



NATIONAL HACKATHON

Industrial Engineering & Management, Engineering, Software and Design,
The Ira Foundation for Business,
Technology & Society



CALL FOR TECHNOLOGY CORPORATIONS, INDUSTRIAL FIRMS START UP VENTURES

to Present Professional Challenges and Provide Sponsorship

Fifth National Hackathon in Industrial Engineering & Management, Engineering, Software and Design

Digital Solutions to Benefit the Economy, Business and Society

April 13-14, 2022

INTRODUCTION

You are invited to participate in the Fifth National Hackathon in Industrial Engineering and Management, Engineering, Software and Design. The Fifth 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 engineering 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” brain storming 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 M51, 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 – technology and industrial corporations – to take part in the Fifth 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. Yesteryear National Hackathons appear

in the following links:

[The Fourth Hackathon](#)

[The Second Hackathon](#)

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, software 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.



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THE PROFESSIONAL CHALLENGES ARE PROVIDED BY PARTICIPATING COMPANIES AND ORGANIZATIONS.

In order to submit professional challenges/problems kindly sign on to the Fifth National Hackathon link:

Press Here

If there are questions or clarifications regarding professional challenges kindly contact Dr. Michal Koren at 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, Twitter
- Option for advertising material in the participant's kit

PARTICIPATING COMPANIES/ THE PROFESSIONAL CHALLENGES ARE PROVIDED BY PARTICIPATING COMPANIES AND ORGANIZATIONS

Technological companies and other organizations that contend with problems in the field of industrial engineering & management, engineering, software, and design, such as advanced digital services, improving supply chains, deploying big data, enhancing user experience, improving production lines, robotics and Artificial Intelligence, Industry 4.0, smart cities and innovative cooperative/community business models, Machine Learning, Deep Learning. The companies selected to present professional challenges for the National Hackathon will be required to provide the teams with suitable work environments and professional mentors to assist the teams in the various fields.

In order to submit a proposal for sponsorship kindly sign on to the Fifth National Hackathon link:

Fifth National Hackathon

For questions regarding sponsorship kindly refer to Alice Mendel: alice1@shenkar.ac.il

You are all welcome to take part, participate and be part of this significant, national, academic and economic event – The Fifth National Hackathon, April 13-14, 2022!



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Registration form for Companies & Organizations

Please send to Miss Alice Mendel: alice1@shenkar.ac.il
03-6110033

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	2500 NIS	

Notes:.....

Signature and Company stamp:.....