PROGRAMME OUTLINE

17th June 2025 between 10.00 CET and 14.00 CET
ONLINE HACKATHON

- **Introduction to the hackathon:** Overview of the event and objectives.
- **Introductions of the companies' challenges:** both companies will present their unique challenges.
- **Group work:** Brainstorming and ideation to develop potential solutions
- **Workshop:** How to conduct interviews with potential clients (understanding their real needs).
- **Team Formation**: Creation of the teams to tackle the challenges.
- **Work plan:** for Online and On-site hackathons: Setting expectations for the work between the online and on-site events.

PREPARATIONS FOR THE ON-SITE HACKATHON (During the summer)
- **Joint Vision One-Pager:** Collaboratively working on one-pagerpage summary of the joint vision.
- **Desk research, and initial interviews**: Conducting research and interviews as part of the EMPATHIZE & DEFINE phases.
- **Mentorship support**: Access to office hours for guidance (dates TBD)

ON-SITE HACKATHON (15th - 17th September 2025)

Day 0 (14th September): Arrival to Slovenia

Day 1 (15th September):
- **Introduction to the on-site work** (Design Thinking): Overview of the on-site hackathon and the Design Thinking process.
- **Ideation:** Brainstorming session to explore potential solutions.
- **Working on your ideas**: Refining ideas, creating mock-ups, validating concepts, and finalizing drafts.
- **Networking dinner** (evening): Informal networking with fellow participants and mentors.

Day 2 (16th September):
- **Workshop on prototyping and testing:** Hands-on session to learn effective prototyping and testing methods.
- **Working on your prototype:** Time dedicated to developing and iterating on prototypes.

- **Consulting with companies** (Roche & Juicy Marbles)): Consultations with company representatives to refine solutions.
- **Networking activity** (evening): Activity designed to foster connections and collaboration.

Day 3 (17th September)
- Working on your solutions
  - **Finalisation:** Refining and perfecting your solution.
  - **Pitching:** Preparing and delivering your final pitch presentation.
  - **Next steps:** Discussing the path forward, including potential partnerships and follow-up actions.

Day 4 (18th September): Departure from Slovenia