



START HACK 2018 FEBRUARY

ABOUT START

START Global is the student association for entrepreneurship and technology at the University of St. Gallen (HSG) and has over the last couple of years become one of the leading initiatives for entrepreneurship and technology in Europe. The association is entirely run by students on an extracurricular basis and is supported by the HSG foundation as well as an internal fund, the START Fund.

The vision is to shape a new generation of entrepreneurs, who in a time of technological change face many challenges and to encourage them to overcome these challenges in an innovative and efficient way as well as using this opportunity through emerging technologies. In order to follow this vision START Global organizes different events and activities among others START Hack and START Summit as flagship events.

ABOUT START HACK

START Hack is an annually organized hackathon in St. Gallen, Switzerland. More than 500 computer scientists, engineers and tech enthusiasts from all over the world get together to work on a challenge or their own project. The teams have 35 hours to come up with a product, which they in the end present to a pool of jurors. The winning team will then have the chance to present their idea a week later in front of 1500 participants on the main stage of START Summit!

When: 23th – 25th February 2018
Where: St. Gallen, Switzerland
Focus Technologies: Blockchain, AR/VR, AI & IoT
Cases: Swisscom, Cognizant, Deutsche Bank, Volvo, SBB, Bosch, Logitech etc.
Participants: 350+

LAST YEARS CASES

- Swisscom
- Deutsche Bank
- SBB
- Logitech
- Volvo



START
HACK



SOCIAL MEDIA PRESENCE

Facebook: www.fb.com/START_Hack



- We are happy to announce our media partnership with START Hack! See you @START Hack on 23th-25th of February 2018!
- We are looking forward to the @START Hack 2018 in St. Gallen! Be part of a unique experience and meet students from all around the world! A must event for all computer freaks, hackers and geniuses!

Twitter: @START_Hack:



- Join us @START_Hack 2018! #start-ups #innovation #technology #entrepreneurship #hackathon #coding #hacking #STARTHack
- We are excited to announce our #mediapartnership with @START_Hack! #bewhereinnovationhappens #hackathon #applynow

MEDIA PARTNERSHIP

- Free entry to the event
- Entry to media lounge
- Branding (digital and print)
- Exclusive coverage
- Potential Interviews with Digital Shapers (Speakers, Corporates, Start-ups)

YOUR CONTACT

Alessandro Massaro
Head of Public Relations
START Global



alessandro.massaro@startglobal.org
+41 76 393 54 47