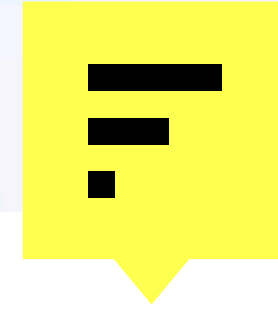


Factory Berlin

Innovation Driver



Hackathon Team Structure



Backend Developer

Handles data/content management, API Integrations, Cyber Security

Frontend Developer

Mediates between complex software program and intuitive user journey

UX Designer

Creating the feel and journey through a digital product

Product Manager

Monitoring the working process, operational management within team

Business / Domain Expert

Provides in-depth understanding of the problem and topic, creates focus and keeps track of the product development in regards to the particular goal

Data Analyst

Provides required information for product development derived from data sets on the topic or a particular branch – creates statistics and diagrams as foundation for a quick and goal oriented decision making

Create Prototype (Feasible Code)

Software Development Sprint

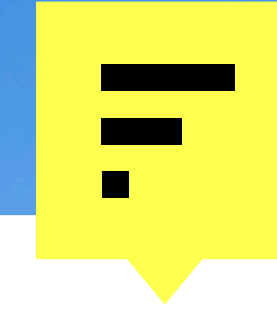
Digital Transformation

App Development (Prototype / UX / Data)

Interconnect Technologies (Blockchain / IOT/ AI)

IT Infrastructure Optimization

Thinkathon Team Structure



Observer

Understanding the core problem, facilitating a working process
(Experts in the field of the challenge)

Inventor

Creating new ideas, creative mind of the group
(e.g. Creative, Product Developer, Business Developer)

Investigator

Mediator between observer and inventor, choosing most feasible ideas based on a deeper understanding of the problem, business, target group etc.

Implementor

Implementing solution into existent business model, deriving new business from solution
(e.g. Operations Expert, Marketing Manager, Graphic Designer, Project Lead in the field of the challenge)

Exploring Ideas with external experts

Knowledge Transfer

Discover and reach new target and client groups

Ideation and prototyping of business ideas, structural/strategic solutions

Validation of ideas/solutions - prepare for implementation

Create mission map on innovation / business development



What's The Purpose?

2 Days Creation Sprint

Focussed Product / Business Model
Ideation / Prototyping

Curated Expert Teams

Get Fit For The Future

HR / Talent Scouting

Lean Management

Innovation Management

Digital Transformation

Market Research

Sustainable Future

Venture Scouting

Agile Business Development

Create New Revenue Opportunities

Cost-saving Product Creation



Event #1

Event #2

Event #3



Innovation Sprint

Solo-Host (1 Challenge)

Outcome

- Diversity of individual Prototypes
- (Business) Concepts / White Papers
- Idea Mapping
- Brand Building
- discover business ecosystems

Added Value

Networking · Talent Scouting · Knowledge-Exchange

Setup

2-3 Teams · Best Results Selected

Event #1

Event #2

Event #3



Innovation Sprint Branch Intelligence

Multi-Host (1 Challenge per Host)

Outcome

- Diversity of individual Prototypes / (Business) Concepts
- Extended Overview of Prototypes/Concepts in neighbouring Branches and Companies
- Idea Mapping
- Brand Building
- discover business ecosystems

Added Value

Networking · Talent Scouting · Knowledge Sharing ·
Market Research

Setup

2-4 hosts · 2-8 challenge teams
best result (out of 2) selected per host

Event #1

Event #2

Event #3



Joint Venture Creation + Market & Branch Intelligence

Multi-Host (Several Joint Challenges)

Outcome

- Prototype / (Business) Concept with holistic Approach
- Potential to implement into a progressing Joint Venture
- additional Experience on Ideation/Creation Processes can be sourced from the Adhoc-Community
- Brand Building
- discover new business ecosystems

Added Value

Networking · Talent Scouting · Venture / Start-up Scouting
Business Opportunities · Initiate Change Processes (e.g. re-define by co-creation) · Market research · Potential Venture Collaborations

Setup

2-4 hosts · 2-8 challenge teams
close collaboration between hosts, align along the creation process ·
exchange knowledge & experiences · pick 1+ prototypes/solutions/
venture concepts for progression · focussed ideation for joint-ventures

Agenda

Hackathon

Day One

● Intro

● Challenge Presentation

● Fireside Chats

● Hacking (Ideation Phase)

● Mentoring Session

● Hacking (Progression)

Day Two

● Breakfast / Networking

● Fireside Chats

● Hacking (Finalizing)

● Jury Intro / Pitch

● Judging Session / Infotainment

● Award Ceremony

● Networking /Entertainment

Agenda

Thinkathon

Day One

● Intro

● Challenge Presentation

● Fireside Chats

● Ideation Workshop

● Mentoring Session

● Co-Creation Session

Day Two

● Breakfast / Networking

● Fireside Chats

● Finalize Projects

● Jury Intro / Pitch

● Judging Session / Infotainment

● Award Ceremony

● Networking /Entertainment

Event Services



Community

Curated challenge teams
(50% Factory Community /
50% external applicants)

Curated mentors & speakers

Selected networking guests
from our startup / corporate /
partner community



Content

Support in challenge definition

Curated Fireside Chats

Support in creating
preparation & working material

Curation infotainment /
entertainment programm



Event Management

Event planning &
programming

Event management

Catering

Tech production



Marketing

Social media marketing

Newsletter call-out

Event documentation

Brand Building Aftermovie

All prices include the above mentioned event services.

Solo Host

- 1 Challenge
- 2-3 Teams
- 2 days event
- Best result selected
- Prototype or Business Case

€ 20.000

Multi Host

- 1 Challenge pro Host
- 2-8 Teams
- 2 days event
- Best result selected
- Prototype or Business Case

€ 25.000

PER HOST

Joint Venture

- 1 challenge per host or 1-2 joint venture challenges of multiple hosts
- 2-4 hosts
- 2-8 challenge teams
- 2 days event
- best result (out of 2) selected per host
- 1 or more prototypes/ solutions/venture concepts can be picked for progression

€ 15.000

PER HOST

Additional costs might occur due to extra services required.

Next Steps

We send you our questionnaire

Based on your answers we create an event plan

Let's discuss potential challenges

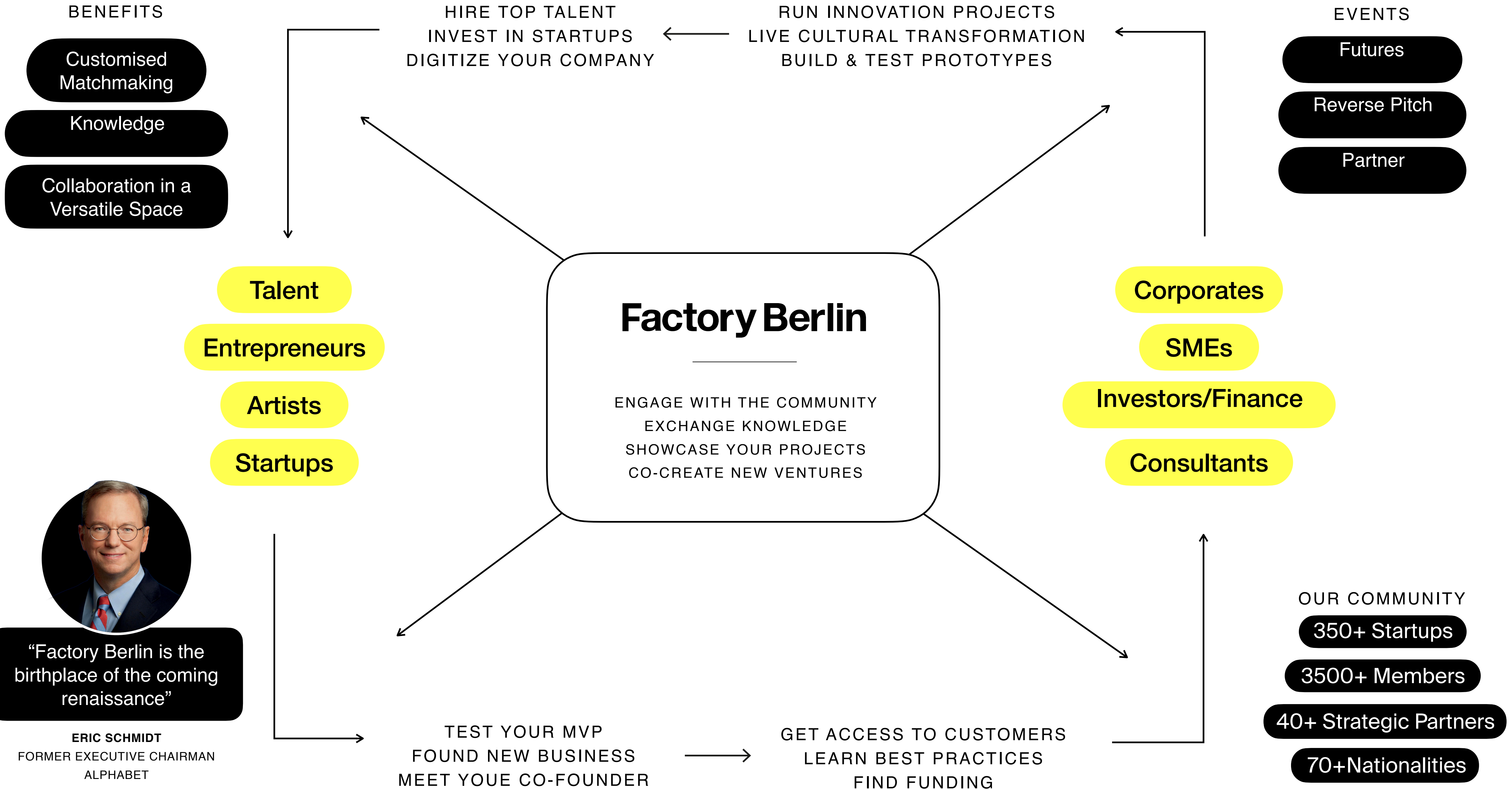
Contract Signing

Content / Team Curation

Event Preparations

Final Briefing

Take Off!



Factory Berlin

Contact



Candy Glas

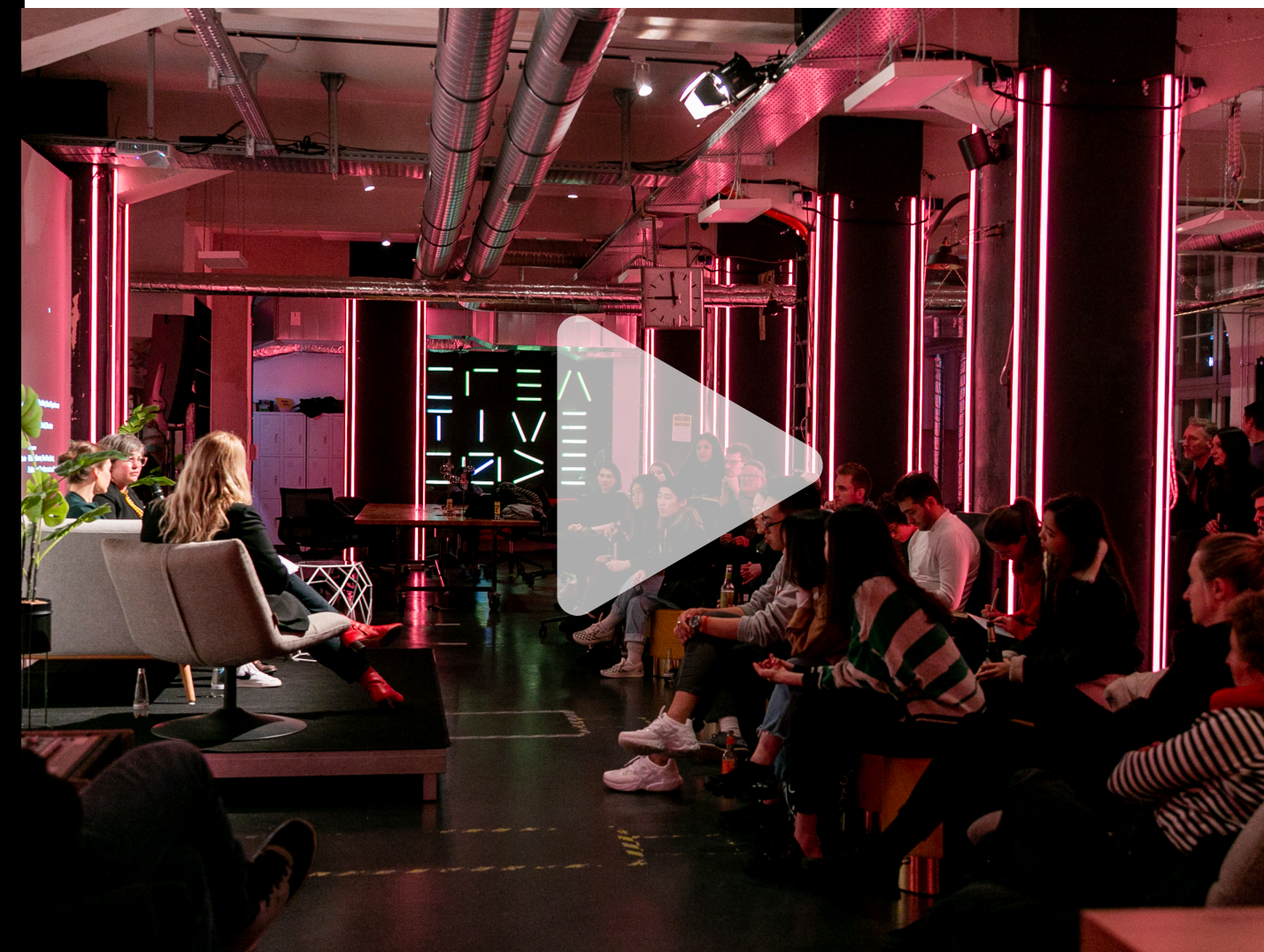
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Watch

Our Hackathons



Watch a short video on Factory Berlin's Hackathons now →