INNOVATION DAYS

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The **Innovation Days** is an initiative allowing the connection between companies and entrepreneurial students to prototype solutions in 48 hours.

Four main stakeholders are: companies (they get at least 3 prototypes on an innovation challenge), universities (the hackathon can be integrated in a course curriculum), local sponsors (each hackathon has a theme that is of relevance to the geographical area where the event is hosted), participants (they can work on a practical challenge in cross-functional teams including design, engineering and management background).

Corporates providing the challenge share a video to explain the challenge to participants. Moreover, participants join brainstorming sessions prior the event and they are asked to share inspirations that are relevant to the challenge.
Participants solve 3 up to 5 challenges framed as "How might we…" questions and are expected to prototype their solutions by the end of the event. Prototypes could be physical prototypes, proof of concept or landing page/wizard of OZ.

Innovation Days is hosted by Conui.
Full documentation is available to support your agency adopting this initiative. To know more about the Innovation Days please contact **Conui**:
thomas@innovationdays.org, lea@innovationdays.org, marta@innovationdays.org
https://www.innovationdays.org/

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