

GIOVANNA CAMPOPIANO  
Faculty member  
University of Bergamo

TOMMASO MINOLA  
Faculty member  
University of Bergamo

STRATEGIC MANAGEMENT IN THE DIGITAL ECONOMY  
Practice Module  
A.Y. 2025-26

**CREO Hackathon**



## What is it?

An intensive 48-hour design marathon in which student teams from various departments and universities collaborate to create prototypes and innovative solutions to real-world challenges, often in the business, tech, or social fields. The event fosters soft skills, teamwork, and creativity, with mentors providing support.

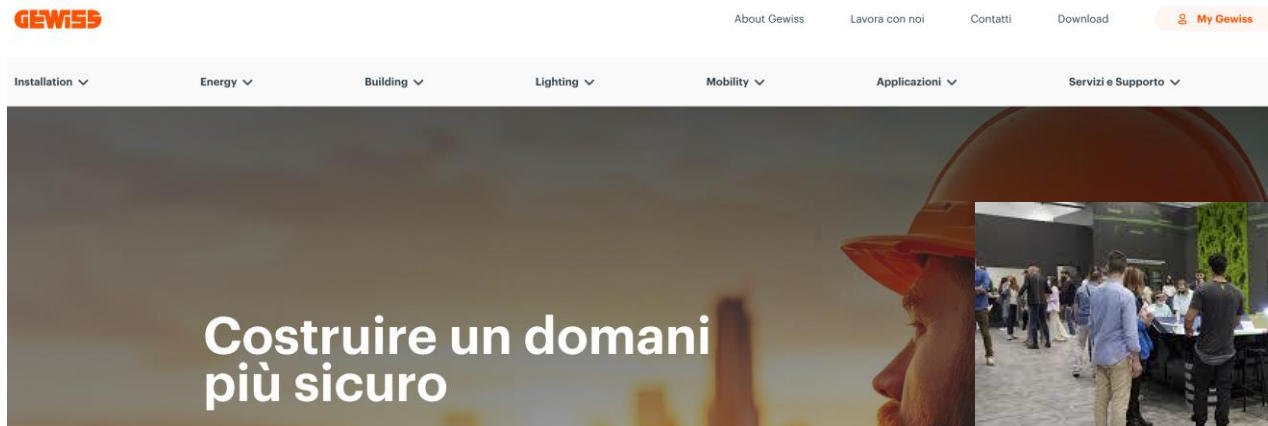


It will take place from **17th to 19th June 2026**, at the university on the first day and, in the following days, at the *Gewiss experience center*



**Up to 2 additional points to the final grade**

In partnership with



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

## Two challenges launched by GEWISS



### Human-centric Smart Lighting

How might we make lighting in shared indoor spaces effortless for users, and valuable for operators – without adding cost or complexity?

### Challenge 1



### AI for Lifecycle Gate Governance

How might we design AI agents that help teams prepare, review, and manage lifecycle gates more effectively?

### Challenge 2

## Two challenges launched by GEWISS

WARM UP!

- What's the most interesting aspect of these challenges?
- Which do you find most difficult and why?

# Phase 1

- Who is the **real target user**? (Not "everyone," but a specific person).
- What is the **specific problem** they're experiencing? **When** does it happen?
- What do they **feel** (frustration, wasted time, risk, etc.)? What is the root cause of the problem (not the symptom)?
- What is the "**critical moment**" when the problem emerges?

# Phase 2

- What are **people doing today** that is «weird» or inefficient?
- Where is **friction** in the current process?
- **What behavior could we change?**
- What is the most interesting or **overlooked part of the problem?**

# Phase 3

- What's the **simplest possible solution?** And the most **ambitious?**
- If we had **infinite resources**, what would we do?
- If we couldn't use technology, how would we solve the problem?
- Can we use **AI/data/automation** in a non-trivial way here?

**Generate at least 3 ideas, even if they do not sound perfect**

**Tip!**

# Phase 4

- Which idea has the best **impact-feasibility balance**?
- What is the primary **value** for the user? (a clear statement)
- What is the **minimum feature** that demonstrates value? (MVP)
- What is the **3-step user journey**? (start → use → outcome)

# Phase 5

- **Why would anyone actually use it?**
- What is the main **risk** of the idea?
- What could we **test during the hackathon** to validate it?
- If we had to explain it in 30 seconds, what would we say? (**mini pitch**)