

Event Overview

WINTERHACK 2020

Cookhouse Labs & InsurLab Germany
August 2020

DESIGN THINKING HACKATHON

Our virtual Hackathon allows teams to compete against each other to create a winning solution to a real problem faced by your organization. You decide the duration – anywhere from 2 days to multiple weeks – for the teams to race to the finish line. Our team of Innovation experts will provide the right guidance on methodologies and tools to achieve best results following the Design Thinking Methodology.

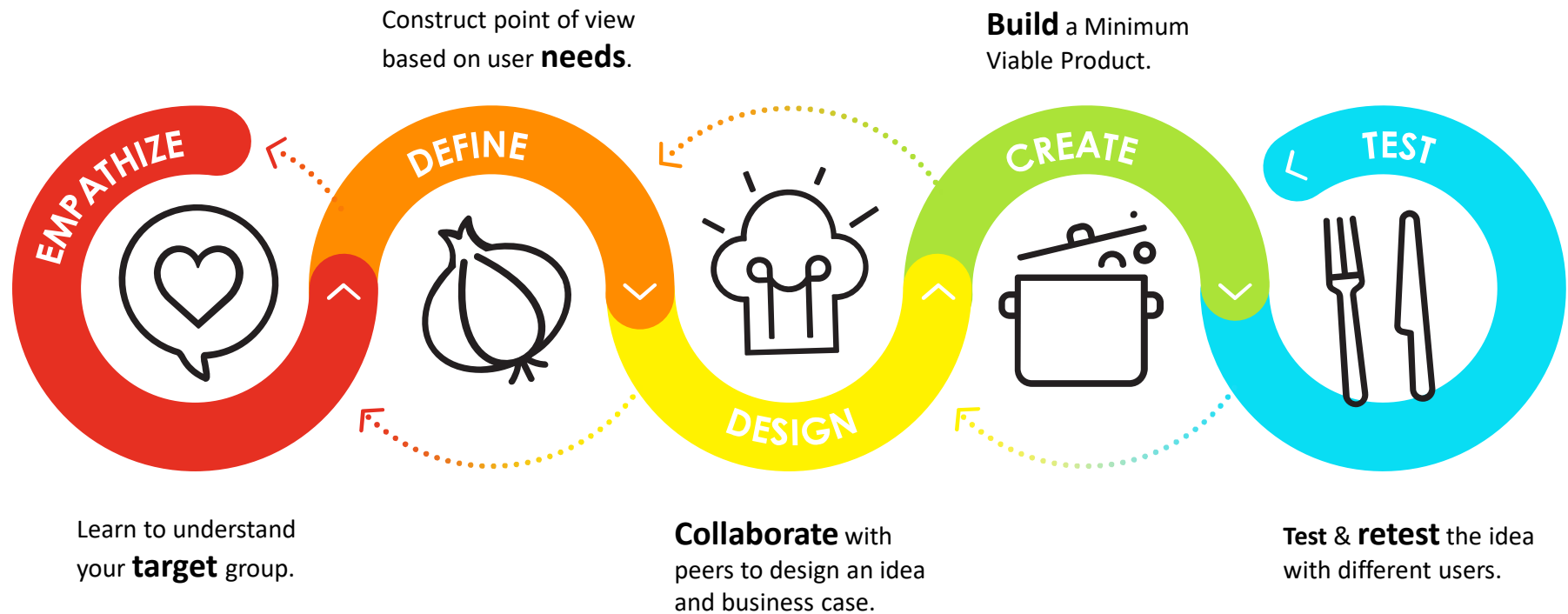
WHAT IS A HACKATHON?

A Corporate Hackathon is a competitive event with a fixed time limit to solve a specific real-world business problem. The business challenge is typically announced at the beginning of the Hackathon. Internal and/or external participants form teams that race to build winning cases and present their final solutions to a panel of key decision makers at the end of the event.

WHAT TO EXPECT

- Support from our Community Manager, certified Innovation Coaches and our Lead UX/UI Designer
- Pre-configured Innovation Collaboration Tools for the project and our Tech Support on standby
- Access to IdeaFlip for virtual ideation collaboration
- A team building opportunity that connects participants from different departments, promoting a team-oriented culture within your organization
- A number of impressive solutions to evaluate at the end of the project

OUR METHODOLOGY – DESIGN THINKING



VIRTUAL WINTERHACK 2020



WINTERHACK 2020

Global Design Thinking Ideathon

FORMAT

- Virtual guided global Hackathon following Design Thinking Methodology
- Confirmed regions: Americas, EMEA, APAC (tbc)
- Partners: SOSA (Israel), Elite (China)
- 2 day virtual event + 3h Final Pitch

DATES

- Tue Nov 3rd & Wed Nov 4th 2020
- Thu Nov 5th Final Pitch Event

TARGET GROUPS

- Insurance & Reinsurance
- InsurTech Startups
- Academia / Students



ORGANIZER

- Cookhouse Labs in collaboration with InsurLab Germany

TYPES OF ATTENDEES

- Re/insurers & broker teams (employees of re/insurers & brokers)
- Start-ups (insurers can team up exclusively with a startup)
- Students (insurers can enhance teams with students)

Jury

- Experts from Re/insurers
- Jury members will define challenges
- Prizes for re/insurers, startups and students

CHALLENGES

- 3 to 4 different challenges covering commercial and personal lines, health/life and P&C insurance
- Challenge statements will be released during the kickoff event

EVENT TYPE

- Facilitated hackathon following Design Thinking methodology in breakout sessions

LANGUAGE

- Event language is English, incl. facilitation, support and final pitch (incl. documentation)
- Teams can work in preferred language



EVENT AGENDA



WINTERHACK 2020

Design Thinking Hackathon

Date	Time Asia	Time EDT	Time CET	Topic
Tue 11/03	09:00	20:00	02:00	Kickoff Event APAC
Day 1	10:00	21:00	03:00	Hackathon Start Day 1 APAC
	16:00	03:00	09:00	Kickoff Event EMEA
	17:00	04:00	10:00	Hackathon Start Day 1 EMEA
	18:00	05:00	11:00	End day 1 APAC
	20:00	09:00	15:00	Kickoff Event Americas
	21:00	10:00	16:00	Hackathon Start Day 1 Americas
	01:00	12:00	18:00	End day 1 EMEA*
	07:00	18:00	00:00	End day 1 Americas
Wed 11/04	09:00	20:00	02:00	Start day 2 APAC
Day 2	16:00	03:00	09:00	Start day 2 EMEA
	20:00	09:00	15:00	Start day 2 Americas
	18:00	05:00	11:00	Submission deadline APAC
	01:00	12:00	18:00	Submission deadline EMEA*
	07:00	18:00	00:00	Submission deadline Americas
Thu 11/05	21:00	09:00	15:00	Start joined Final Pitch event
Final Pitch	00:00	12:00	18:00	End Pitch event

*Followed by 1h virtual networking reception in different groups (e.g. actuaries, P&C, Life & Health etc.)

DESIGN THINKING SESSIONS

- Design Thinking breakout sessions during Day 1 and Day 2 (9.00 to 18.00) provided by CHL facilitators
- Sessions will be pre-recorded (where appropriate) and facilitator will be live for Q&A
- Session Topics:
 - Empathize, Define, Design, Create, Test, Presentation
 - How to create and use empathy map, customer journey map, business model canvas etc.
- Pre-configured digital whiteboard (IdeaFlip) per team
- Templates for teams ready to download



Timeline & Deliverables

Day	Phase	Time	Duration	Topics & Focus	Type
Tuesday Nov 3 rd	Challenge Decision	10:00-10:45	00h:45m	Decide on Challenge topic	Team work
	Empathy	10:45-11:15	00h:30m	Interviews/Research Empathy map Persona	Breakout session
		11:15-14:00	02h:45m		Team work
	Define	14:00-14:30	00h:30m	Customer Journey HMW Statement	Breakout Session
		14:30-16:30	02h:00m		Team work
	Design	16:30-17:00	00h:30m	Ideation Business Model Canvas	Breakout session
		17:00 onwards			Team work
Wednesday Nov 4 th		09:00-11:00	02h:00m		Team work
	Create	11:00-11:30	00h:30m	Design Tools MVP, Concept	Breakout session
		11:30-15:30	04h:00m		Team work
	Presentation	15:30-16:00	00h:30m	Submission portfolio	Breakout session
		16:00-18:00	02h:00m		Team work

SUBMISSION PORTFOLIO

Empathy

- Persona (IdeaFlip or PPT)
- Empathy Map (IdeaFlip or PPT)

Define

- Customer Journey (IdeaFlip or PPT)
- HMW statement (PPT)

Design

- Ideation (IdeaFlip)
- Business Model Canvas (PPT)

Create

- MVP, Concept
- Final presentation (recorded video)



HACKATHON PLATFORM

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24-Hour SummerHack 2020

Join Cookhouse Labs' SummerHack 2020! A global virtual 24-hour Hackathon designed to bring a diverse group of Hackers, designers, business specialists, and insurance organizations together to leverage the technology of the Internet of Things (IoT) to tackle some of the major challenges of the insurance industry.

For centuries, insurers looked at the past to predict the future, leaving them in the unknown for unnoticed changes in the behaviour of their insured risks. Today, the industry is

EVENT DETAILS

July 30-31, 2020
Virtual
insya.meherally.ext@msg-global.com
cookhouselabs.com

CONNECT

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For centuries, insurers looked at the past to predict the future, leaving them in the unknown for unnoticed changes in the behaviour of their insured risks. Today, the industry is transitioning from being a passive risk taker to becoming an active risk manager. Technologies allow insurers to determine risks more accurately - in real-time.

Although the insurance industry is aware that IoT is a game changer, very few organizations really make use of the IoT data available to them. The technology itself is not always the biggest challenge in the game, but rather the question, what compelling and successful offerings can insurers develop?

Join our 24-hour SummerHack 2020 to ideate and create new IoT-based solutions for the insurance industry and team up with insurance industry experts to ensure your ideas have real business value.

EVENT DETAILS

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cookhouselabs.com

CONNECT

Workshop: Design Thinking in a Nutshell

July 28, 2020

If you're joining us as a Hacker or Mentor this summer, you're probably wondering how you'll create a disruptive IoT-powered solution in just 24 hours. To help you prepare for our upcoming virtual hackathon, we've put together Design Thinking Masterclasses to walk you through each stage in more detail.

You can also check out "How to Disrupt Insurance in 24 Hours", a guide on how to structure your time based on the Design Thinking methodology, should you choose to follow it.

Stage 1: Empathize



Your Design Thinking journey begins with the first stage, Empathize. This is where you will begin to understand your target group, which can be done in 2 ways: Internet research and interviews with your target group. You can't create a customer-centric solution without putting yourself in the shoes of the customer, and a good way to do this is to speak directly with the potential customer and listen.

Teams

BuilderFactoryBean
This team hasn't updated their description yet.

[Request to Join Team](#) [Message Team](#)

Coop Inc.
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FactorB
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HackerExplo
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HSB BI&I Innovation Team
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Indemnity on Tap
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Team Members

Abhishek Gupta
Toronto, Toronto, ON, Canada • Hacker (Participant)

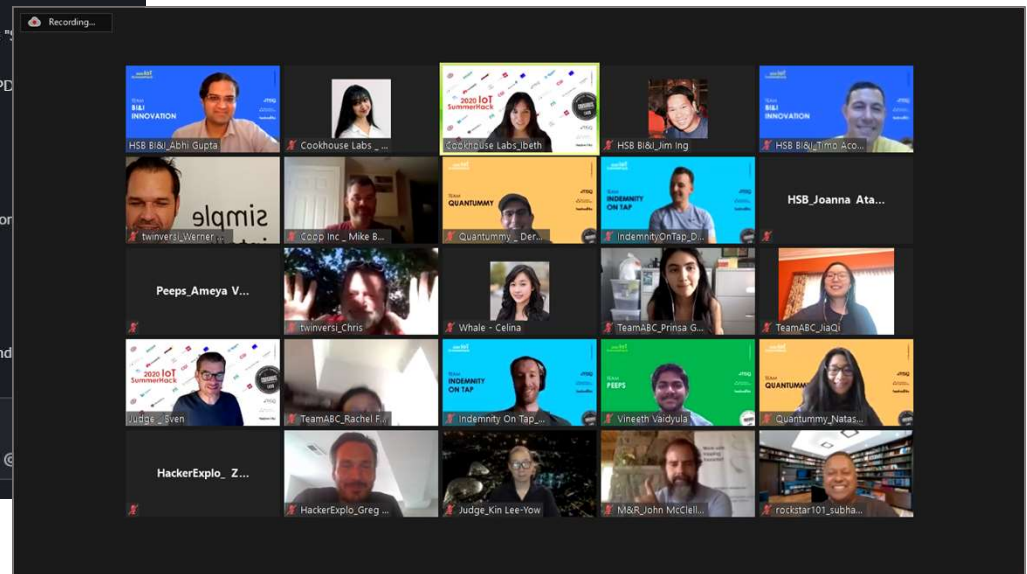
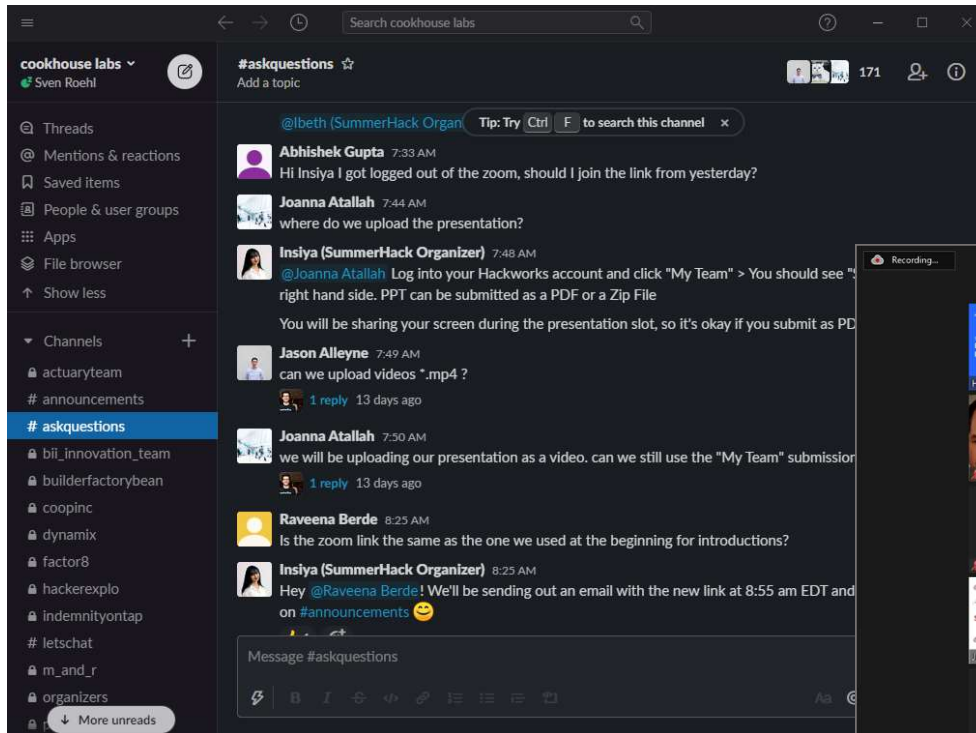
Joanna Atallah
Toronto, Toronto, ON, Canada • Hacker (Participant)

Timoteo Acosta
Glastonbury, Glastonbury, CT, USA • Hacker (Participant)

Jim Ling
Toronto, Toronto, ON, Canada • Hacker (Participant)

Sam Yang
Toronto, Toronto, ON, Canada • Hacker (Participant)

COMMUNICATION SLACK & ZOOM



PLANNING WINTERHACK 2020

July

CONCEPT TEST

Test of the virtual hackathon concept with a virtual 24h [SummerHack](#) event with 120+ attendees in 22 teams.



September

ANNOUNCE

Define challenge topics and judging criteria, launch registration platform, define networking sessions and create marketing material.



November

LAUNCH

Finalize detailed agenda, kickoff and pitch event presentation and launch virtual event and provide support.



PLANNING

Define target groups, geographies/time zones and partners. Set up team and create a detailed event project plan.

August



EXECUTE

Create teams, setup virtual tools, provide event details to attendees, dry run with judges and finalize challenge statements.

October



ORGANIZATION TEAMS



MARKETING

Responsible for communication and marketing:

- Create marketing material
- Define communication plan (Social Media posts, newsletter etc.)
- Responsible for hackathon platform (Hackworks), content, launch etc.
- Coordinate Media communication



RELATIONSHIPS

Responsible for inviting and coordinating attending insurance organizations:

- Define who should attend
- Invite organizations
- Identify and invite judges
- Provide Q&A information
- Define challenge topics and concrete challenge statements
- Reach out to potential event sponsors



TECHNOLOGY

Responsible for technology setup and solving technical issues:

- Setup virtual tools (Slack, Zoom, IdeaFlip etc.)
- Edit and publish video material
- Provide technical support during event



FACILITATION

Responsible for event agenda, facilitating the event and facilitation material:

- Create detailed event agenda
- Define and design breakout sessions
- Create facilitation material



COMMUNITY

Responsible for engaging the community, providing event updates and mix teams:

- Create attendee communication plan
- Assist teams with team matching process
- Provide event updates to attendees prior, during and after the event

Teams

- **Insiya (CHL)**
- Adys (CHL)
- Laura (ILG)
- Ava (ILG)
- Sofia (msg)

- **Sven (CHL)**
- Ibeth (CHL)
- Jason (CHL China)
- Anna (ILG)
- Stefan (ILG)
- Sebastian (ILG)
- TBD (msg)

- **Joy (CHL)**
- Insiya (CHL)

- **Ibeth (CHL)**
- Adys (CHL)
- Sven (CHL)
- Jason (CHL China)

- **Insiya (CHL)**
- Laura (ILG)

GET IN TOUCH

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