

## Pirates Hackathon

Turn design ideas into ventures

*“It's more fun to be a pirate  
than to join the Navy.”*

Steve Jobs

Companies like Instagram, Airbnb, Github, Youtube and Android are co-founded by designers. The new way of thinking in tech companies is *design driven* and designers are the new pirates of the startup landscape.

A pirate stays creative and focused in a hostile environment.

A pirate can act independently and take intelligent risks within the scope of a greater vision.

A pirate mind is fully committed to one idea: treasure.

Are you a pirate?

We challenge you to develop an original startup idea in one day and present it to a panel of investors, innovators and entrepreneurs.

Bring your own ideas and team up in Barcelona with other creatives, engineers, and entrepreneurs: you have the opportunity to come to Rome for one week and develop your business idea together with your team in one of the top European startup district.

### Brief

The theme of the hackathon: How design and technology combined shape the products of the future.

Once you have submitted your application, you will be included in a secret Facebook Group where you can talk about your idea to the other participants and create your team. Participants will gather on October 14th in Barcelona at the end of the ADCE Festival daily activities for a networking aperitif.

During the “Workshop” timeframe in Barcelona, we will arrange a startup-style hackathon where teams composed of designer and engineers will work together for 3 hours, alongside with mentors from ADCE and Pi Campus, to develop and eventually “pitch” in 3 minutes their business ideas.

Alongside with mentors, workshop participants will learn how ideas where design and tech work together can be developed and presented in a standard format (the “pitch”) to raise capitals from investors and start their own company.

### Participants

The workshop is open to max 50 designers and engineers who want to learn how to start a business based on a design idea. They will be grouped into 8 teams. Each team will be composed of 4 to 7 members. One engineer per team, while not mandatory, is strongly recommended.

The designers' call will be done by ADCE

The engineers' call will be done by Pi Campus.

## Winner

A jury composed of members of the Innovation Board of ADCE, Pi Campus founders, investors and entrepreneurs will award the best idea according to 3 parameters:

- **Design**
- **Technology**
- **Business model**

## The prize

The prize is a one-week residency in Rome at [Pi Campus](#), a startup district and a venture fund that invests in talent. The winner team will have the chance to work alongside with other startups to create a Minimum Viable Product (MVP) of the winning idea.

Pi Campus will pay for travel and accommodation.

## Submission deadline

The deadline for the submission is September 15th, 2016.

This workshop can have up to 50 participants, so register today using the submission form!

Please send it to ADCE Assistant, Aline Charransol, before Thursday 15 September at [aline@adceurope.org](mailto:aline@adceurope.org)

## About Pi Campus [www.picampus.it](http://www.picampus.it)

This event is hosted by Pi Campus.

Pi Campus is both a startup district and a venture fund that invests in talent. It provides startups with money, mentorship, and the best possible work environment for growth.

To date, Pi Campus has invested €1.7M in 20 ventures in Europe and US, two of which already successfully exited. It plans to invest € 3.3M in the upcoming years, one third intended to design startups.

Pi Campus offices are located within 5 luxury residential villas in the green Eur area in Rome, Italy, together with shared living spaces such as kitchen, gym, and pool, and provided with dozens of facilities to help citizens express their talent.