

XYZ Seoul Hackathon

April 18th,
2023

[<register>](#)

Together:

TeamLabs/
FACE THE
NEXT

m
Mondragon
Unibertsitatea
Facultad de
Empresariales

MTA
MONDRAGON
TEAM
ACADEMY

SNGULAR

Day plan

**SPANISH
AMBASSADOR
SALUTE**

9h30

**TEAM
BUILDING
WITH AI**

10h00

**AI TRAINING
&
EXPERIMENTING**

14h00

**THE
CHALLENGE**

14h30

**EMPATHIZE,
DEFINE, IDEATE &
PROTOTYPE**

**PITCH & PRESENT
SOLUTIONS**

20h00

22

TeamLabs/
RADICAL
LEARNING LAB

Timeflow

Time	Title
09:30-10:00	Opening
10:00-12:30	AI icebreaking & team building
12:30-14:00	Lunch break
14:00-15:00	AI training & Experimenting
15:00-15:10	The Challenge
15:10-19:30	Empathize, define, ideate & prototype
19:30-20:00	AI prototype presentation

Hack the future



“A hackathon is a methodology by which interdisciplinary teams will work throughout the day trying to **solve** the rest raised, **generating tangible solutions** to it”

3

TeamLabs/
RADICAL
LEARNING-LAB

abuaaieyc aul

How to prototype WITH ARTIFICIAL INTELLIGENCE for solving the Big F***cking problems that we have today

Environment - Social Inclusion - Inequalities

3

TeamLabs/
RADICAL
LEARNING LAB

Design Thinking.

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

IMPLEMENT



UNDERSTAND

EXPLORE

MATERIALIZE

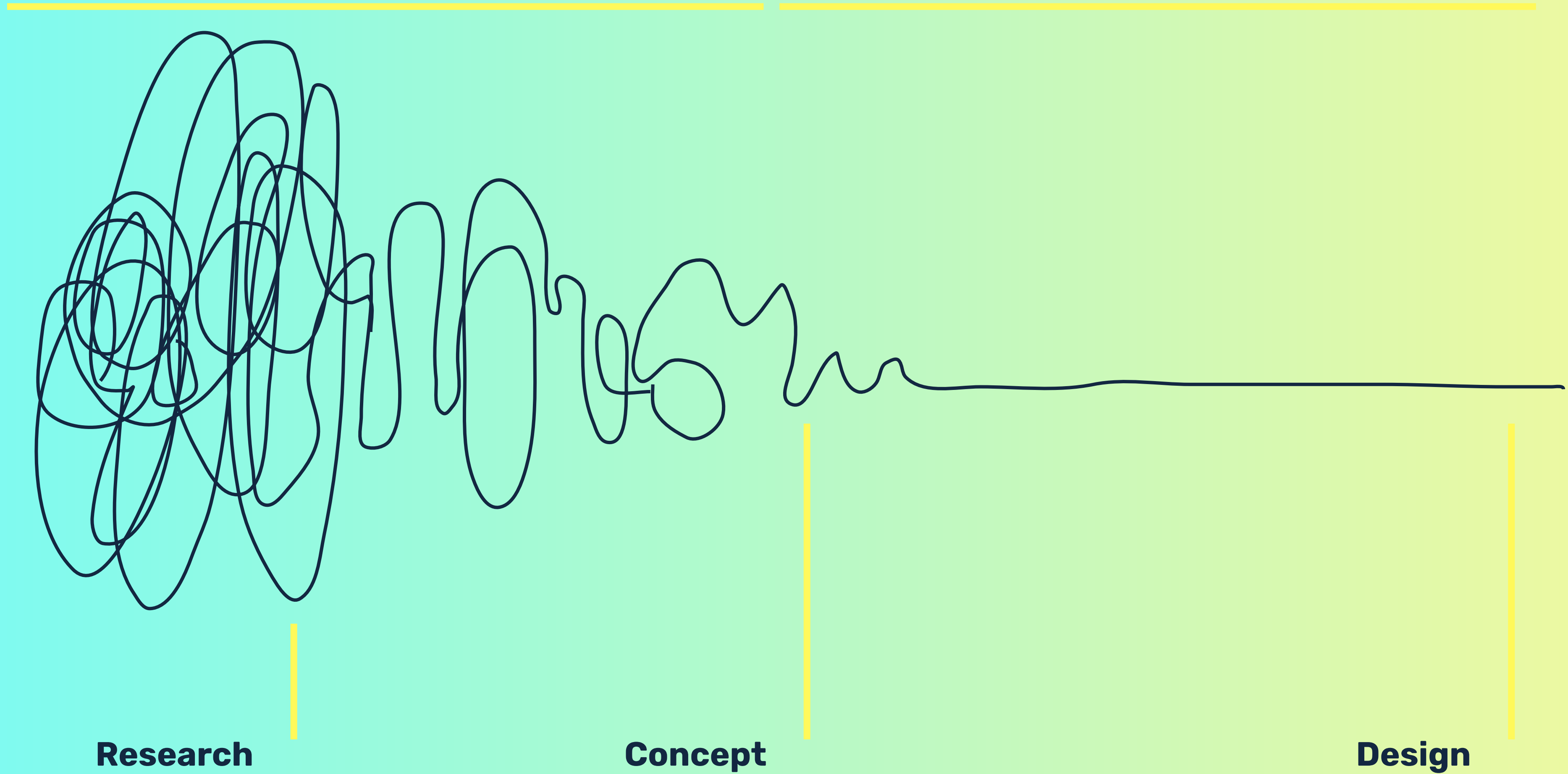
5

TeamLabs/
RADICAL
LEARNING LAB

Design Thinking.

Uncertainty / patterns / insights

Clarity / Focus



6

TeamLabs/
RADICAL
LEARNING LAB

Before starting...

TEAM WORK

ASK QUESTIONS

TRUST THE PROCESS

PARTICIPATE

BE PRESENT

enjoy!!!

**Split in
teams**

**Let's
START.**

Design Thinking.

EMPATHIZE



UNDERSTAND

DEFINE



IDEATE



EXPLORE

PROTOTYPE

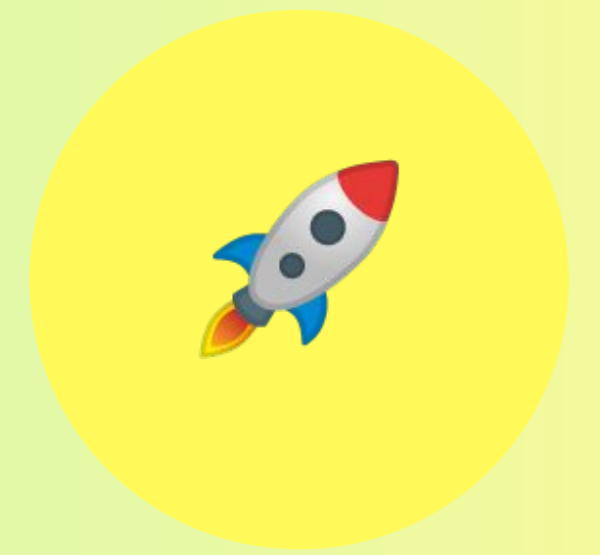


TEST



MATERIALIZE

IMPLEMENT



abuaaiey c auL

How to prototype WITH ARTIFICIAL INTELLIGENCE for solving the Big F***cking problems that we have today

Environment - Social Inclusion - Inequalities

3

TeamLabs/
RADICAL
LEARNING LAB



11

TeamLabs/
RADICAL
LEARNING LAB

01 { **GATHER
INFORMATION**

02 { **DECONSTRUCT
THE
CHALLENGE**

03 { **CONVERGE**

30'

Reframe challenge.

12

TeamLabs/
RADICAL
LEARNING LAB

How might we...
(transform/ create/help)

for... (who) ?

User persona.

- Name
- Age
- Passions
- Habits
- Pains
- Gains
-

13

TeamLabs/
RADICAL
LEARNING LAB



Design Thinking.

EMPATHIZE



UNDERSTAND

DEFINE



IDEATE



EXPLORE

PROTOTYPE



TEST



MATERIALIZE

IMPLEMENT



Brainstorming principles.

- **Differ judgment**
- **Build on the ideas of others**
- **Be visual**
- **Go for quantity**
- **One conversation at a time**

**THINK
BIG**

30'

BREAK

Design Thinking.

EMPATHIZE



UNDERSTAND

DEFINE



IDEATE



EXPLORE

PROTOTYPE



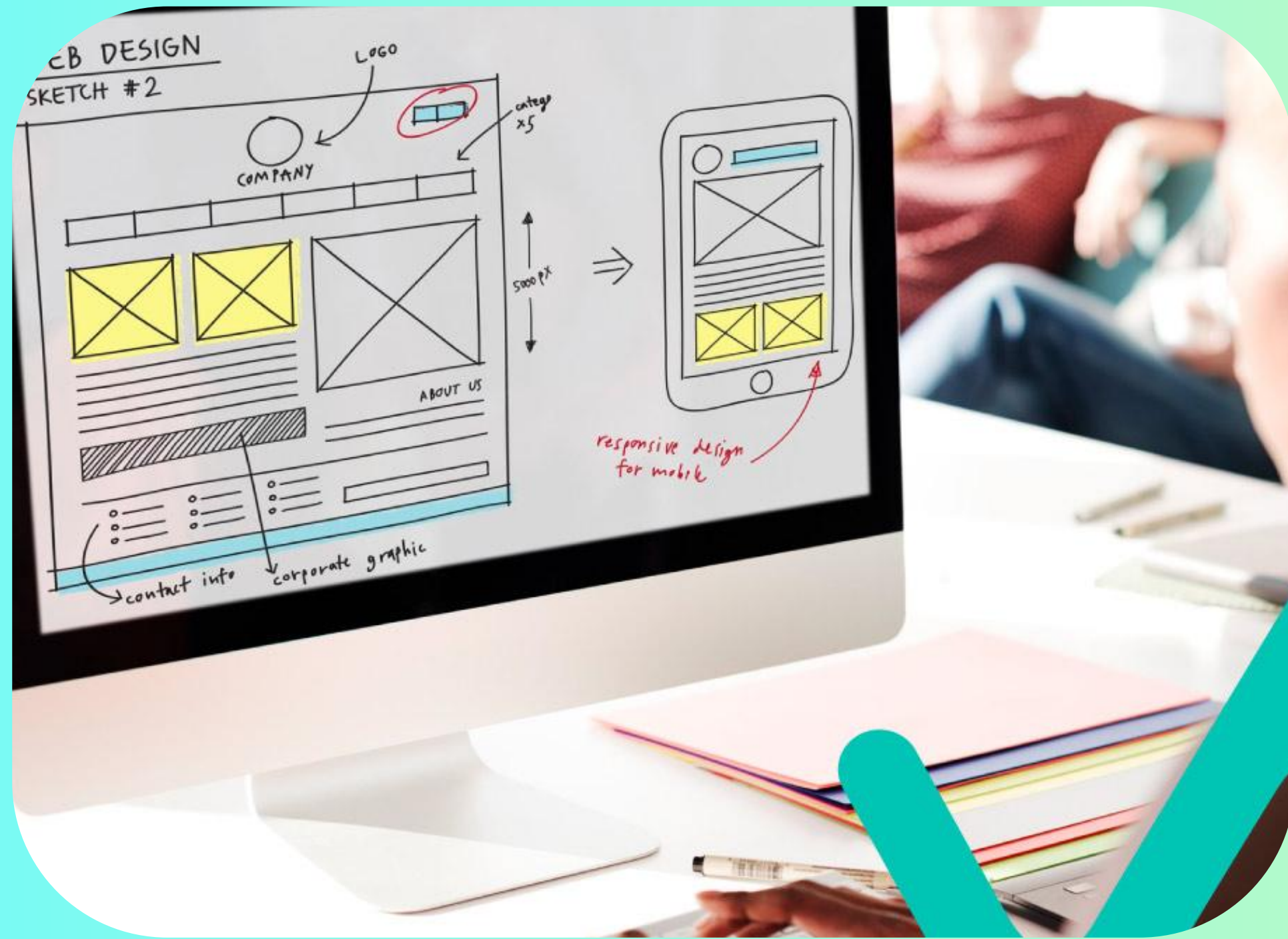
TEST



MATERIALIZE

IMPLEMENT



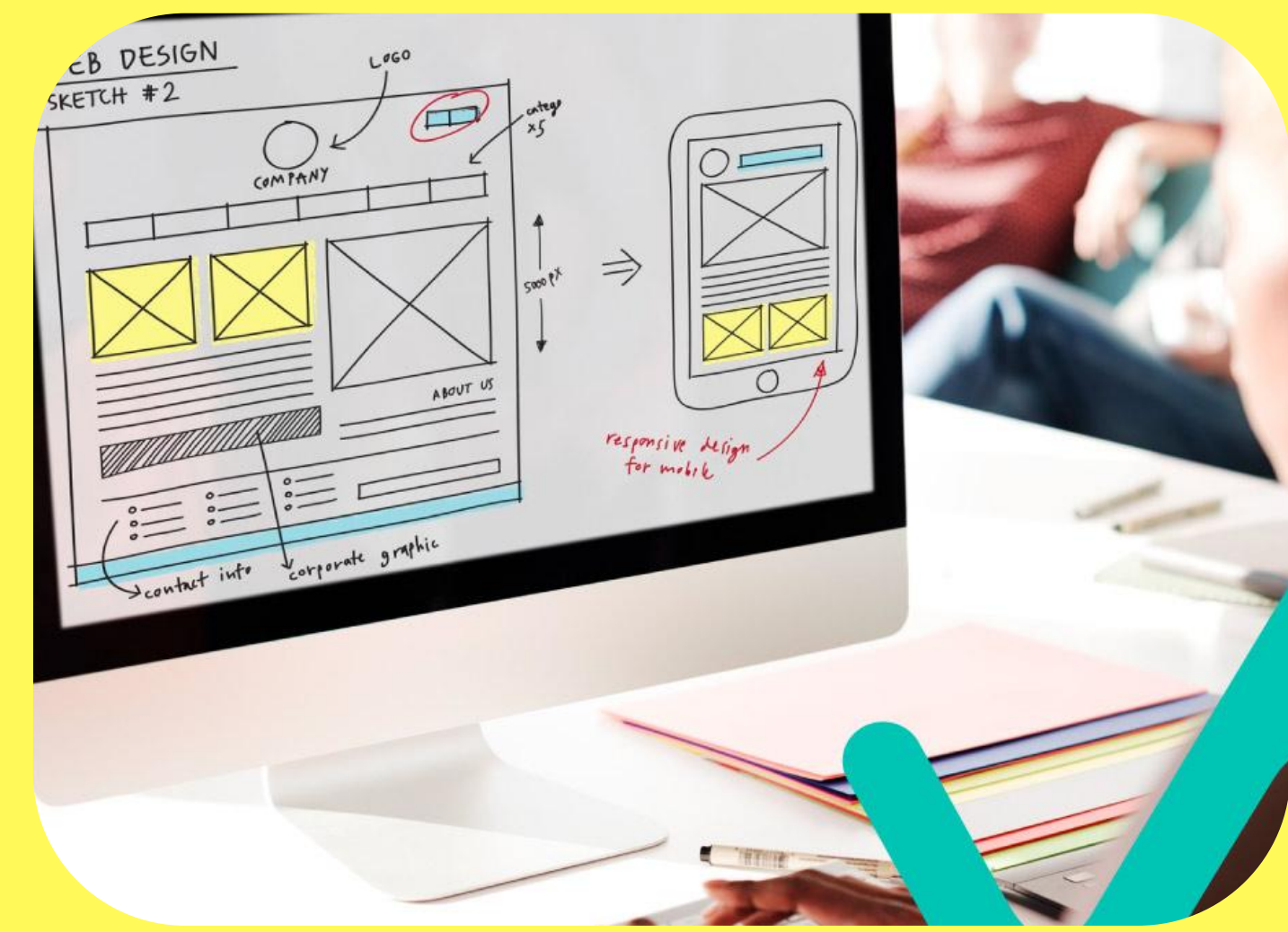
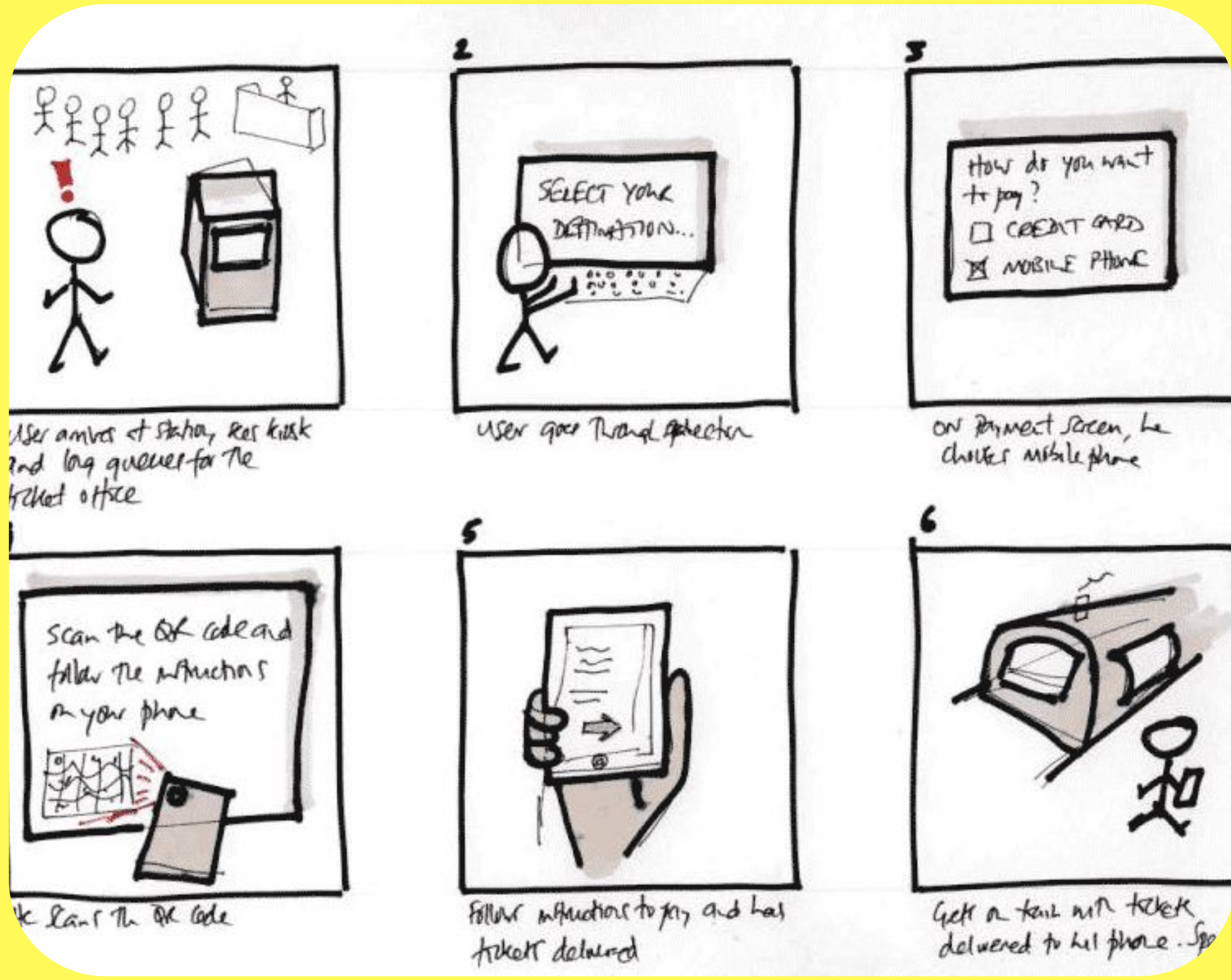


- **To experience**
- **To validate**
- **To show**
- **To communicate**
- **To get feedback**

17

TeamLabs/
RADICAL
LEARNING LAB

Prototype your idea.



Pitch your project.

- **The challenge**
- **Who is your user**
- **The solution**
- **Added value**
- **The team**
- **5' pitch**

PANEL BOARD

**Let's
SHARE.**

Face the NEXT

GRACIAS.

Together:

TeamLabs/
FACE THE
NEXT

m
Mondragon
Unibertsitatea
Facultad de
Empresariales

MTA
MONDRAGON
TEAM
ACADEMY

SNGULAR



XES