



Microsoft



UNIVERSITY OF  
CAMBRIDGE  
Judge Business School

# HACKATHON CHALLENGE

November, 2016

*Transforming on Diversity*

# What?



- **HACKATHON.** is a highly effective in-house brain storming approach for Microsoft employees to foster employee creativity and development, which we are opening up for the first time for female students at the University of Cambridge jointly with [Newnham College](http://www.newnhamcollege.cam.ac.uk/) and the Women's Leadership Initiative at the Cambridge Judge Business School University <http://www.jbs.cam.ac.uk/aboutus/women/>
- **PARTICIPANTS.** 24 graduate students from STEM disciplines and Business School interested in a career in Technology will work together in teams facilitated by a Microsoft executive on a real and current business challenge facing Microsoft's engagements with customers. The team members will collectively formulate ideas and craft a solution by combining technology and business aspects. Each team will present their recommended solution to Microsoft executives and workshop participants at the end of the workshop.
- **COLLABORATE. INNOVATE. GROW.** Each participant will be provided the proprietary business case and their team assignments in advance. Team members are expected to read the case, get the market information, collaborate with their team members with preliminary ideas in advance of the 3 hour interactive session. This session will be followed by a networking reception and dinner with Microsoft executives, senior academics and participants. Microsoft will follow-up with participants after 3 months to share which team's recommendation was implemented and what were some of the results of the implementation.

# Why?



## Organizers

- Take a pragmatic view on diversity and its benefits on business transformation.
- Encourage and build confidence to enter, and cultivate careers, in technology
- Promote thought leadership on approach to diversity

## Participants

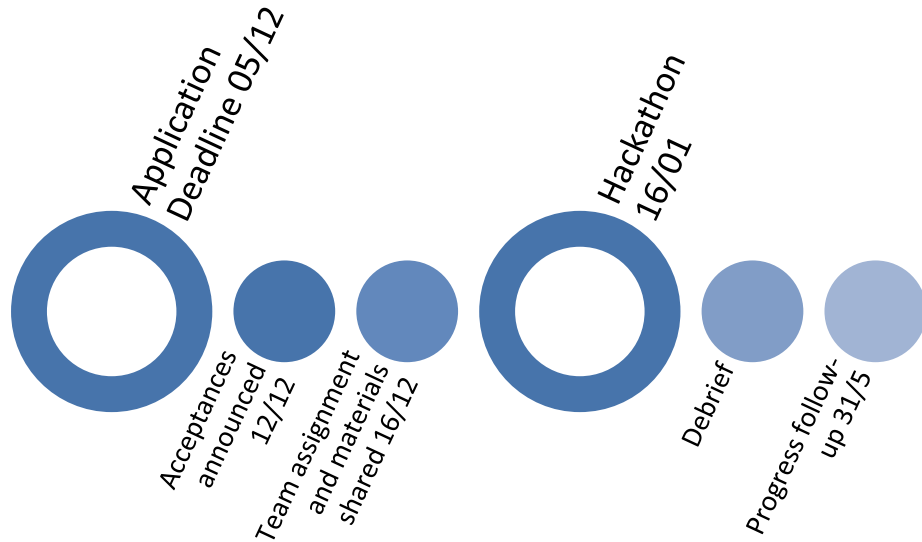
- Hands-on experience on real and current transformational challenges in leading technology company
- Opportunity to collaborate with members from different disciplines and put to practice the lessons learned
- Get feedback and coaching from Microsoft Team
- Networking with key Microsoft team members
- Receive a certificate of participation

## Transformation in action...

For People: [https://youtu.be/h\\_SsLINTD1Q](https://youtu.be/h_SsLINTD1Q)

For Companies: <https://youtu.be/B3CZXP-RK0g>

# The Timeline



- **Application deadline:** Please submit your CV together with a 200 word statement on why you are interested in participating in the Hackathon to [ceeats@microsoft.com](mailto:ceeats@microsoft.com) by **December 5, 2016**.
- **Acceptance notification:** **December 12, 2016**
- **Team assignment and pre-reading materials:** The accepted participants will be notified of their team assignments and will be send their assigned case by **December 16, 2016**.
- **Hackathon Session:** The session will be held on **January 16, 2017** from 3:30 pm – 6:30 pm. Each team will discuss ideas and find solutions to the challenge described in the case. The discussion in each team will be facilitated by EPG Team members from Microsoft and team members will receive coaching around critical thinking throughout the session. In the last 45 minutes of the session, each group will make a presentation on their suggested ideas followed by a discussion.
- **Networking Dinner:** The Hackathon session will be followed by drinks reception at **6:45 pm** where the participants will get the opportunity to network with EPG team members from Microsoft. The formal dinner will start at **7:30 pm** where Amanda Mesler, GM of Microsoft and Dame Carol Black Principal of Newnham College will give dinner talks and award certificate of participation.
- **Follow-up with participants:** EPG team members from Microsoft will follow-up with each participant **on implementation** of idea and after **3 months** and provide feedback on how they have been progressing with customer