

EMODnet

OPEN INNOVATION
CO-CREATION
SEA
IDEATION **LAB**
HACKATHON
OPEN-DATA

15-17 November 2017 De Serre, Antwerp, Belgium





KICKING-OFF THE OPEN SEA LAB

WEDNESDAY NOVEMBER 15TH – ANTWERP, DE SERRE



@OpenSeaLab @EMODnet #OSL17



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EMODnet
European Marine
Observation and
Data Network



DAY 1 – WEDNESDAY 15

08.30 – 09.00	Registration
09.00 – 09.10	Welcome, Introduction to the Open Sea Lab
09.10 – 09.40	EMODnet: Challenges & Opportunities
09.40 – 10.00	Keynote – Enabling Maritime Big Data Scenarios
10.00 – 10.30	Keynote – Future of Marine Data Collection

WORKSPACES AVAILABLE
@ **HELPDESK BOOTH**

10.30 – 11.00 Coffee Break & Networking

11.00 – 12.15 Ideation (I) @ **ROOM, 1, 2, 3**

12.15 – 13.30 Networking Lunch

13.30 – 14.45 Ideation (II) @ **ROOM, 1, 2, 3**

14.45 – 16.00 Matchmaking @ **ROOM 1** Open the Data @ **ROOM 2**

16.00 – 17.15 Open the Data @ **ROOM 2**

17.00 – 19.00 Cocktail

TEAM FORMATION COMPLETE
@ **HELPDESK BOOTH**



GOAL OF THE DAY: TO FIND A TEAM, AN IDEA AND TO GET GOING



A TEAM HAS **3 TO 5** MEMBERS

TEAM FORMATION THROUGH FORMAL & INFORMAL MOMENTS

NETWORKING MOMENTS

IDEATION WORKSHOP

MATCHMAKING WORKSHOP



TEAM
WITH VACANCY



TEAM
WITHOUT VACANCY



INDIVIDUAL
PARTICIPANT



STUDENT
PRIZE!

TEAM IS FORMED?

HELPDESK BOOTH (10:30) PROVIDES YOU WITH A DEDICATED WORKSPACE



HELPDESK BOOTH

**General help
Team formation (10:30) &
Get a workspace**

REQUEST A COACH BOOTH

**Book a slot with one of the coaches:
EMODNET data, business model, User
Experience, UX design, digital marketing**

WORKSHOP BOOTH

**Sign-up for sessions
20 slots: first-come, first-served
Assign team-members**

TECHNICAL BOOTH

Specific technical guidance





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OPEN SEA LAB



A LA CARTE WORKSHOPS, FIRST-COME, FIRST SERVED

A TEAM HAS **3 TO 5** MEMBERS

OPT-IN VIA **WORKSHOP BOOTH**

20 SLOTS

ASSIGN TEAM MEMBERS

CHECK PROGRAM

ASK SPECIFIC **COACHING AT BOOTH**

AVAILABLE COACHES ON THE WEBSITE

BE CHALLENGED ON YOUR IDEA



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THE OPEN SEA LAB CULMINATES IN A LIVE-DEMO & PITCH

PITCHING COMPETITION ON FRIDAY, 15:30 – 17:00

PITCHING SLOTS WILL BE ANNOUNCED THURSDAY PM

DEPENDING ON # OF TEAMS

PITCH + DEMO + Q&A

BEST PITCH



BEST STUDENT TEAM



BEST PRODUCT



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DAY I – WEDNESDAY 15

08.30 – 09.00	Registration
09.00 – 09.10	Welcome, Introduction to the Open Sea Lab
09.10 – 09.40	EMODnet: Challenges & Opportunities
09.40 – 10.00	Keynote – Enabling Maritime Big Data Scenarios
10.00 – 10.30	Keynote – Future of Marine Data Collection

WORKSPACES AVAILABLE
@ **HELPDESK BOOTH**

10.30 – 11.00 Coffee Break & Networking

11.00 – 12.15 Ideation (I) @ **ROOM, 1, 2, 3**

12.15 – 13.30 Networking Lunch

13.30 – 14.45 Ideation (II) @ **ROOM, 1, 2, 3**

TEAM FORMATION COMPLETE
@ **HELPDESK BOOTH**

14.45 – 16.00 Matchmaking @ **ROOM 1**

Open the Data @ **ROOM 2**

16.00 – 17.15

Open the Data @ **ROOM 2**

17.00 – 19.00

Cocktail



DAY 2 – THURSDAY 16

08.30 – 09.00

Kicking off the day with coffee

09.00 – 09.30

Keynote – Marine Data: Challenges and Solutions

09:30 – 10.45

Technical Wisdom
of the Crowd @ **ROOM 1**

Innovatrix: structuring
innovation @ **ROOM 2**

10.45 – 12.00

User Testing

12.00 – 13.00

Networking Lunch @ **PLENARY ROOM**
The Ocean Hackathon – Juliette Rimetz

13.00 – 14.15

Technical Wisdom
of the Crowd

Design Principles

14.15 – 15.30

Technical Wisdom
of the Crowd

User Testing

15.30 – 16.45

Technical Wisdom
of the Crowd

Design Principles





DAY 2 – THURSDAY 16

08.30 – 09.00

Kicking off the day with coffee

09.00 – 09.30

Free work time & consultation

09.30 – 10.45

@ ROOM 1

@ ROOM 2

Storytelling & How to Pitch

10.45 – 12.00

Pitching test

Business Modeling & Open Data

12.00 – 13.00

Networking lunch

13.00 – 15.00

Finalize the pitch & demo

PLENARY CLOSING AT ING

15.00 – 15.30

Welcome and opening

15.30 – 17.00

Pitching competition & demo's

17.00 – 17.30

Closing Keynote – Open Data Benefits and Challenges

17.30 – 18.00

Closing Addressess, Jury Deliberation & Award ceremony

18.00 – 20.00

Networking reception

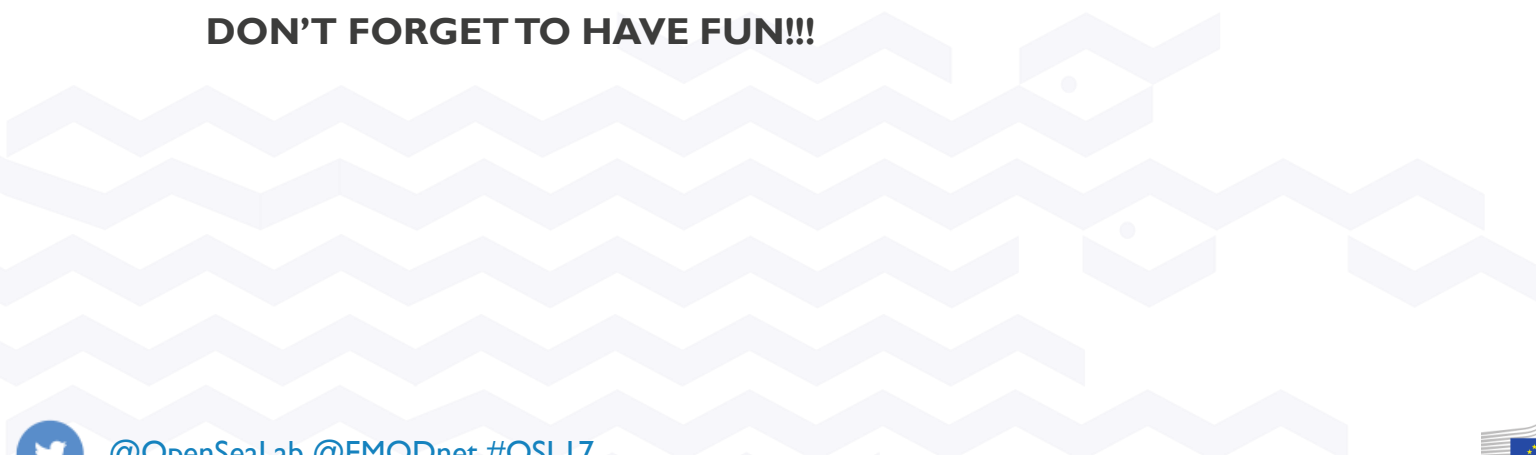


IMPORTANT VARIA MESSAGES

ACCESS TO THE SERRE ON WEDNESDAY & THURSDAY TILL 22.00

SNACKS & DRINKS AVAILABLE THROUGHOUT THE DAY

DON'T FORGET TO HAVE FUN!!!



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