Business Plan: HPE Datathon

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Executive Summary

~~Currently there is the strong perception, that HPE is mainly or sometimes even only seen as a Hardware provider in the Austrian Market. Therefore, there is a shift of our brands image required to not fall behind the competition in other areas where we compete, especially on a Solution based approach.~~

Due to the current strong perception, that HPE is mainly or sometimes even only seen as a Hardware provider within the Austrian Market, the goal of this Business plan is to shift from the perception of an only “Hardware provider” to also be seen as a “AI Solutions leader”.

This can be achieved through several ways and channels. One of which is covered in this Business plan for an AI Hackathon aka. Datathon which will support a shift of our Brands Image towards HPE’s overall strategic development.

In this Datathon, our Teams focus will be the usage and delivery of our services and tec stack which support the solving of an AI/LLM problem.

The Team which will deliver this project will be elaborated later in this document.

The goal of a Datathon is to increase our market perception in the market as a strong leader with AI Solutions, while also creating a community around our solutions to further increase local expertise and reduce HPE required Resources to push our products into the market.

A high-level goal of this Business Plan is to be perceived in Austria as one of the top 3 AI solution providers in Austria by the end of the Fiscal year of this delivered Event.

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What is a Hackathon (Datathon)?

A Hackathon or Datathon is an event where individuals form teams to collaboratively work on a specific challenge or problem within a limited time frame, often 24-48 hours.
In the context of LLMs, participants would engage in tasks related to Language Model applications, such as text generation, sentiment analysis, translation, summarization, and more. Teams compete to create the most innovative and functional solutions, often presenting their findings or projects at the end of the event.

The ultimate goal of a Hackathon/Datathon is to foster innovation, encourage teamwork, and produce viable solutions or prototypes while offering an environment conducive to learning and networking.

Why should we do a Datathon?

Datathons can drive significant innovation and skill development by fostering collaborative problem solving, accelerating the creation of AI-driven solutions, and building a community of talent dedicated to addressing real-world challenges in technology and data management.

To further support this statement, there are three case studies and Research Papers which outline the success and reasoning behind the execution of a Datathon.

CASE STUDIES:

Microsoft Azure AI Hackathon:
In 2020, Microsoft Azure, in collaboration with AngelHack, organized a hackathon across the Asia-Pacific region to drive AI innovation. Participants developed over 70 projects addressing challenges in sustainability, urban mobility, and social good, in partnership with organizations like Grab and the United Nations Development Programme (UNDP). This initiative not only spurred technological advancements but also emphasized AI's role in societal impact.

IBM – AWS Generative AI Hackathon:
This event showcased innovative applications of generative AI. One notable project was the development of a 'Clinical Coding Assistant' that utilized natural language processing to streamline the conversion of medical notes into standardized codes, enhancing efficiency in healthcare documentation.

Wizeline's AI Academy Hackathon:
Wizeline's AI Academy hosted a hackathon in Mexico, bringing together over 100 participants from diverse fields. The event fostered a community focused on generative AI, leading to the creation of solutions like 'dIAgnostica,' which simplifies complex medical diagnoses for patients. This hackathon highlighted the value of generative AI in developing modern solutions and building collaborative communities.

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RESEARCH PAPERS:

"Integrating Generative AI in Hackathons: Opportunities, Challenges, and Educational Implications" (2024):
This study explores the integration of generative AI in hackathons, focusing on its impact on students' technological choices. Based on a case study from the University of Iowa's 2023 event, it discusses how AI technologies influence project development, enhance learning experiences, and present ethical considerations.

Learnings:
What you can take to your event design & KPIs

- **AI improves velocity & breadth of ideas**: GenAI sped up ideation, coding and content tasks; teams used it for brainstorming, scaffolding code, docs, and demo assets. Expect **shorter time-to-prototype** and **more polished demos** without adding headcount. arXiv
- **But quality varies; guardrails matter**: Risks include shallow solutions, plagiarism, uneven team skills, and privacy/IP concerns. Build **ethical use rules**, plagiarism checks, and **mentor prompts** (e.g., "show your prompting history," "cite training sources"). arXiv
- **Learning impact is real but needs scaffolding**: Pair GenAI with **mentored checkpoints** and **reflection prompts** (what the model did vs. what the team learned) to avoid over-reliance. Track **skills self-assessment deltas** and **artifact quality rubrics**. arXiv

Practical actions

- Include an **AI policy slide**, sample prompts, and an "AI disclosure" field on submissions.
- Add KPIs: % teams using AI responsibly, # mentor interventions, rubric scores for originality & explainability. arXiv

"The Future of Hackathon Research and Practice" (2022):
This paper examines the evolution of hackathons and their role in accelerating development across various domains, including AI. It identifies key areas for future research and practice, such as event design, scalability, and equity, providing a comprehensive overview of hackathons' impact on innovation.

Learnings:
What mature organizers do differently

- **Design for your purpose**: Formats diverge (innovation, recruiting, community, learning). Make the **purpose explicit** and align judging, mentors, and timeline to it. ar5iv
- **Socio-technical design is a lever**: Tooling (Devpost/Eventornado, Slack/Discord, GitHub, Miro) shapes collaboration—especially online/hybrid. Decide what's **prescribed vs. flexible** and ensure accessibility. ar5iv
- **Scaling has trade-offs**: Bigger or longer events need stronger facilitation to keep cross-team exchange; consider series (e.g., monthly hack-days) for complex topics. ar5iv

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- **Equity must be intentional**: Codes of conduct, inclusive comms, pronouns on badges, dietary & access needs, and facilitation that counters power dynamics are part of “success,” not extras. ar5iv
- **Study your event**: The field calls for better data (beyond anecdotes). Capture **trace data** (channels, commits), **pre/post surveys**, and **follow-up pipeline** to genuinely learn and improve. ar5iv

Practical actions

- Publish a **stated goal** (e.g., “3 pilots in 90 days” vs. “community building”), pick tools accordingly, and run **post-mortems** with data exports for learning. ar5iv

"How do we learn in and from Hackathons? A systematic literature review" (2024):
This review analyses the current research landscape on hackathons as opportunities for learning. It explores how these events promote learning, the systematic approaches used, and the extent to which knowledge is standardized in this context. The study offers insights into the educational benefits of hackathons and their role in skill development.

Learnings:
Event strategy

- Declare a **primary goal** (e.g., net-new pipeline vs. brand/learning) and build format + metrics around it (tools, mentors, judging, follow-ups). ar5iv
- If using GenAI, expect faster prototypes but **add guardrails** and **learning scaffolds**. arXiv
- If “learning” is a narrative, **prove it** with pre/post assessments—not just NPS. SpringerLink

Suggested KPI set you can lift into your plan

- **Top-of-funnel**: registrations, attendance rate, community reach/PR mentions (align to purpose). ar5iv
- **Engagement quality**: # mentor touchpoints/team, AI-use disclosures, originality/explainability rubric scores. arXiv
- **Learning**: pre/post skill deltas, completion of guided tasks, mentor rubric averages. SpringerLink
- **Business**: # qualified follow-ups booked ≤14 days, # pilots/PoCs started ≤90 days, pipeline created, 6-month influenced revenue. ar5iv

Sources: MS Azure AI Hackathon, IBM, Wizeline, Research Paper 1, Research Paper 2, Research Paper 3

Team Members, their Roles, and Responsibilities

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Contingency plan for key roles tbd. And roles/to-do's will be reevaluated.

Core Team

Raphael Neuherz – Sales/Organisation/Lead
Responsibilities: Alignment between members, overall organisation

Jannine Mahone – WW GTM Hybrid Cloud | Program Manager – Developer Days
Responsibilities: Program Management

Milena Hirschman – GTM CE Hybrid Cloud
Responsibilities:

Iveta Lohovska – Data, AI, and Analytics CTO/Technical Lead (Mentor and expert)
Responsibilities: Overall technical Lead, definition of the tech stack

Patrick Kosak – Data Scientist
Responsibilities: Function as an Expert/Mentor at the Event, support the attendees with our provided tools.

Stefan Brock – Executive Sponsor

Support Roles

Ulrike Ulrich – Marketing, Event organisation

Gerald Six – A&PS Manager

Mailin Ganser – Marketing, Event organisation

Partners

While we as HPE must be the major stakeholder in this, by providing the Tech stack, having the lead in the strategy and delivery it is also important to encourage external partnerships to reduce our financial risk and use the reach of external partners.

As a major partner we can reach out to universities (e.g. TU Wien) and look for a collaborative problem statement, whilst also looking into Technology partners such as NVIDIA, AMD and Intel which are already strongly placed within the AI Industry. On the other hand, it can also be valuable to seek out AI Labs which have niche expertise and strong focuses on AI technology.

Partnership strategy:

Joint marketing should be split up while HPE has the major role and the marketing strategy of HPE has to be followed.

Audience, Attendees & Outreach Strategy definition

Audience

Primary:

Data Scientists & AI Enthusiasts: Professionals with expertise in machine learning, natural language processing, and related fields.

Developers & Programmers: Individuals skilled in coding, software development, and application design.

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Industry Professionals: Domain experts in fields like finance, healthcare, marketing, etc., who can provide practical insights for problem-solving in their respective sectors. Dependent on the partnership we will also seek someone who has strong expertise within our partner's Industry.

Secondary:

Students and recent graduates in Computer Science, data analysis and AI-related programs

Professionals transitioning into AI and data science

Business Units: Individuals which are in Business Units of companies where AI technologies will have a significant impact on their business

This event is tailored for technical and business contributors rather than commercial roles.

How to get to the big Event with the big attendees?

As the Event will be targeted to certain a certain audience, we will use a channeling strategy which will use smaller, more targeted events. To build up a hyper and a community within the region, this should lead then to a bigger event and decrease the risk overall.
Here is a reference of such smaller events, which have been already successfully done:
HPE Developer Days

On top of the Developer days, a reduced version of a Physical delivery of the datathon can be of high value, to start introducing the community to the format, use it as partial enablement and further acquire more attendees.

Key Messaging

Why attend?

- Solving real-world challenges using cutting-edge data technologies
- Network with Industry leaders and peers in Austria's tech ecosystem
- Access exclusive mentorship opportunities
- Win attractive prizes and gaining recognition
- Access to cutting edge Technology

Event Highlights:

- High-profile keynote speaker?
- Live coding session and workshops
- Collaborative problem-solving challenges
- Industry-sponsored datasets for real-world applications
- Cutting edge Technology

Call to Action (CTA):

- "Register Now to reserve your Spot!"
- "Don't Miss the Chance to Shape the Future of AI in Austria!"

Channels and Strategies

Social Media Campaigns

Platforms: LinkedIn, Twitter, Instagram, and Facebook.

- **Content:**

  - Countdown posts and reminders leading to the event.
  - Industry-focused posts highlighting use cases in AI and data science.
  - Testimonials from previous participants or industry experts.
  - Snippets of prizes, mentorship opportunities, or datasets being used.
- **Engagement:**
  - Run polls on challenges AI can solve in Austria.
  - Host LinkedIn live sessions with keynote speakers or mentors.
  - Create Instagram reels showcasing behind-the-scenes event preparations.

Paid Advertising

- **LinkedIn Ads:** Target AI professionals, data scientists, and IT specialists in Austria.
- **Google Ads:** Focus on search terms like “AI hackathon Austria,” “Datathon events in Europe,” and “coding competitions.”
- **Facebook & Instagram Ads:** Use engaging visuals to also appeal to younger developers and students

E-Mail-Marketing

- **List:** Utilize databases from universities, tech meetups, and professional networks.
- **Segmentation:** Customize emails for professionals, students, and enthusiasts.
- **Content:**
  - Event details and registration links.
  - Early-Bird Registration inzentives.
  - Updates on speakers, sponsors, or special features.

Partnerships

- **Corporate Collaboration:** Partner with tech companies, consultancies, and startups to sponsor and promote the event among their employees.
- **Universities and Research Institutions:**
  - Partner with technical universities in Vienna, Graz, and Linz.
  - Send invitations to professors and student councils in related fields.
- **Tech Communities:** Collaborate with local meetups like Vienna Data Science Group and Austrian AI Association.

Content Marketing

- **Blogposts:**
  - Write articles on “Why Datathons are Critical for AI Innovation” or “How to Prepare for a Datathon.”
  - Share stories of successful AI projects from past hackathons.

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- **Videos:**
    - Create a teaser video showing event highlights, venue, and prizes.
    - Publish interviews with mentors or panelists.
- **Infographics:**
    - Share visually appealing content on the value of data-driven innovation.

Public Relations

- Publish press releases in Austrian tech media like “Futurezone” and “Der Standard Digital.”
- Offer interviews or guest articles with datathon organizers in tech-focused podcasts or blogs.

Online Forums and Groups

- **Platforms:** Reddit (r/Austria, r/datascience), Stack Overflow, and Austrian Slack/Discord communities.
- **Content:**
    - Share details and encourage discussions about the datathon.
    - Engage directly with potential participants by answering questions.

Engagement Tactics

1. **Competitions:**
    - Run pre-event mini challenges on Kaggle or GitHub to build excitement.
2. **Webinars:**
    - Host a pre-event webinar introducing the event, its challenges, and how to participate.
3. **Early-Bird Discounts:**
    - Offer discounted registration fees for the first 50 (X) sign-ups.
4. **Social Media Contests:**
    - Encourage participants to post about the event with dedicated hashtags such as #AustriaDatathon24 for rewards.
5. **External enablement’ s:**
    - External enablement’s can support further engagement with our social media contests and foster engagement overall. Enablement’s will be clarified in more detail at the point “Enablement”

Timeline example

🎬 **8 Weeks Before:**

- Launch the event website.
- Announce social media and via email campaigns.

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- Begin outreach to corporate and academic partners.

🎬 **6 Weeks Before:**

- Launch paid ad campaigns.
- Share teaser content on all platforms.

🎬 **4 Weeks Before:**

- Post detailed event schedule and speaker profiles.
- Start webinars and pre-event mini challenges.

🎬 **2 Weeks Before:**

- Send reminder emails and post countdowns.
- Share testimonials or interviews with mentors.

🎬 **During the Event:**

- Live tweet updates and share Instagram stories.
- Encourage participants to post with the event hashtag.

🎬 **Post-Event:**

- Share event highlights, winner announcements, and participant testimonials.
- Publish a summary blog or video.

The recommendation would be to start the timeline earlier due to the local lack of experience, audience, and expertise around this topic and events.

Metrics for Success

🎬 **Registration:**

- Total sign-ups are segmented by professionals, students, and enthusiasts.

🎬 **Engagement:**

- Social media likes, shares, comments, and hashtag usage.

🎬 **Website Analytics:**

- Visits, bounce rate, and conversion rate from ads.

🎬 **Event Participation:**

- Number of active participants and submissions.

🎬 **Post-Event Feedback:**

- Participant surveys on event organization, challenges, and networking opportunities.
- Strategy has to be defined

Delivery / Event

Depending on the available budget we will decide between the following options.

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Virtual it would be recommended live Q&A Sessions, virtual networking lounges, and real-time polls to keep participants engaged.

For a Physical Event we must ensure adequate rest areas and wellness activities to maintain participant energy levels over extended periods.

Topic/Problem

Workshop PP – Reference

Preference to have a customer as partner where with which we align with to solve the problem.

Support needed from Sellers/Account managers/Management to reach out to such customers.

We will also have to set in place a clear set of rules. To make it a fair competition.

Judgement, submissions, permitted/forbidden technologies, collaboration, etc.

How to segregate people into groups?

Virtual delivery of the Datathon

24-Hour Virtual Datathon:

Agenda:

Opening Ceremony (1-2 hours): Introduction, welcome speeches, and briefings on rules and goals.

Team Formation (30-60 minutes): Networking session and team formation.

Hacking Phase (20-22 hours): Participants work on their projects remotely.

Mentor Check-ins (Intermittently): Scheduled slots for mentors to provide guidance and support.

Progress Updates (Throughout): Participants update progress in a shared space.

Closing & Presentation (1-2 hours): Teams present their projects or solutions.

Judging & Awards (30-60 minutes): Judges evaluate and announce winners.

48-Hour Virtual Datathon:

Agenda:

Similar to the 24-hour hackathon but with extended hacking time.

Increased focus on periodic breaks to prevent burnout and ensure participant well-being.

More opportunities for mentorship and check-ins due to the longer duration.

Potential for workshops or talks in between to break up the hacking sessions.

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Physical delivery of a Datathon event

24-Hour Physical Datathon:

Agenda:

Check-in & Welcome (1-2 hours): On-site registration and welcome addresses.

Team Formation & Ideation (1-2 hours): Ice-breaking activities and team building.

Hacking Phase (18-20 hours): Participants work on their projects.

Workshops/Skill Sessions (Intermittently): Short sessions on relevant skills.

Mentor Circulation (Intermittently): Mentors circulating to provide guidance.

Dinner & Relaxation (1-2 hours): Time for participants to relax, network, and eat.

Project Refinement (2-4 hours): Final touches on presentations.

Presentations & Judging (1-2 hours): Teams showcase their projects.

Closing Ceremony & Awards (1-2 hours): Winners announced, closing remarks.

48-Hour Physical Datathon:

Agenda:

Similar structure to the 24-hour event but with additional time for rest, more in-depth workshops, and team collaboration.

More room for networking, team-building activities, and in-depth mentorship sessions.

Breakout spaces for relaxation, recreational activities, or quick power naps.

General Notes

24-hour vs. 48-hour: The longer duration allows for more in-depth projects and potentially more polished presentations but may require more attention to participant comfort and well-being.

Collaborative vs Competitive: The reference material compares competitive and collaborative hackathon atmospheres. Competitive hackathons are primarily focused on participants aiming to win prizes or benefits. This atmosphere increases external motivation and encourages teams to present unique ideas. However, it may reduce intrinsic motivation and inter-team communication. Competitive hackathons are less suitable for fostering collaboration and networking but can drive unique and innovative solutions due to the competitive pressure (De Winne et al., 2020; Nolte et al., 2020).

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On the other hand, collaborative hackathons emphasize cooperation towards a shared goal. This atmosphere promotes creativity, performance, and participant satisfaction. It also supports productive creativity by reducing stress and fostering a positive, educational experience. Collaborative hackathons are particularly effective in advancing social goals and teaching new tools or subjects. They encourage inter-team communication and are more inclusive, especially for women, as they tend to prefer this atmosphere over competitive ones (Calco & Veeck, 2015; Cobham et al., 2017; Fadlelmola et al., 2021; Paganini & Gama, 2020).

For a product placement/community development hackathon aimed at promoting a company's product or solution portfolio, a collaborative atmosphere seems to be more fitting. This approach can help build a supportive community around the product, encourage diverse participation, foster innovation through cooperation, and enhance the overall user experience and business model. Collaborative hackathons create a more inclusive environment, which can lead to greater creativity and a wider range of ideas, ultimately benefiting the company's product development and community engagement goals (Nolte et al., 2020; Heller et al., 2023).

Mentorship and Networking: Both physical and virtual events should offer regular mentor check-ins and networking sessions to facilitate collaboration and learning.

These agendas provide a rough structure for organizing hackathons, but they can be tailored based on the specific goals, theme, and logistics of your event. Adjustments can be made based on available resources, participant demographics, and the intended focus of the hackathon.

One large prize or several smaller ones? The prize we decide on will be advertised and part of the Marketing strategy.

Enablement

Local/Internal

First local enablement's have been already successfully conducted. Further enablement would be recommended to further foster local expertise. To be further defined.

Further enablement should be fostered to increase the reach within the market and support sales to broaden their contacts within their customer base.

External

External enablement should be provided to ensure sufficient and effective usage of the tools provided.

Part of our engagement tactic will be external enablement's on our provided tech stacks.

Such enablement's can be provided in several different formats, such as demos of tools, live webinars, pre-recorded webinars, etc. It is recommended to create an own Timeline for these enablement's and after conducting an enablement to provide an online recording to make further tracking possible for remarketing purposes.

Part of the enablement can be with pre Events such as the Developer days or shorter virtual Datathons.

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Timeline for enablement

tbd

Tech stack & tools

Here we will elaborate on the Tec stack which HPE will provide to enable the attendees to successfully solve the problem statement.

~~Pachyderm~~

~~is a data versioning and pipeline management tool designed for machine learning. It allows for the creation of scalable and reproducible data pipelines. In a Datathon, Pachyderm can be utilized for:~~

> ~~**Data Versioning**: Enabling teams to track, manage, and version control data used in their machine learning models.~~
>
> ~~**Pipeline Orchestration**: Managing end-to-end workflows for data processing and model development, ensuring reproducibility.~~
>
> ~~**Scalability**: Allowing easy scalability for larger datasets and complex processing tasks required during the hackathon.~~

~~Determined AI~~

~~is an open-source deep learning training platform that streamlines the machine learning model development process. In a Datathon, Determined AI might be used for:~~

> ~~**Model Training**: Providing an environment for teams to train and optimize machine learning models efficiently.~~
>
> ~~**Experimentation**: Allowing participants to run multiple experiments and compare different model architectures or hyperparameters to find the most effective solution.~~
>
> ~~**Resource Management**: Optimizing resource allocation to enhance model training and performance.~~

Private Cloud AI

HPE Private Cloud AI (PCAI) is also a strong alternative which is an appliance for AI workloads which was co-developed with NVIDIA.

PCAI is a purpose-built solution designed to provide fast and easy deployment of private AI applications with a focus on inferencing, Retrieval-Augmented Generation (RAG), and fine-tuning.
HPE Private Cloud AI is a co-designed **HPE** and **NVIDIA** enterprise purpose-built solution including in a completed infrastructure, software portfolio, AI Model Library managed via HPE GreenLake to offer a “private AI in a box”.
HPE Private Cloud for AI offers enterprise customers the ability to leverage NVIDIA AI Enterprise (NVAIE) portfolio, including NVIDIA Inferencing Microservices (NIM), and HPE

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portfolio of curated market adopted open-source AI tools and platforms with full private control of their data.
The solution will enable enterprises to expedite their Machine Learning and AI initiatives starting from creating their private data lakehouses, to data pipeline, model development and fine-tune, to operationalizing their GenAI workflows.

HPE AI Essentials Software is jointly developed by HPE and NVIDIA to take advantage of NVIDIA AI Enterprise, which includes NVIDIA NIM, a set of microservices for AI, and NVIDIA Model Library, along market leading open-source tools to allow AI practitioners to start their effort immediately and not having to figure which tool is most suitable for each stage of their deployment as shown in figure below.

Infrastructure as a Service (IaaS)

is a cloud computing model that provides virtualized computing resources over the internet. In the context of a Datathon, IaaS could serve as the underlying infrastructure for hosting and running the tools and platforms like Pachyderm and Determined AI. It offers:

Compute Resources: Provisioning virtual machines, storage, and networking to support the required software tools.

Flexibility: Allowing teams to scale resources up or down based on their needs during the datathon.

Accessibility: Providing a cloud-based platform accessible from anywhere, allowing remote teams to participate in the event.

Further information & Tools

Integrating these tools within the Datathon tech stack can offer participants the necessary infrastructure, tools for data management, and a platform for model development and experimentation, thereby enhancing the productivity and innovation potential of the event.

~~Another option would be to use the **PCAI** Platforms Tech stack.~~

Preferred IDE? Jupyter notebook

Libraries & Frameworks? Collaboration tools? Project management tools?

Miro?

Need to provide tutorials and pre-event training sessions on the above-mentioned tools to ensure participants can hit the ground running.

Budget

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Budget tbd and collected internally first before moving to external funding

HPE Austria/CE/WW? Partner/Customers?

Total estimate: *50.000 – 80.000 €*

Breakdown:

HPE: 50%

Technology partner: 25%

Partner: 25%

Pre-event Marketing % Recruitment should be around 25-35% of the budget

Event Delivery (Ops & Logistics) should be around 55-65% of the budget

While Post Event Marketing & Amplification should be around 10-20% of the budget

Virtual Delivery Budget

Marketing

Estimate budget to reach high quality attendees: 10.000 €

To-do: Breakdown of Marketing spend between Paid ads and content creation

Physical Delivery Budget

Location

example pricings calculated on 100 attendees:

Marriot Hotel up to 200 attendees priced at *54.389,60 €*

Jufa Hotel up to 100 attendees priced at *25.380,00 €*

Hotel Regina up to 130 attendees priced at *30.900,00 €*

Detailed pricing overview with what is included in these locations, can be found here status 2024.

Marketing

estimate budget to reach high quality 50 attendees: *10.000 €*

Breakdown of Marketing spend between Paid ads and content creation

Post delivery Budget?

10-20% of total marketing budget

Expected Outcomes

Overall, the plan is to start a market perception shift of the Austrian market on HPE. We showcase that we not only have the tools to deliver the solution to such problem statements, but we also have strong expertise within this area.

Content Creation and PR:

We can leverage the event for PR Opportunities, content creation ex. LinkedIn and marketing materials, and showcasing our involvement and expertise in LLM's.

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Brand visibility and Thought Leadership:

A successful Datathon will elevate our brand as a thought leader in LLM's and position us in the forefront of this innovative technology. As previously stated, this is a required shift within the Austrian market.

Networking and Partnerships

By targeting a different workforce than HPE traditionally works with we will form new contacts, partnerships and relationships which should ultimately lead to new business opportunities even for our traditional business.

Market Validation

The solutions and ideas to the problem statement will help us locally to better understand the Tools we provide, and support optimize local market penetration within this segment.

Business Outcome

As AI/LLM Projects currently require a lot of resources such as Computing power, Storage capacity, data tools, delivery tools, planning tools, etc. we can expect more Business opportunities across through the HPE product portfolio, from traditional Hardware and Software all the way to our consulting services provided.

Expected ROI Overview

Due to the high engagement and interaction within the Event and projects within this sector being so high we set our goals as followed:

Brand awareness: 50k -100k impressions, 1000k+ social media engagements, 4-5 media mentions

Lead Generations: Contacts and qualified leads; MQLs (Marketing-qualified leads): 40-50, SQLs (Sales-qualified leads): 20-30

Pipeline Creation: Opportunities influenced or created: 10-15

Revenue target: 2-3 closed Opportunities

ROI: 10x/20x spend

Financial ROI

Budget: €50-80k

Generated Pipeline: €7.5 Mio (10-15 Opps, avg. deal size € 600k)

Influenced Revenue & direct lead Revenue (Closed): €2 Mio

ROI: x28 (IRDR / Spend)

Cost per Lead (CPL): € 1.600

Cost per Opportunity (CPO): € 5.500

Cost per Acquisition (CPA): € 35.000

Non-Financial ROI

Branding: % of participants expressing interest in collaboration: *10-20%*

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Content Generation:
Videos, testimonials, whitepapers, blogs, posts, Speaker engagement, mentions, PR: *5-10*

Partner/Customer Co-creation: # of cos-built prototypes or ideas: *1-2*

Side benefit

By using this Business plan in Austria where the investment is comparable low to different regions/countries it can be seen as a PoC and if successfully delivered we can use it as Blueprint and replicate it in different regions to further build up a community around our AI Solutions and content.