.
- / **Office hours.** Live sessions with the organisers during the week. Bring the product, not the idea.
- / The videos and the office-hours details go to every signed-up team by email.

## STARTING POINTS. INSPIRATION ONLY. START HERE OR INVENT SOMETHING BETTER.

### HEADLINE-TO-DONATION FEED

Every Sudan headline becomes a shareable donate card within the hour, carrying the give link.

### 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.

### OVERLOOKED-CRISIS MONITOR

Flags the events nobody covered this week and makes Ethar the trusted source for them.

## A

## APPENDIX

## ETHAR RELIEF IMPACT, 2025.

Four countries, nine programme sectors, 82 projects, 227,273 people reached, delivered through two local implementing partners: WeDCO in Sudan and Association Sanabil Al-Khayr in Djibouti.

## IMPACT BY REGION

| REGION                 | PROJECTS  | DIRECT        | INDIRECT       | TOTAL REACH    |
|------------------------|-----------|---------------|----------------|----------------|
| Sudan                  | 51        | 33,063        | 118,546        | 151,609        |
| Djibouti               | 25        | 7,767         | 56,385         | 64,152         |
| Yemen                  | 3         | 1,212         | 6,060          | 7,272          |
| Ethiopia (Afar Region) | 3         | 600           | 3,640          | 4,240          |
| <b>Total</b>           | <b>82</b> | <b>42,642</b> | <b>184,631</b> | <b>227,273</b> |

## IMPACT BY PROGRAMME

| PROGRAMME                                                                         | REGIONS                          | PROJECTS | TOTAL REACH |
|-----------------------------------------------------------------------------------|----------------------------------|----------|-------------|
| Food Aid                                                                          | Sudan, Djibouti, Ethiopia, Yemen | 33       | 140,094     |
| WASH (water, sanitation, hygiene)                                                 | Sudan                            | 4        | 65,700      |
| Construction / Infrastructure                                                     | Sudan, Djibouti                  | 5        | 13,160      |
| Cash Assistance                                                                   | Sudan, Djibouti                  | 5        | 7,500       |
| Education                                                                         | Sudan                            | 17       | 5,779       |
| Livelihoods and Income Generation                                                 | Sudan, Djibouti                  | 7        | 2,266       |
| Protection, NFIs and Early Recovery                                               | Sudan, Djibouti                  | 4        | 1,842       |
| Sponsorship (829 sponsored: 800 orphans, 9 widows, 20 children with disabilities) | Sudan, Djibouti                  | 6        | 1,092       |
| Health                                                                            | Djibouti                         | 1        | 600         |

Figures represent 2025 project-level beneficiary totals as reported in Ethar Relief's 2025 Annual Report (draft). Ethar Relief, registered charity no. 1169308, 467 Coventry Road, Birmingham, B10 0TJ, UK.

A person's hand is shown pouring a stream of golden-brown grain, likely rice or wheat, from a shallow, light-colored bowl. The grain falls in a dense, vertical column against a dark, muted background. The person's arm and a portion of their orange garment are visible on the right side of the frame. In the lower-left foreground, there is a dark, crumpled object that appears to be a piece of plastic or a tarp, partially covered by the falling grain.

# **BUILD IT. PROMOTE IT.** **SERVE THE UMMAH.**

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

**HabibiTech**

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