

HPP WORKSHOP

Zagreb, Dec 2019

Strategic Hackathon

Solving 1 Key Challenge



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**Complaining is not a Strategy.
You have to work with the world
as you find it, not as you would
have it be.**

Jeff Bezos, Amazon

What is hackathon?

- Intensive, short group work
- Goal is to find solutions for problem/challenges
- Used by startups, corporations, and governmental organizations

What is this hackathon special?

- Usually used to develop products, not strategy
- Usually used in corporate environments, not in sport



How it goes?

- Organize small groups (3-5 people)
- No group with two persons from same organization
- Generate ideas, exchange opinions and develop a solution
- Don't search for perfection, you can fine tune the solution later
- Present your solution

Final Result: A Solution to a challenge

1. Explanation why this specific challenge needs your attention?
2. Who will benefit if you solve it and why?
3. What are the steps required to do it?
4. What resources do you need to do it?
5. Create 10 mins presentation

The Challenges to Solve (pick one for your group)

- Improve/Build hockey Infrastructure in the region
- Attracting more fans and media to the IHL league
- Bringing former ice hockey players back to ice-hockey
- Organize the best hockey promotion/recruiting event

Challenges

- Improve/Build hockey Infrastructure in the region
- Attracting more fans and media to the IHL league
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Solution

1. Why this specific challenge needs your attention?
2. Who will benefit if you solve it and why?
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3...2...1...GO!

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Thank you



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