



# **ÜLEMISTE CITY FUTURE FORUM**

*Hack4Future*

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*Two-day international hackathon for  
Nordic and Baltic students*

# Value for participating students and universities



## Hack4Future creates amazing learning, collaboration and networking opportunities:

- **Inspiring 2 days** at one of the biggest smart cities and tech hubs in the region - Ülemiste City
- Work on a **real life business challenge** presented by Ülemiste City companies
- Develop **problem solving** and **business development** skills with experienced mentors
- **Collaborate** with other students, companies and partners
- Continue developing your solution in an optional **incubation program** after the hackathon
- Receive **2EAP academic credits**
- **Have fun and invent the future together with companies and students from Nordics & Baltics!**

# Hack4Future format



**Duration:** 2 days (15.-16.04.2020)

**Participants:** 70 students (35 from Estonia, 35 from abroad)

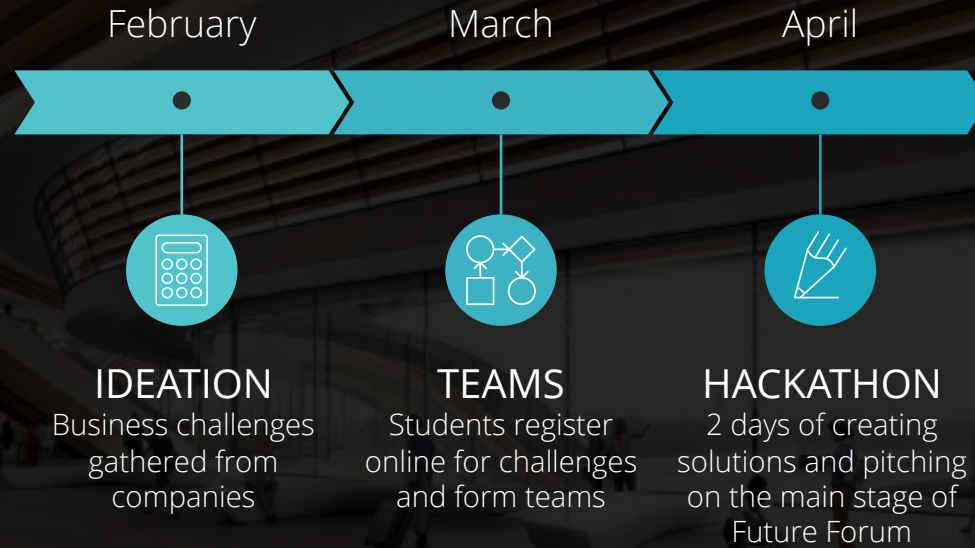
**Teams:** 21 teams (3-4 students per team)

**Challenges:** 7 pre chosen challenges from Ülemiste City campus companies

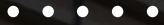
**Solutions:** 3 solutions to each case from 21 teams

**Mentors:** 6-8 (IT, bizdev, UX/UI, marketing, product development)

# Timeline



# Hackathon program



## Wednesday, 15.04.2020

Location: Öpiku Conference Center, Ülemiste City

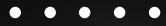
- 09.00-12.00 Teams arrive. Welcome, coffee and snacks
- 12.00-13.00 Lunch
- 13.00-13.30 Introduction and opening
- 13.30-14.00 Business challenge intros from companies
- 14.00-14.30 Meeting team members, finding mentors
- 14.30-15.00 **Expert talk:** value prop. and business model design
- 15.00-17.00 Teams get to work / Mentoring round
- 17.00-18.00 **Checkpoint I:** teams present their progress
- 18.00-18.30 Intervention break: mindfulness minutes
- 18.30-23.00 Teams continue to work
- 23.00 Doors close

## Thursday, 16.04.2020

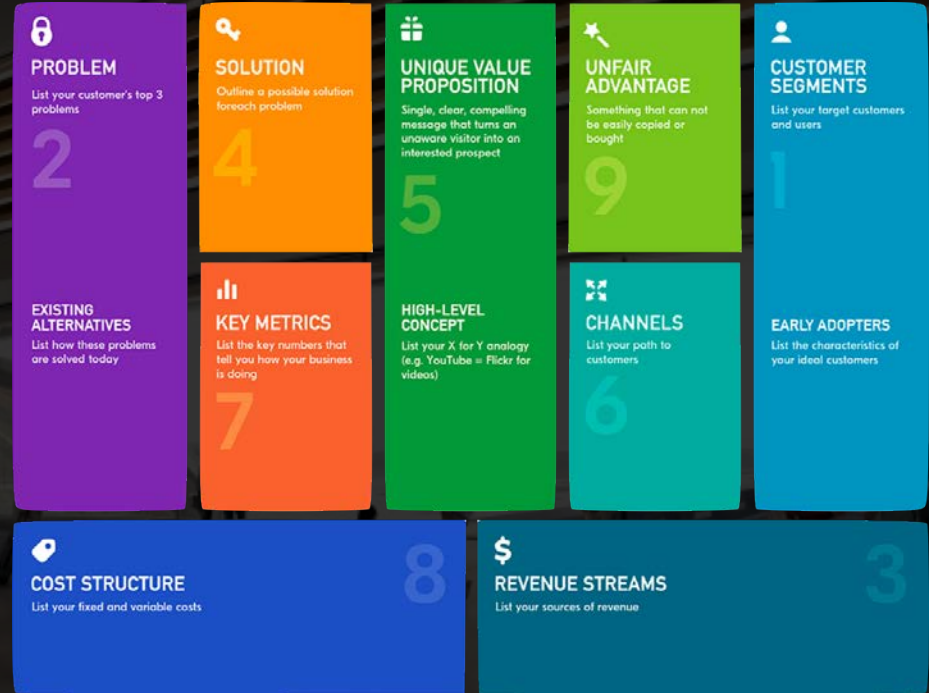
Location: Öpiku Conference Center, Ülemiste City

- 08.00-09.00 Breakfast and gathering
- 09.00-09.30 **Checkpoint II:** teams present their progress
- 09.30-10.00 **Expert talk:** Introduction to prototyping
- 10.00-12.00 Work continues in teams / Mentoring round
- 12.00-13.00 Lunch
- 13.00-13.30 **Expert talk:** pitch training
- 13.00-15.00 Teams prepare the final pitch / Mentoring round
- 15.00-16.00 **Checkpoint III:** pitch drill
- 16.00-17.00 Final sprint: preparing for the final pitching
- 17.00-18.00 **FINAL PITCHES** (on the main stage of FF2020)
- 18.00-18.45 The jury gives their feedback
- 19.00 – ... Award ceremony and refreshments

# Expected outcomes from hackathon



- 21 solutions presented to companies (3 solutions for each of the 7 challenges)
- Non-clickable prototype, i.e. business model canvas and/or value proposition canvas and/or internal process upgrade plan
- Pitch deck
- Functioning team



# Pitching and selecting winners



## Pitching

- All teams get to pitch their solutions on the Future Forum main stage
- The winning teams are selected by a jury of internal and external experts + all participants can vote via app
- Successful teams can partner with sponsor companies to develop their ideas further

## Evaluation criteria

- Progress during the hackathon
- Idea potential/impact/scalability
- Team collaboration

# Costs



**Transport to Tallinn and accommodation costs are expected to be covered by participants.**  
Program and meals during hackathon are covered by organizers.

We suggest 3 potential options for cost coverage:

- Erasmus+ – please contact relevant people at your university and make an agreement
- Other financing options from your university
- Students pay for themselves



# Accommodation



**We have pre-booked 3 optional hotels but you are welcome to choose different options. The deadline for booking at these hotels is 10th March through the contacts below (please use keyword “EEK Mainor” to get these special prices).**

## **GO Hotel Shnelli**

- 10 single rooms + 10 twin rooms
- 53 EUR/room

Contact: [doris.murdla@go.ee](mailto:doris.murdla@go.ee), [shnelli@gohotels.ee](mailto:shnelli@gohotels.ee)

## **Ülemiste Hotel**

- 20 standard single rooms
- 70 EUR/room

Contact: [kadriann@ylemistehotel.ee](mailto:kadriann@ylemistehotel.ee)

## **Tallink Express Hotell**

- 10 single rooms + 10 twin rooms
- 53 EUR/room

Contact: [Kristiina.Kuuspalu@tallink.ee](mailto:Kristiina.Kuuspalu@tallink.ee)

Register by 3.03.2020



Please ask your students to register individually at:

<http://bit.ly/hack4future>

All questions regarding the hackathon:

[hack@futureforum.ee](mailto:hack@futureforum.ee)

+372 502 2746



## Ülemiste City Future Forum 2020: Hack4Future

Event Timing: April 15-16, 2020

Event Address: Valukoja 8, Ülemiste City, Tallinn, Estonia

Contact us: [hack@futureforum.ee](mailto:hack@futureforum.ee) or +372 502 2746

\* Required

Email \*

Your answer

University \*

Your answer

Supervisor / Contact person \*

Your answer

# Welcome to Ülemiste City Hack4Future!



## Contact

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