



## AGENDA

May 13<sup>th</sup>, 2024

DAY 1 | SXSE

STUDENTS X STUDENT  
ENTREPRENEURS  
HACKATHON



**DEPARTMENT OF ECONOMICS, MANAGEMENT, INSTITUTIONS**  
University of Naples Federico II  
Campus of Monte Sant'Angelo | Via Cinthia, 26 – 80126 Naples (Italy)  
**AULA FABRIZI**

**May 13<sup>th</sup>, 2024 | from 09.30 a.m. to 5.00 p.m.**

**09:30 A.M. - 09:45 A.M. WELCOME TO THE PARTICIPANTS AND INTRODUCTION TO THE SXSE HACKATHON** *Roberto Vona, Nadia Di Paola and Nunzia Capobianco, Start'ship Project Team, University of Naples Federico II*

**09:45 A.M. - 10:15 A.M. SHORT PITCH TRAINING** *Nadia Di Paola, Local Coordinator, Start'ship Project*

**10:15 A.M. – 10:30 A.M. COFFEE BREAK**

**10:30 A.M. - 11:00 A.M. GROUPS ORGANIZATION**

**11:00 A.M. - 1:00 P.M. GROUP WORK AND MENTORING SESSIONS** *by members of the Start'ship Project DEMI*

**1:00 P.M. - 2:00 P.M. LUNCH BREAK**

**2:00 P.M. - 4:00 P.M. GROUP WORK AND MENTORING SESSIONS** *by members of the Start'ship Project DEMI*

**4:00 P.M. - 4:30 P.M. WRAP-UP AND FINAL DISCUSSIONS**

DIPARTIMENTO  
ECONOMIA  
MANAGEMENT  
ISTITUZIONI



**START'ship**



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# START'ship

• START THE JOURNEY TO ENTREPRENEURSHIP

## AGENDA

May 14<sup>th</sup>, 2024

DAY 2 | SXSE

STUDENTS X STUDENT  
ENTREPRENEURS  
HACKATHON



**DEPARTMENT OF ECONOMICS, MANAGEMENT, INSTITUTIONS**  
University of Naples Federico II  
Campus of Monte Sant'Angelo | Via Cinthia, 26 – 80126 Naples (Italy)  
AULA FABRIZI

May 14<sup>th</sup>, 2024 | from 10.00 a.m. to 1.30 p.m.

**10:00 A.M. - 10:15 A.M. WELCOME** *Roberto Vona, Nadia Di Paola and Nunzia Capobianco, Start'ship Project Team, University of Naples Federico II*

**10:15 A.M. - 10:35 A.M. BUSINESS DEVELOPMENT IN HEALTH  
INSPIRATIONAL TALK** *by Chiara Maiorino*

**10:35 A.M. - 10:55 A.M. BUSINESS DEVELOPMENT EXPLORING INFLUENCER  
MARKETING IN HEALTH AND NUTRITION INSPIRATIONAL TALK** *by Marco Valerio Izzo*

**10:55 A.M. - 11:15 A.M. COFFEE BREAK**

**11:15 A.M. - 12:15 P.M. HACKATHON TEAMS PRESENTATIONS**

**12:15 P.M. - 12:30 P.M. JURY PANEL**

*Chiara Maiorino, Ecosystem Lead for Italy @EIT Health InnoStars*  
*Marco Valerio Izzo, CFO@Buzzoole*  
*Stefano Tagliaferri, Technical Director@Kelyon*

**12:30 P.M. - 12:45 P.M. ANNOUNCEMENT OF RESULTS AND WRAP-UP**

**12:45 P.M. - 1.30 P.M. NETWORKING LUNCH**

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