

# 24h Business Hackathon

Methodology toolkit  
for youth workers by



# Workshop overview

## Basic Information

**Title:** 24h Business Hackathon

**Duration:** 24 hours + final presentations

**Group size:** Not limited

**Target group:** Youth (16–30), participants after completing previous workshops

**Facilitator(s):** 2–4 people

**External people:** 2–3 invited experts (e.g. entrepreneurs, mentors, professionals)

## Learning objectives

By the end of the hackathon, participants will:

- Apply knowledge and skills gained during the project
- Develop a concrete project or business idea
- Work independently with structured support
- Practice decision-making under time pressure
- Present their project in a clear and impactful way
- Present their project in front of external judges (Shark Tank-style environment)

## Materials Needed

- Printed hackathon assignment
- Lean Canvas / project templates
- Consultancy schedule (printed)
- Consultation vouchers (2 per participant)
- Flipcharts / markers
- Timer / countdown visible in the room
- Snacks, water, coffee
- Upload platform for presentations
- Projector/tv for final presentations

## Useful Resources

- [Hackathon assignment document](#)
- [Photos and outputs from previous workshops](#)

# Workshop flow

## 1. Introduction of the Hackathon

This hackathon represents the final stage of the learning journey, where participants apply everything they have learned in previous workshops. The goal is to create a real project or idea within 24 hours and present it to others.

The facilitator introduces the challenge in an energetic and motivating way, clearly explaining that participants now move from learning into action and creation.

Participants are informed about:

- the 24-hour timeframe
- the expected outcome (project + presentation)
- the final presentation format

The hackathon is not about perfection, but about progress, experimentation, and execution.

## 2. Creating Working Partner System

To support participants during the hackathon, a partner system is introduced.

Participants form pairs (working partners), whose role is to:

- support each other
- consult ideas
- help maintain motivation and focus

To strengthen commitment, a short ritual can be used:

Participants stand next to their partner, put a hand on their shoulder, and repeat a short "oath" led by the facilitator (e.g. "I promise to support you as your working buddy...").

This moment helps create connection, responsibility, and a shared experience at the start.

### 3. Rules, Structure & Consultancy System

The facilitator explains how the hackathon works in practice.

Participants are informed that:

- they have 24 hours to work on their project
- they must submit their presentation before a defined deadline
- final presentations will follow immediately after

A key element is the consultancy system:

Participants receive 2 consultation vouchers, which they can use to book time with facilitators or mentors.

A visible schedule is prepared in advance, where participants can:

- sign up for consultation slots
- or join if a consultant is available

This ensures support while still encouraging independence.

### 4. Working Phase (24 Hours)

This is the core of the hackathon, where participants work on their ideas.

Participants are expected to:

- develop their IKIGAI and reflect on their direction
- define a problem and solution
- build a basic project using Lean Canvas
- consider sustainability (economic, social, etc.)
- develop marketing aspects (target group, channels, positioning)
- use tools such as AI if helpful

The facilitator's role is not to lead, but to:

- support when needed
- ask guiding questions
- keep participants focused and realistic

## Environment matters

It is essential to create a space where participants can fully focus.

The environment should be:

- comfortable and motivating
- supported by snacks, water, and coffee
- free of unnecessary distractions

A visible countdown timer should be present to maintain awareness of time and energy.

## 5. Preparation for Final Presentations

Before the deadline, participants must:

- finalize their presentation
- upload or submit it to a shared platform (e.g. Google Drive)
- prepare for presenting in front of others

The facilitator clearly communicates:

- where to upload
- by what time
- what format is expected

Clarity here is crucial to avoid chaos.

## 6. Final Presentations (Showtime)

After 24 hours of work, participants present their projects not only to peers, but also to external judges (e.g. entrepreneurs, mentors or professionals).

This creates a “Shark Tank-style” atmosphere, increasing motivation and making the experience more realistic and impactful.

Each participant or team presents:

- problem
- solution
- target customer
- progress made
- next steps
- sustainability and connection to IKIGAI

Typical format:

- 1 min preparation
- 3 min presentation
- 2 min Q&A

The atmosphere should feel like a celebration of effort and creativity, not a strict evaluation.

## 7. Break & Project Selection

After the final presentations, participants are given around 1 to 2 hours to rest and recover after the demanding 24-hour process.

This break gives them space to breathe, eat, change clothes, or simply relax before the final closing of the event.

At the same time, facilitators and judges use this period to:

- review the presented projects
- discuss the overall quality and progress
- select the strongest project or projects

This creates a natural pause between the presentation block and the final announcement.

## 8. Awards, Appreciation & Closing

The final part of the hackathon is dedicated to announcing the selected project or projects and formally closing the whole experience.

Facilitators can:

- announce the best project
- briefly explain why it stood out
- appreciate the effort, growth, and creativity of all participants
- thank everyone for completing the full process

This closing should feel meaningful and celebratory, giving participants a sense of achievement and a strong ending to the whole project journey.