

The concept

This event aims at gathering **high-profile professionals and students** to network and take part in the exciting challenge of shaping a start-up over 48 hours.

Participants from complementary backgrounds (designers, developers, businessmen, engineers) will gather around selected business ideas and work intensively with their teammates on their project.

Short presentations provided by **experienced entrepreneurs** will punctuate the weekend. The mentors will also provide individual **coaching** to the teams for half a day.

On Sunday afternoon, all groups will have the opportunity to **pitch their innovative venture to a panel of investors**.

Venue and configuration

Orange Labs Beijing
10Floor South Tower
RaycomInfotech Park C
2 Science Institute South Road
Haidian District, Beijing

Offices in the heart of Haidian's tech park:

- The **"Innovation Garden"**, an impressive multi-function room
- Several well-equipped **meeting rooms**

Schedule

Friday, May 31st: 6 - 10 pm

Project selection and team composition

Saturday, June 1st: 9 am-10 pm

Team workshops, entrepreneur speeches and mentoring with **Bertrand Schmitt (App Annie) & Benjamin Joffe (+8*)**.

Sunday, June 2nd: 9 am-6 pm

Team workshops, mentoring with **Yixin Yang (Tango), Hacène Taibi (Them) & Guillaume Bouriez (Douban)**, pitch if front of investors and award distribution

The jury is composed of representatives from top 5 software companies and investment funds.

The Benefits:

- ✓ Discover innovative projects
- ✓ Develop your professional network
- ✓ Uncover business opportunities
- ✓ Increase your visibility in the business world
- ✓ Benefit from media coverage
- ✓ Contribute to the development of a culture of entrepreneurship

