



This project has received funding from the European Union's Horizon 2020 research and innovation Programme under grant agreement No 101017436

EU-CONEXUS RESEARCH FOR SOCIETY

25 JANUARY 2023



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BOOKLET OF THE HACKATHON

SMART4COAST

is an open invitation to scientists from various research fields and PhD students dealing with urban coastal issues. Hackathon teams will tackle major challenges that these areas are facing today due to the consequences of climate change and dense population. In two and a half days, they will produce innovative solutions and develop a more cutting-edge approach to the solution of certain topical problems.



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PROGRAM

TUESDAY	What?	Where?
19pm	Welcoming of the teams – distribution of badges and goodies - Ice Breaker activity	Student restaurant: Ul.Ruđera Boškovića 5 Zadar
20 pm	Dinner	Student restaurant



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PROGRAM

WEDNESDAY	What?	Where?
8:45 AM	Welcome of the participants	
9:00 - 09:20 AM	Welcome by Zvezdan Penezic & presentation of the jury	
9:30 - 09:40 AM	Presentation of the program	
9:40 AM	Presentation of the team and the coaches	
9:40 - 09:45 AM	Catholic University of Valencia (UCV)	
9:45 - 09:50 AM	Klaipeda University (KU)	
9:50 - 09:55 AM	Agricultural University of Athens (AUA)	
9:55 - 10:00 AM	University of Zadar (UNIZD)	
10:00 - 10:05 AM	Technical University of Civil Engineering Bucharest (UTCB)	
10:05 - 10:10 AM	La Rochelle Université (LRUniv)	
10:15 AM	Beginning of the competition - exchange on the problematic between the teams (Distribution of tasks in the team. Establishing objectives. Exchange with the coach to present the problematic and to have development axes)	



PROGRAM

WEDNESDAY	What?	Where?
10:40 AM	Workshop 1: User needs and BMC by Michael GOUIN	
11:25 AM	Team work	
12:30 PM	Lunch	canteen
13:30 PM	Team work	
15 :00 PM	Workshop 2: Prototyping	
16:15 PM	Team work	
20:00 PM	Dinner	canteen
21 :00 PM	Team work	
22:30 PM	End of the day	



PROGRAM

THURSDAY	What?	Where?
8:30 AM	Welcome of the participants	
9:00 AM	Team work	
10:40 AM	Workshop 3: The pitch	
11:25 AM	Team work to finalize the projects	
12:30 PM	Lunch break	canteen
14:00 PM	Work on the slide deck	
15 :00 - 15:15 PM	Presentation Team 1	
15:15 - 15:30 PM	Presentation Team 2	
15:30 -15:45 PM	Presentation Team 3	
15:45 - 16:00 PM	Presentation Team 4	
16:00 - 16:15 PM	Presentation Team 5	
16:15 - 16:30 PM	Presentation Team 6	



PROGRAM

THURSDAY	What?	Where?
16:30 - 16:45 PM	Jury deliberation	
16:30 – 17:00 PM	Round-table : your vision of entrepreneurship	
17 :00 PM	Awarding ceremony	
18:30 PM	Final cocktail	



PROGRAM

FRIDAY	What?	Where?
09:00 - 11 :00 AM	Visit of Zadar	Departure in front of the university
12 :00	Lunch break (self paid) + departure	



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WORKSHOP 1 – USER NEEDS : EMPATHY MAPPING

Step 1: Establish Focus and Goals

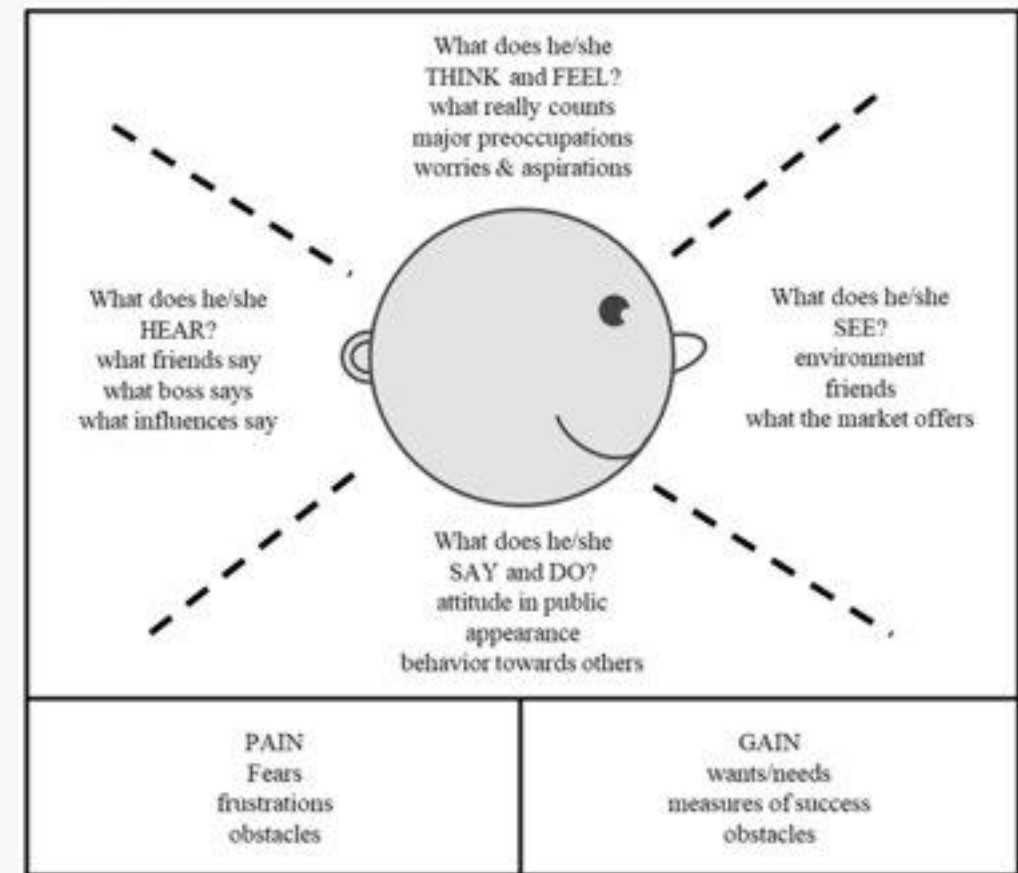
The person for the map is the user who you want to understand and empathize with. Summarize his or her situation and role. If you have multiple personas, each one will need their own map.

What is the desired outcome?

This is what you hope the user will do. What does success look like?

For example, what does he or she needs to do differently or decide?

While the exercise is about building empathy and not selling or designing anything, answering this question helps focus participants and set context for the activity.



WORKSHOP 1 – USER NEEDS : EMPATHY MAPPING

Step 2: Capture the Outside World

Start by examining the user's experience and imagine what it is like to be her/him. Complete the sections of the map to capture what she/he sees, says, does and hears.

What does she/he SEE?

What is she/he encountering in her/his daily experiences? These could be people, their activities, or things. What are the people around her/him doing? What is she/he watching, reading and exposed into her/his environment or the marketplace that could influence her/him?

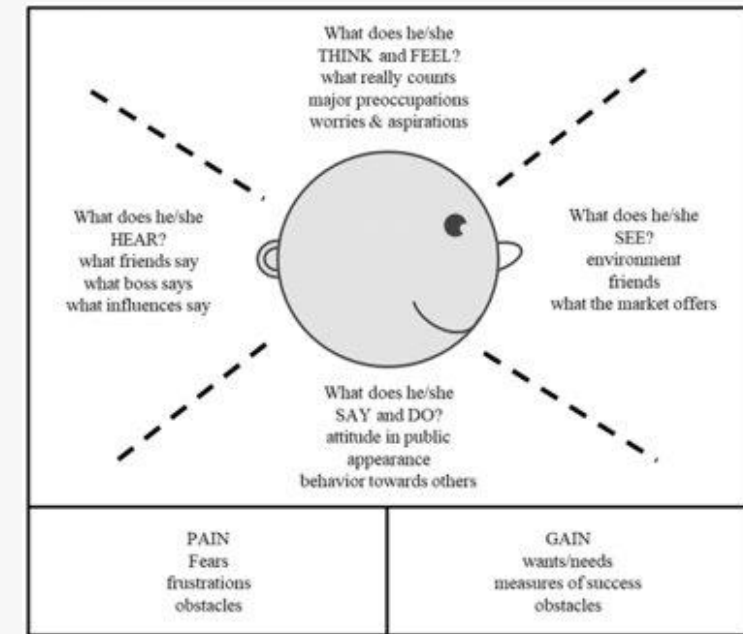
What does she/he DO and SAY?

What are her/his behaviors and how does she/he conduct her/himself? What is her/his attitude and what does she/he say? This may change depending on where she/he is, who she/he is with, or is nearby.

What does she/he HEAR?

What is the user hearing and how is it influencing her/him?

Consider personal connections with family, friends, and coworkers along with what is being said in the media by bloggers, social media influencers, and experts in fields.



WORKSHOP 1 – USER NEEDS : EMPATHY MAPPING

Step 3: Explore Inside the Mind

After completing the outside elements, the focus moves inside the mind to explore the thoughts and feelings that are internal to the user and not observable. These might be inferred, guessed, or captured in direct quotes during research. This is the central point of the exercise, as teams imagine what it is like to be in someone else's head.

What does she/he THINK and FEEL?

What matters to the user that she/he is thinking about it? Consider positive and negative sides of thoughts. What makes her/him feel good or bad? What does she/he worry about or what keeps her/him up at night?

Her/his mind is exploring paths and possibilities as she/he considers doing or trying something. How does she/he feel? Excited? Anxious?

Next, explore the specifics of her/his pains and gains. What does success and failure look like? Capture frustrations and challenges, the obstacles that stand in her/his way. What goals and dreams does she/he have? Gains are what she/he aspires to achieve or have.



WORKSHOP 1 – BUSINESS MODEL CANVAS

What is the purpose of this tool?

To have an overall vision of your business model. It is a methodology to progress through the different iterations
A simple way to see the adequacy between the product/service and the customer.
Check if we are viable or not.

Before to do it :

Let your creativity flow

You can throw out your ideas without tedious writing work, stick Post-it notes, draw, cross out, list your contacts, staple notes, ... and go from idea to action more quickly. A good drawing is better than a long speech!

Put together a strong team.

Your associates, your benevolent and willing entourage, are people to solicit, even those who have no connection with your project.

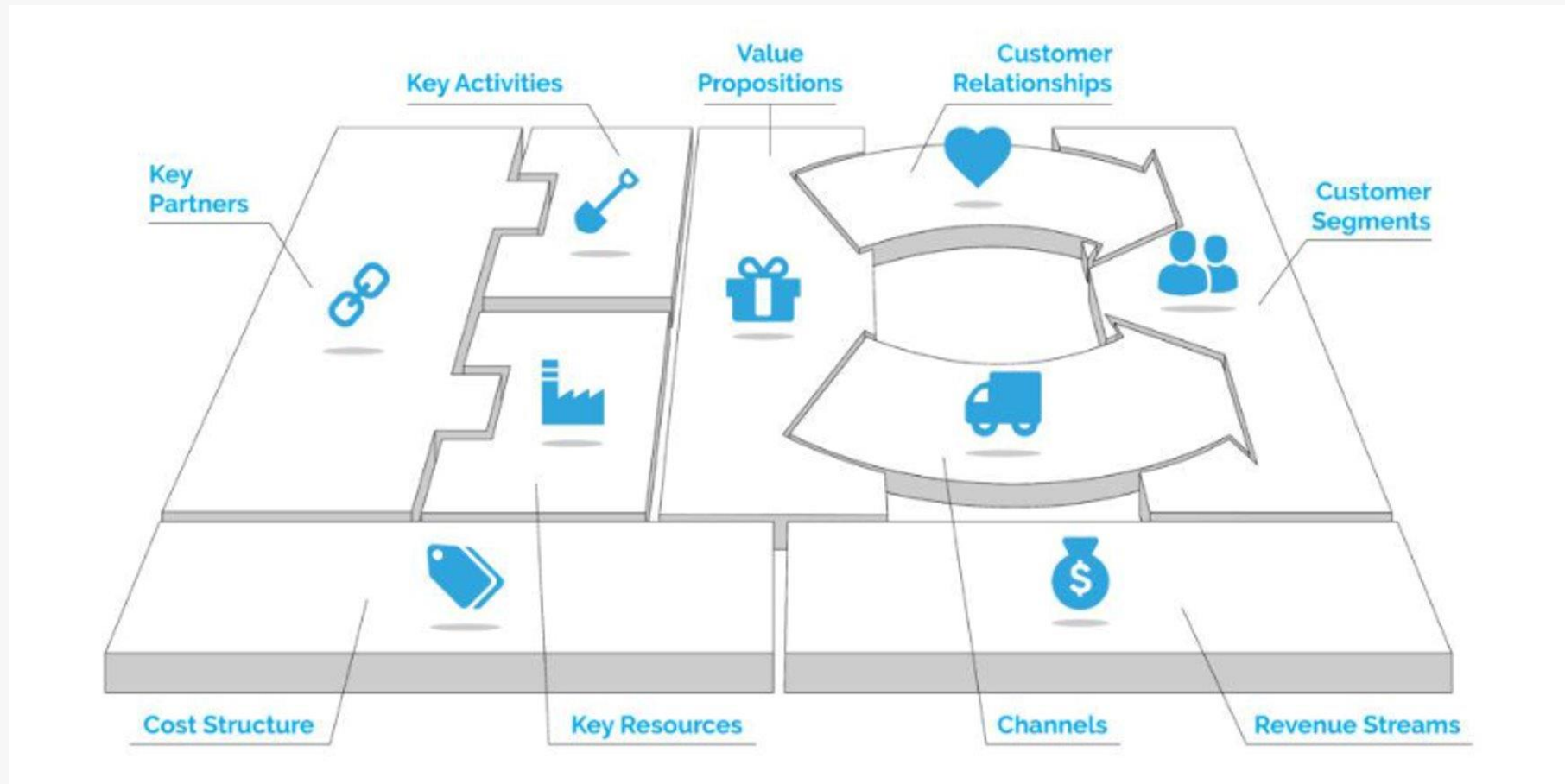
Respect the order of the headings

The order of the headings is not insignificant: customers are at the heart of your business model. Without customers your company will not survive for long.



WORKSHOP 1 – BUSINESS MODEL CANVAS

THE MATRIX



WORKSHOP 1 – BUSINESS MODEL CANVAS

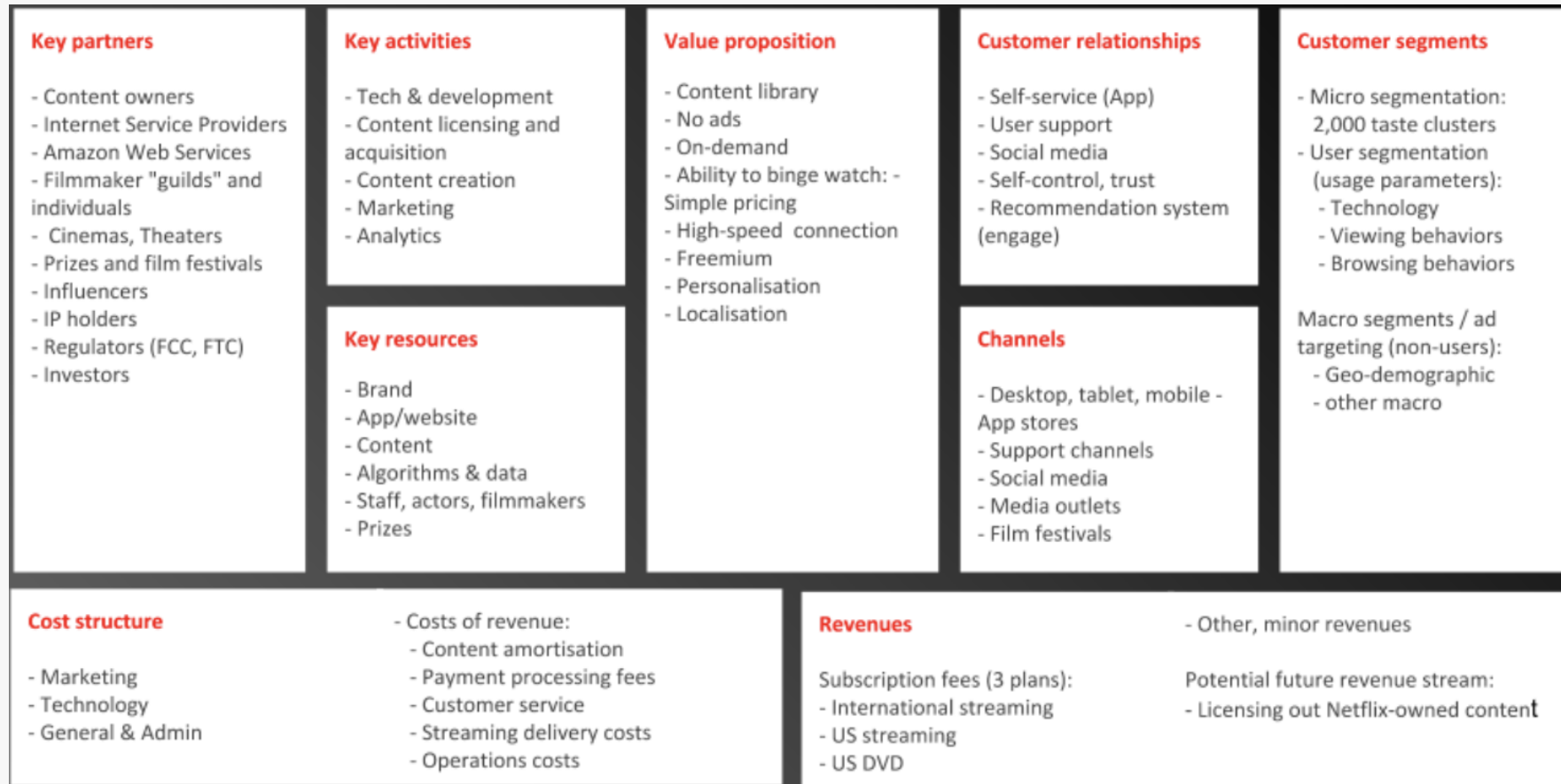
THE GUIDE

Key Partnerships Who are our key partners? (suppliers, complementors etc...)? <ul style="list-style-type: none">• Which key resources are we acquiring from partners?• Which key activities do partners perform?	Key Activities What key activities does our value proposition require?	Value Proposition What benefits do we deliver to each customer segment that are different than benefits provided by our competition? <ul style="list-style-type: none">• Quantitative (e.g. price, speed of service).• Qualitative (e.g. design, customer experience). What bundles of products or services are we offering to each customer segment to provide that value?	Relationships What types of relationships does each of our customer segments expect us to establish and maintain with them? Face to face, phone, email?	Customer Segments For whom are we creating value? Who are our most important customer segments?
	Key Resources What key resources does our value proposition require? <ul style="list-style-type: none">• Physical• Intellectual• Human• Financial		Channels Via which channels do our customer segments want to be reached for: <ul style="list-style-type: none">• Awareness• Evaluation• Purchase• Delivery• Support	
Cost Structure What are the most important costs in our business model? <ul style="list-style-type: none">• Which key resources are most expensive?• Which key activities are most expensive?• Which key partnerships are the most expensive to support?			Revenue Streams For what value do our customers currently pay? For what value would they be willing to pay? How are our customers currently paying? How would they prefer to pay? How much does each revenue stream contribute to overall revenues?	



WORKSHOP 1 – BUSINESS MODEL CANVAS

NETFLIX



WORKSHOP 2 – PROTOTYPING

Prototyping is an experimental process where design teams implement ideas into tangible forms from paper to digital. Teams build prototypes of varying degrees of fidelity to capture design concepts and test on users. With prototypes, you can refine and validate your designs so your brand can release the right products.



<https://www.interaction-design.org/literature/topics/prototyping>



WORKSHOP 3 – THE PITCH

The pitch helps you understand what you are proposing, to solve what problem, with what potential benefits and results. It should act as a trailer for your project, and not become a manual for your solution. Use the following structure:

- **Hook up**: Start by introducing yourself, your team, and your project. Establish a connection with your audience.
- **Propose**: This is the time to explain why you are speaking.
- **Remove objections**: address the weak points of the project without discrediting yourself.
- **Argue**: Talk about the strengths with enthusiasm.
- **Invite**: Rephrase your message and make an impression
- **Conclude**: Close your presentation on an essential aspect.

https://www.youtube.com/watch?v=XWRtG_PDRik



WORKSHOP 3 – THE PITCH

- Speak loudly and clearly (your voice is carried where your eyes are)
- Use short sentences
- Support your speech with a visual on the important points
- Have a calm and assertive attitude
- Be positive and smile

"The personality of the project owner counts for 80%,
the speech only counts for 20%".



PRESENTATION – TEAMS' COACHES

MICHAEL GOUIN

La Rochelle Université

Office Director of CampusInnov

Can help you with the following topics:

- Digital skills
- Pitch
- Innovation

DIANA LÓPEZ FERRANDO

Catholic University of Valencia

Biological science technician, degree in

Oceanography with master's degree in Biodiversity.

Can help you with the following topics:

- Oceanographic instrumentation
- Mollusk maintenance aquarium
- Fieldwork
- Scuba diving

COSTIN RADU TURCANU

Technical University of Civil Engineering

Bucharest - Architect, civil engineer, university lecturer, inventor who worked in the past as a collaborator at an intellectual property company, in the field of inventions.

Can help you with the following topics:

- Architecture
- Civil Engineering
- Patents



PRESENTATION – TEAMS' COACHES

LORETA STASKUNIENE

Klaipeda University

Represents Research and Innovation Office

Can help you with the following topics:

- Intellectual property (IP)
- Rights management
- Technology transfer
- Commercialization of R&D

SOFIA MAVRIKOU

Agricultural University of Athens

Assistant Professor at the Department of Biotechnology

Can help you with the following topics:

- Biotechnology
- Biosensors
- Entrepreneurship

TOMISLAV KLARIN

University of Zadar

Department of Tourism and Communication

Can help you with the following topics:

- Sustainable tourism
- Management
- Financial and human resources



USEFUL INFORMATION

WIFI:

OPTION 1 : EDURORAM

OPTION 2 : UNIZD.KONFERENCIJA

PASSWORD: CONNECT@UNIZD_02

USEFUL PHONE NUMBERS:

MARINO PEROVIĆ: 00385 91 549 9307

JOHANNA MAILLOT: 0033 (0)7 64 74 22 48

**ZADAR UNIVERSITY : UL. MIHOVILA
PAVLINOVIĆA, 23000, ZADAR, CROATIA**



Student
restaurant:
[Ul. Ruđera
Boškovića 5,
Zadar](#)





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Thank you!

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