



Design & Innovation



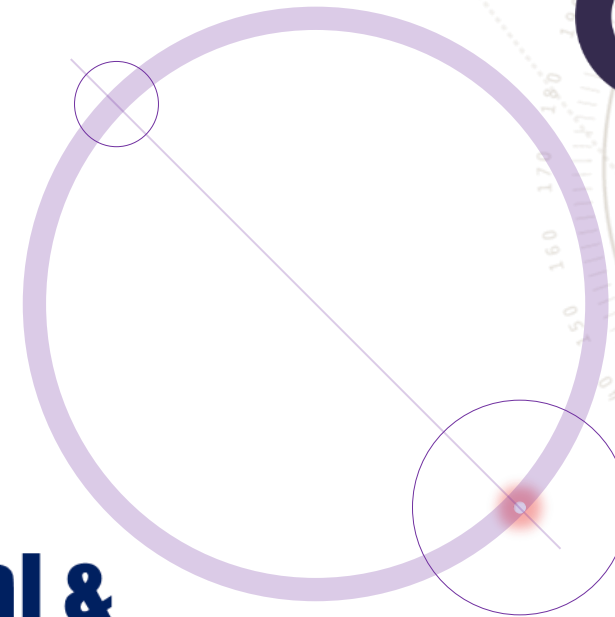
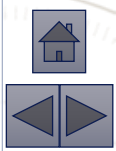
Digital Transformation



Global Strategy



Startup Gateway



**Social & Creative**  
Incubation Program

# Pre- Arrival Guide for So-Creative Hackathon (Powered by IBM)

Innovate | Disrupt | Lead  
San Francisco - Boston - Berlin - Dubai - Islamabad



# Incubation Program & Curriculum



## 6-Months Incubation Cohort

- 4-Months Incubation Training Program
- 2-Months Expert Meetups
- Industry Meetups

## Cohort Selection Process & Management

- Call for Startups
  - University Awareness Sessions
- Application Submission
- Shortlisting for Pitching
- Startups Selection through SoCreative Hackathon
- CGI Incubation Management Portal
  - Management Dashboard
  - Startups KPIs & Dashboard

## Startup Progress / Assignments

Lectures / Book / Videos Reflection Blogs on @Medium  
Pre-Readings / Exercises  
KPIs Dashboard & Module Feedback

## 4-Months Incubation Trainings

1. Leadership Sprint
2. Social Impact Sprint
3. Creative Innovation Sprint
4. HCD & Design Thinking Sprint
5. Customer Discovery Sprint
6. Business Model Design Sprint
7. Business Model Validation Sprint
8. Marketing & Sales Sprint
9. Admin & Finance Sprint
10. Banking & Legal Sprint
11. Go-To Market Strategy Sprint
12. HR & Talent Sprint
13. Business Process Management Sprint
14. Growth Hacking & Blitzscaling Sprint
15. Fund-raising Sprint
16. Investor Pitch & Demo Day



# Hackathon Schedule

Wednesday 25th Sep  
09.00 a.m. to 05.00 p.m.

S. No	Activity	Duration	Timings
1	Orientation Session	30 mins	08.30 a.m. to 09.00 a.m.
2	Training Session by IBM	3 hours	09.00 a.m. to 12.00 p.m.
3	Hackathon	1 hour	12.00 p.m. to 01.00 p.m.
4	Lunch Break	1 hour	01.00 p.m. to 02.00 p.m.
5	Hackathon	2 hours	02.00 p.m. to 04.00 p.m.
6	Pitching & Evaluation	1 hour	04.00 p.m. to 05.00 p.m.

## Requirements;

- All the participants are required to ensure their presence in the “Auditorium, Salam Block” on Wednesday September 25, 2019 at 08.30 a.m. sharp!
- All the participants are required to bring in their laptops along.
- Before Hackathon all the participants are required to register @ <https://ibm.biz/Bdz82Q>

## Additional References to be reviewed by Participants before Hackathon;

<https://www.ibm.com/blogs/client-voices/chatbots-bridge-gap-customer-service/>

<https://www.ibm.com/partners/start/watson-assistant/>

<https://www.ibm.com/watson/how-to-build-a-chatbot>

<https://www.ibm.com/watson/ai-customer-service>



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# THANK YOU

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## Center for Global Innovators

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