

September 24-25, 2024



## CALL FOR CORPORATIONS, INDUSTRIAL FIRMS START UP VENTURES

to Present Professional Challenges and Provide Sponsorship

Seventh National Hackathon® in Industrial Engineering & Management, Engineering, Data Science and Design

Digital Solutions to Benefit the Economy, Business and Society

September 24-25, 2024

### INTRODUCTION

The Dean's Forum, The National Association of Engineers, Architects and Academics in Technological Sciences and the Ira Foundation for Business, Technology & Society are pleased to invite you to provide a professional problem/challenge to the Seventh National Hackathon® in Industrial Engineering and Management, Engineering, Data Science and Design. The Seventh National Hackathon, commemorating the centennial year of engineering and technology profession association in Israel, will focus on creative and innovative solutions to promote economic, industrial, governmental and community organizations, utilizing methodologies from the fields of engineering, science and design. The event will be held at the School of Industrial Engineering & Management, Shenkar College and will include all the academic institutions that offer degrees in industrial engineering and management, engineering, data science and design.

During the Hackathon, the students will pursue creative solutions for problems/challenges provided by the corporations and organizations. These professional challenges presented by the corporations are currently being studied or have yet to be investigated. The students will be required to apply professional knowledge in an innovative and creative way. The proposed solutions will be displayed after 36 consecutive hours of intensive work and "out-of-the-box" brainstorming and thinking. The results will be presented to a forum of experts, senior executives, engineers and academic faculty. The event will also include relevant lectures by faculty members and senior executives from leading industrial organizations. Past corporate participants in the hackathon include: MSI, Big-M, IDU, eBay, Intel, Kupat Holim Clalit (HMO), Sha'arei Tzedek Hospital in Jerusalem, Mekorot Water Works, The Prime Minister Office, Optimove and other start up ventures. We invite you to take part in the Seventh National Hackathon, to propose professional problems and challenges for teams of students from multiple academic disciplines, and to

provide sponsorship for this important, unique national event. Last year National Hackathon appear in the following link:

[Press here](#)

### THE PARTICIPANTS IN THE EVENT

The event is intended for all undergraduate and graduate students – with preference for female students – enrolled in relevant academic programs, engineering, data science and design programs, who are interested in technological, commercial and social innovation and in developing digital and other solutions that contribute to businesses, the economy and the community on an organizational, national or international level. Students will be divided into teams of 3-4 and will tackle professional problems, process data and develop solutions based on engineering, business and design concepts, while working as a team in a competitive environment and under time constraints, guided by senior faculty and executives.

### AWARDS

The panel of judges includes a team of experts, leaders of industry and business executives. The criteria for selecting winners include:

- Creativity and innovation
- Technological feasibility
- Economic and commercial feasibility
- Level of development achieved during the hackathon
- Projected change or technological, economic and community impact

The awards are:

**First place team:** NIS 15,000 or comparable amount in \$US

**Second place team:** NIS 10,000 or comparable amount in \$US

**Third place team:** NIS 5,000 or comparable amount in \$US

The amounts indicated above are for the whole team.

A certificate will be awarded to every participant.

September 24-25, 2024

7<sup>TH</sup> NATIONAL HACKATHON  
Industrial Engineering & Management,  
Engineering, Data Science and Design**THE PROFESSIONAL CHALLENGES ARE PROVIDED BY PARTICIPATING COMPANIES AND ORGANIZATIONS.**

In order to submit professional challenges/problems kindly sign on to the Seventh National Hackathon link: [Press here](#)

The deadline for submission is September 1st, 2024

If there are question or clarifications regarding professional challenges kindly contact Dr. Michal Koren at [michal.koren@shenkar.ac.il](mailto:michal.koren@shenkar.ac.il)

**SPONSORSHIP BY COMPANIES/ORGANIZATIONS****PLATINUM – IS15,000**

- Deliver a welcome greeting at the hackathon opening
- Short lecture by the company / organization during the 36 hours of the hackathon
- Short lecture during meal / coffee breaks
- Option for display stand at the hackathon
- Participation on panel of judges
- Publicity about the sponsorship in all channels: calls for participation, program leaflet, roll-up, Facebook, Twitter
- Option for advertising material in the participant's kit
- Award a prize in the name of the company /organization to the winning teams

**GOLD – IS10,000**

- Option for display stand at the hackathon
- Participation on panel of judges
- Publicity about the sponsorship in all channels: calls for participation, program leaflet, roll-up, Facebook, Twitter
- Option for advertising material in the participant's kit
- Award a prize in the name of the company/organization to the winning teams

**SILVER – IS5,000**

- Participation on panel of judges
- Publicity about the sponsorship in all channels: calls for participation, program leaflet, roll-up, Facebook, Twitter
- Option for advertising material in the participant's kit
- Award a prize in the name of the company/organization to the winning teams

**BRONZE – IS2,500**

- Participation on panel of judges
- Publicity about the sponsorship in all channels: calls for participation, program leaflet, roll-up, Facebook
- Option for advertising material in the participant's kit

For questions regarding sponsorship kindly refer to Alice Mendel: [alice1@shenkar.ac.il](mailto:alice1@shenkar.ac.il)

You are all welcome to take part, participate and be part of this significant, national, academic and economic event – The Seventh National Hackathon, September 24-25, 2024!

**Prof. Ehud Menipaz**

Founding Chairman, The National Hackathon  
Dean, School of Industrial Engineering & Management, Shenkar  
Chairman, Board of Governors, National Association of Engineers and Architects (AEAI)

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7<sup>TH</sup> NATIONAL  
HACKATHON<sup>®</sup>  
Industrial Engineering & Management,  
Engineering, Data Science and Design

## Sponsorship & Registration form for Companies & Organizations

September 24-25, 2024

Please send to Ms. Alice Mendel: [alice1@shenkar.ac.il](mailto:alice1@shenkar.ac.il)

+972-3-6110033

Company/Organization name:.....

(Please indicate an exact name according to which a payment request for sponsorship will be issued)

Registration Number:.....

Address:.....

Phone number:.....

Cell phone number:.....

Fax number:.....Contact person:.....

e-mail Address:.....

Purchase No.:.....

### We invite sponsorship:

Sponsorship Level	Price including VAT	✓
Platinum	15,000 NIS	
Gold	10,000 NIS	
Silver	5,000 NIS	
Bronze	2,500 NIS	

Notes:.....

Signature and Company seal:.....