Velho Challenge: B2B Marketing Tools

Prompt Operations Hackathon · 24–25 October · Startup Sauna, Espoo

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The challenge

Build a tool that gets Velho visibility, or gets us into the room with the right companies.

Velho helps companies grow as fast as possible with AI and automation. For this challenge, Velho is the test case: we want to see what internal tools or workflows you'd build to grow a B2B company like ours. Our ideal customers are established companies with real operations, and reaching them at the right moment is where every B2B company competes.

Your tool could be a machine for viral B2B campaigns, a way to stay top of mind within our ICP, or something that books the meeting. It could also be something we haven't thought of at all. We're keeping the challenge deliberately open: use any data, any medium and any channel. The more unexpected the idea, the better, as long as it could make it easier to reach real B2B buyers.

We value innovative solutions over polished versions of the obvious, and we want to see it working live, not just on slides. The best entries will be tools we'd actually want to start using on Monday.

About Velho and who we want to reach

Velho is a strategic AI growth partner. We free up time for growth by finding the manual work that slows a company down, build the fix and make sure people actually use it. We also help with growth strategies and experimental marketing.

We believe AI has made building so fast that the real advantage is how many things you try. That's why we think a hackathon is the perfect format for this challenge.

The people we want to reach:

- **Who:** established companies with real operations, processes and budget, not early-stage startups
- **Typical buyers:** CEOs, CFOs, COOs and heads of operations
- **What they care about:** growth, and the manual work that quietly gets in its way
- **What makes it hard:** they are busy, they get pitched constantly, and generic AI messages get ignored

What you could build

Any tool that moves Velho closer to the right buyers counts. We see three broad directions, but the best idea may sit outside all of them.

Direction	The goal	What success looks like
Get seen	Visibility among the right companies	People in our ICP see, share or talk about something Velho made
Stay top of mind	A steady, useful presence in our buyers' world	When a buyer has a problem we solve, Velho is the first name they think of
Get into the room	Conversations with the right people at the right moment	A booked meeting with someone who actually has the problem
Something else	Surprise us	We didn't see it coming, and we want to use it

It can be a tool, a workflow, an agent, a website, a piece of media or a mix of these. It can run on any data, in any channel, in any format.

Ideas to get you started

These are prompts, not a menu. Mix them, flip them or ignore them completely.

Idea	What it could look like
A new interactive website	A page so useful or fun that people send it to colleagues: an AI-readiness check, a "what could we automate?" calculator, or a live index of how Finnish industries use AI
Viral campaign engine	Generates and tests dozens of B2B content angles (short videos, posts, visuals) and learns which ones land
Proof before pitch	Builds a small working demo on a prospect's own public data before the first meeting
Signals in public data	Spots companies with a reason to act now: new leadership, expansion, tenders, permits or job ads full of manual work

Idea	What it could look like
Trade fair companion	Snap a photo of a booth and get a company brief and a follow-up draft before you walk away
Talk-to-pipeline	Turns a keynote audience into conversations, for example a QR code to a quick AI check with a personal result
Buyer simulator	Practise the pitch against an AI CFO built from a real company's annual report
Dead deal resurrector	Finds sales conversations that went quiet and a real reason to reconnect now
One-of-one media	A short video, a postcard or a mini-report made for exactly one company
Case-study machine	Turns project notes into short, shareable stories with before-and-after numbers

What great looks like

The winning entry is something we'd genuinely want to start using on Monday. We'll judge on four things:

1. **Originality.** An unexpected angle, input or channel beats a polished version of the obvious.
2. **Real-world usefulness.** It could realistically help Velho reach real B2B buyers, not just look good in a demo.
3. **Working, not slideware.** We want to see it running live during judging.
4. **Output quality.** Would a busy CEO actually stop, read, share or reply?

A rough tool that proves a sharp idea will beat a smooth one that proves nothing.

We're also looking for people

This challenge is as much about who builds as what gets built. Velho is growing, and we're always looking for talented people we'd like to work with, whether on client projects, as collaborators or as part of the team.

You don't need to win to stand out. If we like how you work, we'd love to keep talking after the weekend.

Practicalities

Submissions close at **15:00 on Sunday 25 October**, strictly. Judging runs 15:15–16:40.

- **Find us:** at the Velho booth after Saturday's opening, or in the Velho challenge channel on Discord. Come and ask us how Velho works today. We're your customer for the weekend.
- **What to submit:** a link to your code or working prototype, a short description of what it does, and optionally a demo video of up to 2 minutes. Send it to the Velho representatives and copy the organisers.
- **Judging:** a 5–10 minute conversation with each team, with a live demo.
- **Ground rules:** Don't contact real companies or publish anything in Velho's name without checking with us first.