



# IDEA CHALLENGE

17-20 NOV 2020

V4 + BALKAN

SZEGED, HU

10+ nationalities

120 000+ people reached

80+ participants

72 hour international business challenge

[www.ideachallenge.io](http://www.ideachallenge.io)





# What is the Idea Challenge?

**A competition for university students and young professionals to compete with their innovative business ideas in real life situations.**

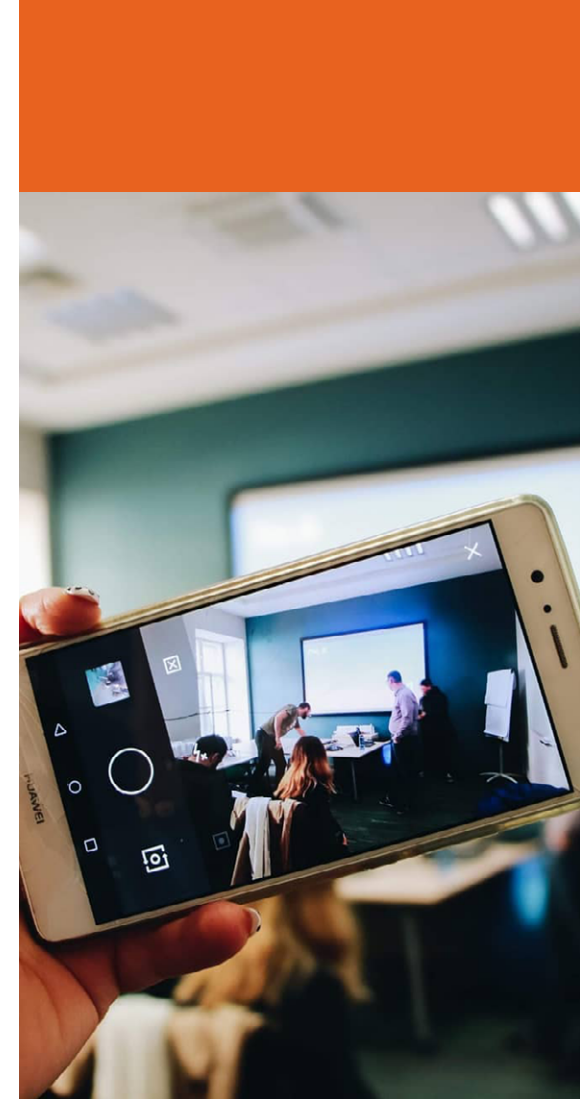
**Participants will be working in teams** to polish their ideas that they will present for the jury all within **72 hours**.

Their main focus during the competition is on **creative problem solving**, coming up with a **great value proposition**, and **practicability**.

**Mentors** will also support the teams to achieve their goals.

# The aim of the challenge is ...

- to create a **Central and Eastern European platform** to ignite networking and knowledge sharing among young talents and companies.
- to bring the **rising stars and the companies together** for beneficial mutual collaboration.
- to strengthen the **entrepreneurial mindset of the participants** and to give them **future proof knowledge** is utmost important during the challenge. That's why **office company field studies and workshops** focusing on business and technology topics are part of the **72-hour program**.







## In numbers

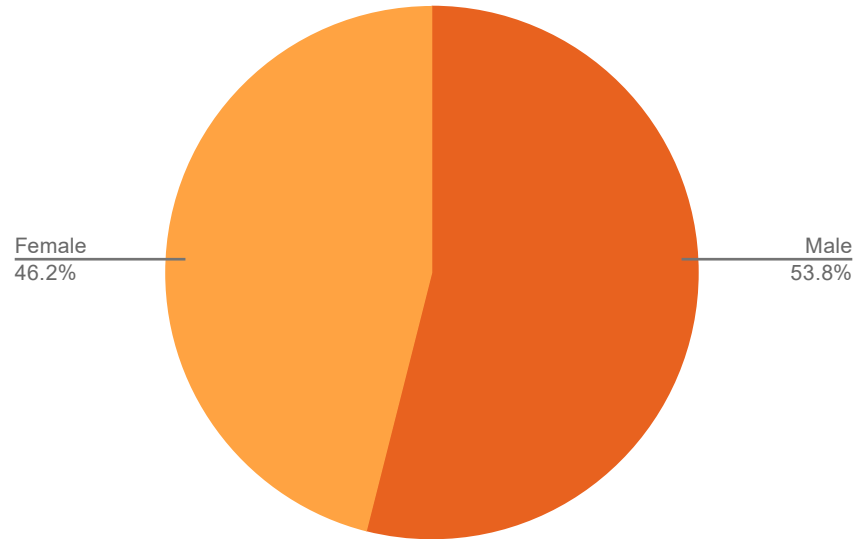
- 120 000 young professionals reached
- 100+ participants
- 8 nationions
- Organised for the 3rd time in 2020

You can view the aftermovie of our latest event [here](#).

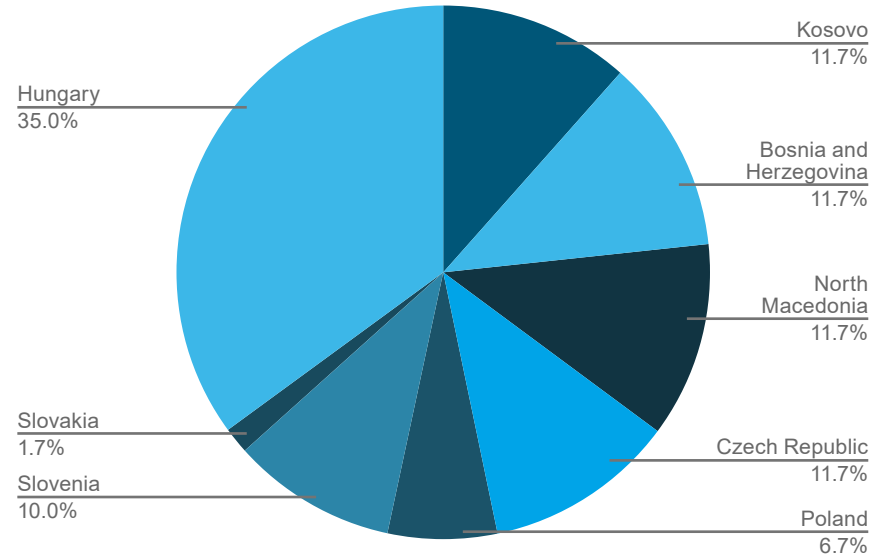


# 2019 in numbers

Participants by gender

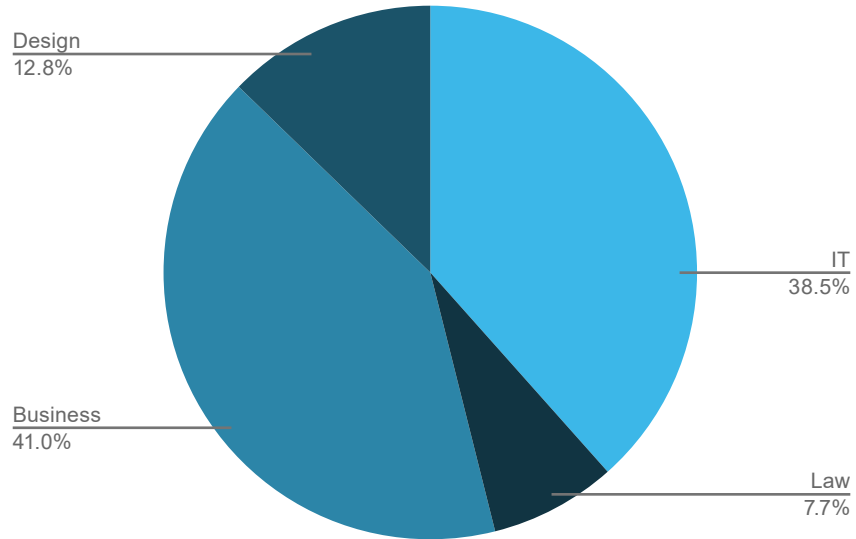


Participants by country

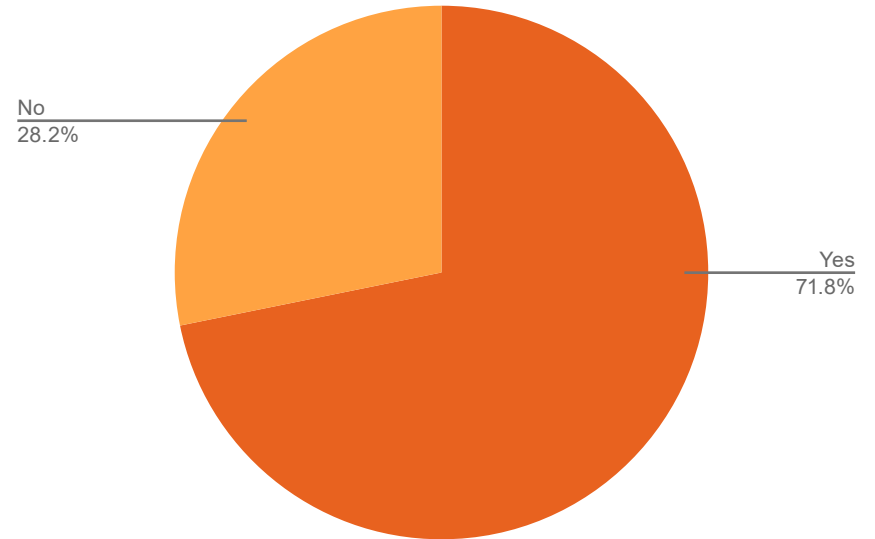


# 2019 in numbers

Participants by special field



Participants interested in job opportunities





# We expect participants ...

- from partner countries such as: **Albania, Bosnia Herzegovina, Czech Republic, Northern Macedonia, Kosovo, Poland, Hungary, Montenegro, Serbia, Slovakia.**
- from our Hungarian and international partner organisations **(40 innovative engineers, designers, managers and marketing professionals).**



# Timetable

## 17 NOVEMBER TUESDAY

12:00 - 16:00	Arrival
16:00 - 18:00	Reserving Accommodation
18:00 - 18:30	Opening Ceremony
18:30 - 20:00	Icebreakers
20:00 - 21:00	Dinner
21:00 - 23:00	Evening Program

## 18 NOVEMBER WEDNESDAY

09:00 - 12:00	Partner Company Visits
12:00 - 15:00	City Tour
15:00 - 17:00	Partner Company Visits
18:00 - 23:00	Evening Program

## 19 NOVEMBER THURSDAY

10:00 - 18:00	Workshops
18:00 - 22:00	Evening Program

## 20 NOVEMBER FRIDAY

07:00 - 18:00	Idea Challenge
19:00 - 24:00	Afterparty

The programs in the schedule are not final, we reserve the right to change!

Partner up with  
us if you want ...







# Recruiting

- **to bond with talented young individuals** who can bring innovation and fresh ideas to your organisation
- **to earn visibility and credibility among Gen Z** to get considered as future employee





# Product Development

- to put your product in front of fresh creative minds for some upgrade

# Partner Packages

Our partners will not only meet talented individuals, but they will be able to **promote their businesses**. Also, we will **connect them to the teams** with the potential of future collaboration. **Participating at future business events** might be part of the partnership.





	Bronze	Silver	Gold	Platinum
Mentors		1 person	3 person	5 person
Jury Members				✓
Appearance in Facebook posts		Group	Individual	Individual
Introduction at the opening or on the day of the workshops			✓	✓
Opportunity to hold a workshop		✓	✓	✓
Opportunity for a company visit		✓	✓	✓
Appearance in our brochure	Group	Group	Highlighted	Highlighted
Appearance on our website	✓	✓	✓	✓
Appearance on our Facebook banner		Group	Group	Highlighted
Appearance on our T- shirt		✓	✓	✓
Rollups, molinos at the event venue			✓	✓
Flyers at the event			✓	✓
Promotional materials in the welcome package	✓	✓	✓	✓
Appearance in the aftermovie			✓	✓
Facebook live interview			✓	✓
Press release			✓	✓
Raising a business problem for competitors		✓	✓	✓
Participation at the afterparty and networking	✓	✓	✓	✓
Featured partner at other GYEEK Club events			1 event	3 event
Contact details of participants for HR purposes			✓	✓
Partner Package Fee	300 000 Ft	600 000 Ft	1 500 000 Ft	3 000 000 Ft

In the case of a material offer, the classification is made by mutual agreement.

## Organisers



## Partners



# Are you interested?

Reach out at [partners@ideachallenge.io](mailto:partners@ideachallenge.io)  
and let's discuss the details.

**Ákos Boros**

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Co-founder and organiser

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