



Startups4AI

Event definition

Prepared by: Katerina Zalamova, CEO at CREA IDEA LAB
22 May 2019

EXECUTIVE SUMMARY

Objective

The objective is to organise a event with the mix format of hackathon and startup pitch competition where the teams should design a commercial applications from scientific results addressing corporate's challenges and applying AI solutions and technologies.

Goals

1. Scientific and technical dissemination.
2. Straightened of the relationships between different stakeholders in the innovation ecosystem.
3. Inspiring the participants to take actions after the events and to develop further the projects and relationships created during the event.
4. Inclusion activities for minorities groups.
5. Women empowerment trough visibility of good practises and success stories.

Targets

The event will address students, entrepreneurs, investors, schools, universities, corporates and public administration.

Program: 48h Hackathon- Pitch Competition

First Day

9:00- 9:30	Accreditations with Networking event
9:30- 10:00	Opening presentation of the event, sponsors and competition criteria and awards.
10:00- 11:00	Presentation of the challenges: 5 min each- maximum 10 challenges.
11:00- 12:00	Team building
12:00	Start of the 48h Hackathon-Startup competition
18:00-19:00	Boost your project by Great Mentor- 5 minutes interview sessions with mentors- 2 mentors per team.

Second Day

11:30- 12:30	Skill training Zone:
11:30- 11:45	Communication Skills
11:45- 12:00	Long term Strategy
12:00- 12:15	Funding Strategy
12:15- 12:30	I Semi Final: Startups- elevator pitch competition by establish already startups
12:30	Start of the second 24h part of the event
18:00- 19:00	Boost your project by Great Mentor

Third Day

12:00	Official End of the Project Development Time
12:00-12:30	Gathering Time in the Auditorium
12:30- 12:15	II Semi Final: Projects developed at the event
12:15- 12:30	Coffee Break
12:30-14:00	Project Poster Exhibition- Networking event
14:00-14:15	Official Announcement of the Finalists from both Semi Finals
14:15-14:30	Gran Final- Elevator Pitch Competition
14:30- 16:00	Lunch
16:00-16:15	Official Announcement of the Winners
16:15- 17:00	Winner's presentations: 3 min each about the 2 days experience
17:00-17:15	Official Clousure
17:15- 19:00	Networking Party at the Exhibition Zone- media interviews of the participants and of the winners

Prizes

Three main prizes and two special awards as following:

- 1st Prize: For Market Penetration* (achieved into 48h of the competition), 5.000 Euros.
- 2nd Prize: For Communication (done within the 48h of the competition), 3.000 Euros.
- 3rd Prize: For Impact, 2.000 Euros.
- Special Award "Future by Girls"**
- Special Award Public Vote: social media and vote by the same participants, mentors and public.

Note: * To participate for this award, the establish startups should present results in a different than their actual target. They should choose and achieve the metrics within the competition period of 48h.

** Only for teams with more than 50% female members.

Additional suggestions

- The event can be presented and offer to different incubation programs which can offer to the teams followup formulas for further development of the projects.
- Travel Poster exhibition of the presented projects.
- The event can be offer to the public administration for piloting the projects (ex. SmartCAT Challenge).
- The event can be offer to the schools and university to be counted in the general curriculum of the participating students.
- The event can be open for the general public as an entertainment event.

Possible Dates

October 29th-31st: IOTSWC

November 19th-21st: Smart City Expo World Congress