

ENTERPRISE SLOVAKIA CAMPAIGN

HACKATHON & “STARTUP SLOVAKIA”

Hackathon and “StartUp Slovakia” are organised in cooperation with the Ministry of Economy, Enel, SPP, HP and other partners, in the framework of the Enterprise Slovakia campaign that aims to make Slovakia “smart.”

While the overarching goal of the hackathon is to find solutions to problems that Slovakia is facing, we also specifically aim to demonstrate how start-up community can help corporates innovate their businesses. As the main focus of our first hackathon is energy sector, energy companies are the ones laying down the challenges for the kick-off hackathon we are staging in the framework of the Enterprise Slovakia campaign. It is going to be officially launched at this year’s Tatra Summit (6th November). This will be done in the presence of the Minister of Economy, as well as of CEO’s of companies helping to define the hackathon challenges.

The registration for the hackathon will close on 9th November. This will be followed by a 2-week long solution seeking phase, during which participants will work individually on their “business plans.” During this phase of the project we will also host a “mentoring day”(10th November) at which the rules will be communicated to start-ups, respectively teams and individual competitors, on top of being presented on the enterpriseslovakia.com website. The event will also serve as a platform for providing general, technical as well as more professional (energy-sector related) assistance to all participants of the hackathon. After the closure of the competition on 23rd November, the Commission comprised of representatives of the Ministry of Economy, energy sector, Michael Jacobsen and other partners, will assess the models and decide on top 3 solutions. Top 3 finalists will be contacted by 27th November.

The main event, “SmartUp Slovakia” is going to take place on 30th November at the premises of Connect. This will be an official award ceremony during which 3 winning project teams will pitch their idea and the final winner will be announced. Last but not least, the plan and next steps for the Enterprise Slovakia campaign will be presented.

We greatly hope that those kick-off events, organised as a part of the Enterprise Slovakia campaign, will be a great success and that it will benefit the Slovak business community.

<p><u>Press Conference-</u> <u>Official Announcement of the</u> <u>Hackathon</u> at this year's TATRA SUMMIT TIME: 14:30 VENUE: Grand Hotel Bratislava</p>	<p><u>Mentoring Day</u> 10th November TIME: tbc VENUE: PwC</p>	<p><u>SmartUp Slovakia!</u> 30th November TIME: 11am VENUE: Radisson Blu Carlton Hotel</p>
--	--	--

In case you have any further questions, please do not hesitate to contact Mia Janockova at:
mia@jacobsencorporation.com; Tel.: +421 919 188 868