

22.– 26. APRIL 2024

# HACK4INDUSTRY @ HM24



WORLD. LEADING. INDUSTRYSHOW.



## CHALLENGE, HACK, COLLABORATION! POWERED BY PROTOTYPE.CLUB

IT departments are running at full capacity, especially in times of digitalization. Developing solutions to complex challenges therefore takes a long time. It is also complicated by various specifications and purchasing modalities and it is difficult to explore the market and find new service providers. HANNOVER MESSE 2024 provides a remedy here: ambitious start-ups can face the current challenges of established industrial companies – whether as part of “HACK4INDUSTRY”, a classic themed pitch, or at the “HACK4INDUSTRY Next Level”, an innovation competition to create customized prototypes. The results will be presented and awarded prizes on site and virtually at the trade fair, with the subsequent networking event providing the perfect setting.



**SIEMENS  
energy**

**EVA, SIEMENS ENERGY, CHALLENGEPARTNER 2023:**

“We just finished the hackathon and it went really great. We met really, really great startups today. They really understood what is our main pain point and we really appreciated them taking a deep dive into our challenges. So I am quite happy that we came.”



**InfiniteFoundry**  
3D Digital Plant

**ANDRÉ, CEO INFINITE FOUNDRY, WINNER 2023:**

“HACK4INDUSTRY powered prototype.club brings corporate challenges to market that many times are difficult for young startups to identify. It is the ideal platform to connect startups and corporate to work together on concrete innovative solutions.”



# PROCESS, SCHEDULE, PARTICIPATION OPTIONS

## PACKAGE AND SERVICES IN COMPARSION

	HACK4INDUSTRY Next Level *	HACK4INDUSTRY *
Specification of a concrete topic area	✓	✓
Definition and realization of a challenge	✓	—
Scouting participants	✓	✓
Target group definition and pre-qualification	✓	—
Advertising package (pre & post): Social media, blog posts, press releases	✓	✓
Access to participant documents	✓	✓
Customised prototypes with your data, if necessary with your hardware	✓	—
Sponsor-booth at HANNOVER MESSE	✓	—
Presence on stage	✓	✓
Scoping workshop for implementation	✓	—

\*powered by prototype.club

AB 35.000 €

10.000 €

## HACK4INDUSTRY powered by prototype.club

### MISSION

Startups present their products and ideas in a topic area (specified by industrial companies) in the form of a pitch event at HANNOVER MESSE.

### TARGET

Industrial companies get to know new talents and service providers. They explore the market, gain new ideas and increase their brand awareness.

### RESULT

Efficient innovation, good marketing & networking

### TIMETABLE

12/23-03/24  
Topic definition

03/24-04/24  
Scouting of the teams

22-26 APRIL 2024  
HANNOVER MESSE 2024  
Pitches, award ceremony, parties

# PROCESS, SCHEDULE, PARTICIPATION OPTIONS

## HACK4INDUSTRY NEXT LEVEL powered by prototype.club

### MISSION

Startups develop customized prototypes for the challenges faced by industrial companies. The solutions will be presented at HANNOVER MESSE and the most innovative ideas will be honoured and subsequently implemented.

### TARGET

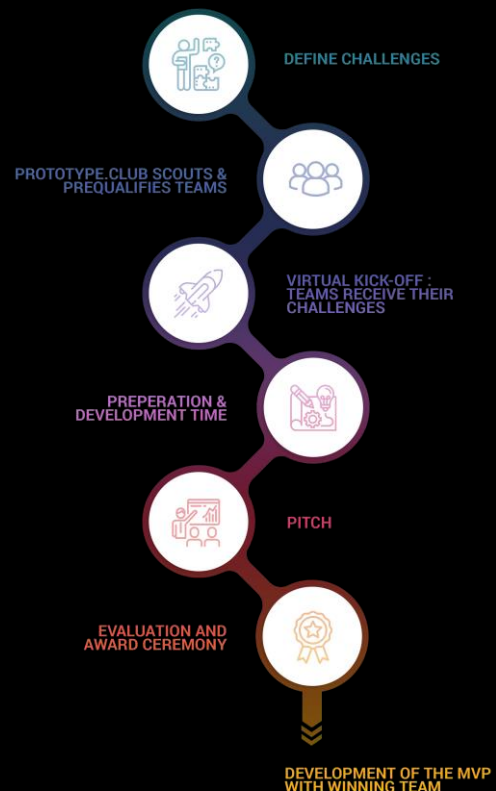
Startups have the opportunity to receive follow-up orders from large partners. The procurement-compliant process enables industrial companies to have technological challenges solved by young talent.

### RESULT

Efficient innovation, good marketing, networking & live prototypes.

### TIMETABLE

- 12/23-02/24: **Define challenge**  
established industrial companies (exhibitors at HM) formulate a challenge.
- 02/24-03/24: **Screening & pre-qualification**  
prototype.club identifies teams and startups for participation in the competition.
- Until HM 24: **Kick-off & Working Phase**  
The pre-qualified start-ups receive the challenge and access to the virtual work platform approx. 2 weeks before the HM. The teams work on functional prototypes and develop business plans in parallel.
- 22-26 April 2024: **HANNOVER MESSE 2024**  
Pitches, award ceremony, parties at HACK4INDUSTRY NIGHTS
- 05/24: **Scoping Workshop**  
In the following scoping workshop, the winning team and the company define a 100-day roadmap for an MVP and then start implementing it straight away.



### PARTICIPATION OPTIONS

#### STARTUPS

Free participation incl. trade fair tickets and sponsoring

#### ESTABLISHED INDUSTRIAL COMPANIES

HACK4INDUSTRY: 10.000 € plus VAT.

HACK4INDUSTRY Next Level: from 35.000 € plus VAT.

We would be happy to provide you with a customised quote.

### CONTACT PERSONS

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