## AI Hackathon

# case study

## Gamer Logistics—From Hackathon to Investment

In 2023, STTE partnered with of Gamer Logistics to pinpoint industry challenges in logistics and supply chain management. These real-world pain points became the foundation for STTE's Open AI Hackathon problem statements, allowing developers and entrepreneurs to build viable, AI-driven solutions.

One standout team developed an AI-based software prototype that leveraged AI to generate quotes. This innovation directly addressed Gamer Logistics' issue of wasted time producing quotes—thus losing out on business. Impressed by the product's potential, Duane Murphy, CEO not only decided to pilot the software within his company but also became an angel investor in the new startup—later named Aizen Flow.

Fast forward to today, by utilizing AI-powered solutions, Gamer Logistics has been able to enhance route planning, inventory management, and real-time tracking, significantly improving the reliability and efficiency of their services.

The hackathon drew further recognition when STTE, Duane Murphy, and Aizen Flow had the opportunity to pitch their project to Brad Smith, President of Microsoft, showcasing the vital role that community-driven hackathons can play in spurring practical AI innovation. Through STTE's AI Hackathon and mentorship, Duane Murphy found targeted solutions to his organization's challenges, while Aizen Flow continues to secure venture capital.