



The Motor Valley Fest Classic Car Hackathon



Modena, heart of the Motor Valley

The Motor Valley Fest is held in Modena because there is no better place to celebrate the past, present, and future of automotive excellence

This city is the very soul of the Motor Valley, where passion, engineering, and innovation have shaped some of the most legendary cars in history

It is a place where generations of visionaries have pushed the boundaries of performance and design

Hosting the Motor Valley Fest here is a way to inspire the next wave of dreamers, engineers, and enthusiasts who will carry this tradition forward





Motor Valley Fest

Emilia Romagna's great open-air Land of Motors festival for its seventh edition in the capital of the world's most famous Motor Valley, the UNESCO World Heritage city of Modena.

The Fest will celebrate the keeping of motors through conferences, exhibitions, displays and numerous activities designed for all two- and four-wheel enthusiasts.



The Motor Valley Accelerator

29

**PORTFOLIO
STARTUPS**

8M€+

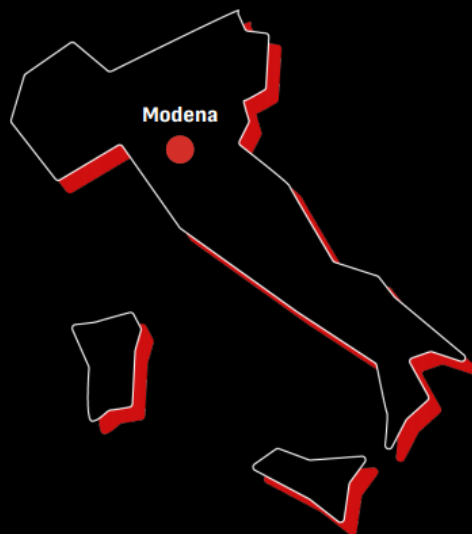
**CAPITAL
DEPLOYED**

~20M +

**ADDITIONAL
FUNDING
ATTRACTED**

Vision

Creating an **ecosystem** in Italy that can attract talented teams and cutting-edge technologies **from all over the world** in the automotive and mobility industry.



Mission

Promoting a **structured approach** to **investments** in startups and **Open Innovation** in Italy.

7 Corporate
Partners

4 Years
of Activity

29 Supported
Portfolio
Startups

**~8M
Euro** Capital
Deployed



6 Foreign companies
incorporated in
Italy

11 Incorporated
companies thanks
to MVA funding

**~20M
Euro** Additional
Capital
Attracted
(and much more to come)

**~5M
Euro** In non-diluted
funding
collected

180+ People
employed in
MVA backed
companies

35+ International
Technology
Scoutings

4 Hackathons
Promoting
entrepreneurship
in Universities

35 Proof of
Concepts
originated

Motor Valley Accelerator Structure

1 INVESTMENT-DRIVEN TRACK

Targeting **4-5 MOBILITY STARTUPS** Each Year

**20+ M Euro
Investment Vehicle**

Tailored Program



- Investment Ticket:
€ 400,000

Hands-On Business and Product Acceleration Program based on International best practices:

- Focus Weeks designed on each startup
- Mentorships with industry professionals
- Regular office-hours
- Support in POC development
- Support in fundraising (equity and grants)
- Attendance to international events of the network

MANAGING PARTNERS

PLUGANDPLAY

AND



dallara

ST
life.augmented



Unipol

OMR

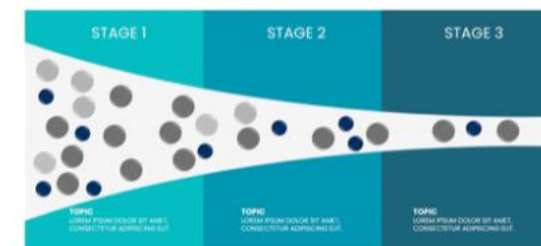
AGRATI
World Partner Solutions

GRUPPO
HERA

CORPORATE PARTNERS

2 OPEN INNOVATION PLATFORM

- **Technology Scouting** through **International Startups** and Technologies
- Strategic **Support** through **Corporate Innovation Services**
- **Trend Reports, Due Diligence** and **Deep Dives** on the Latest Technological Trends
- Access to international **Innovation Ecosystems** and **Events**



The Motor Valley Classic Car Hackathon

Format

2 – days deep dive into classic cars and data science

Challenge

Develop a tool capable of analyzing social media and forum discussions to extract collector and enthusiast sentiment about specific classic car models

Goal

A unique chance to apply data and AI to classic cars, creating a tool that could redefine market insights for collectors and investors

Reason Why

More than a hackathon – it's your entry point into classic cars and AI-driven finance, with access to top experts, investors, and data scientists



Hackathon Challenge

Teams work for an OEM with heritage tied to iconic classic cars and motorsport track record. Develop a sentiment and theme identification tool to collect

Task	Summarize, and evaluate collector and enthusiast sentiment about specific classic car brands and models from social media or forums
Output	Tool MVP + 1 Page presentation
Tool Goal 1	Track sentiment trends for a specific classic car brand or model over the past 6 months, using a score from -1 (negative) to +1 (positive)
Tool Goal 2	Identify and display key themes around the model—such as common issues or perceptions—that may influence its valuation
Tool Optional Goal	Predict whether the model's value will rise or fall over the next 6 months, using back-testing on AssetClassic data



Tips and Tricks

Dozens of open-source sentiment analysis tools are already available.

Web scraping and API data collection (e.g., from Instagram, Facebook, and forums) require technical expertise, but many open-source tools (like BeautifulSoup, Scrapy, or Tweepy for X) are available – Meta APIs have strict limitations on data access. Forums might be easier to scrape



Optional: predicting valuation trends will probably be the most complex aspect. A simple version could rely on historical data, but a real predictive model would likely need access to vast training data and more than 2 days to fine-tune



**MOTOR VALLEY
ACCELERATOR**

L'ACCELERATORE MOBILITY
DELLA RETE NAZIONALE CDP



AssetClassic



FEST

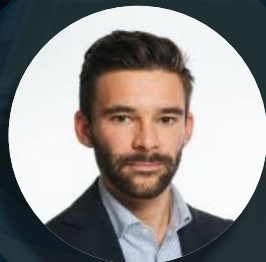


TikTok

Hackathon Judges



Michele Bertoncello
Partner
McKinsey & Company



Carlo Bonini
Director
TikTok



Pietro Pollichieni
CEO
Qadra



Enrico Dente
Director
Motor Valley Accelerator



Andrea Donati
General Manager
Bacchelli & Villa



Lorenzo Basile
Investment Associate
AssetClassic



Hackathon Judging Criteria

Technical Information	Effectiveness and efficiency of the approach	20%
Accuracy & Reliability	Precision of sentiment analysis	20%
Usability	User interface and experience	20%
Scalability & Performance	Adaptability to larger datasets	20%
Business Relevance	Benefits for investing in classic cars	10%
Presentation & Clarity	Quality of final pitch	10%



**MOTOR VALLEY
ACCELERATOR**

L'ACCELERATORE MOBILITY
DELLA RETE NAZIONALE CDP



AssetClassic









FEST



TikTok

Hackathon Rules

Timeframe	Teams must work within the defined timeframe	
Source	Only open-source tools and libraries are allowed	
Respect Shared Spaces	Keep your workspace clean and tidy	
Quiet at Night	Avoid loud noises after 20:00 PM	
Be Polite	Use appropriate language	
No Smoking	Smoking is only allowed outdoor	



Day 1 – Saturday 7th Agenda

10:00 – 11:00

Welcome & Briefing

11:00 – 13:00

Ideation Phase

13:00 – 14:00

Lunch Break

14:00 – 19:00

Development Phase

19:00 – 20:00

Dinner Break

20:00 – 24:00

Development Phase



Day 2 – Sunday 8th Agenda

00:00 – 09:00

Development Phase

09:00 – 10:00

Final Touches and Prep

10:00 – 12:00

Presentations

12:00 – 12:30

Judging and Evaluation

12:30 – 13:30

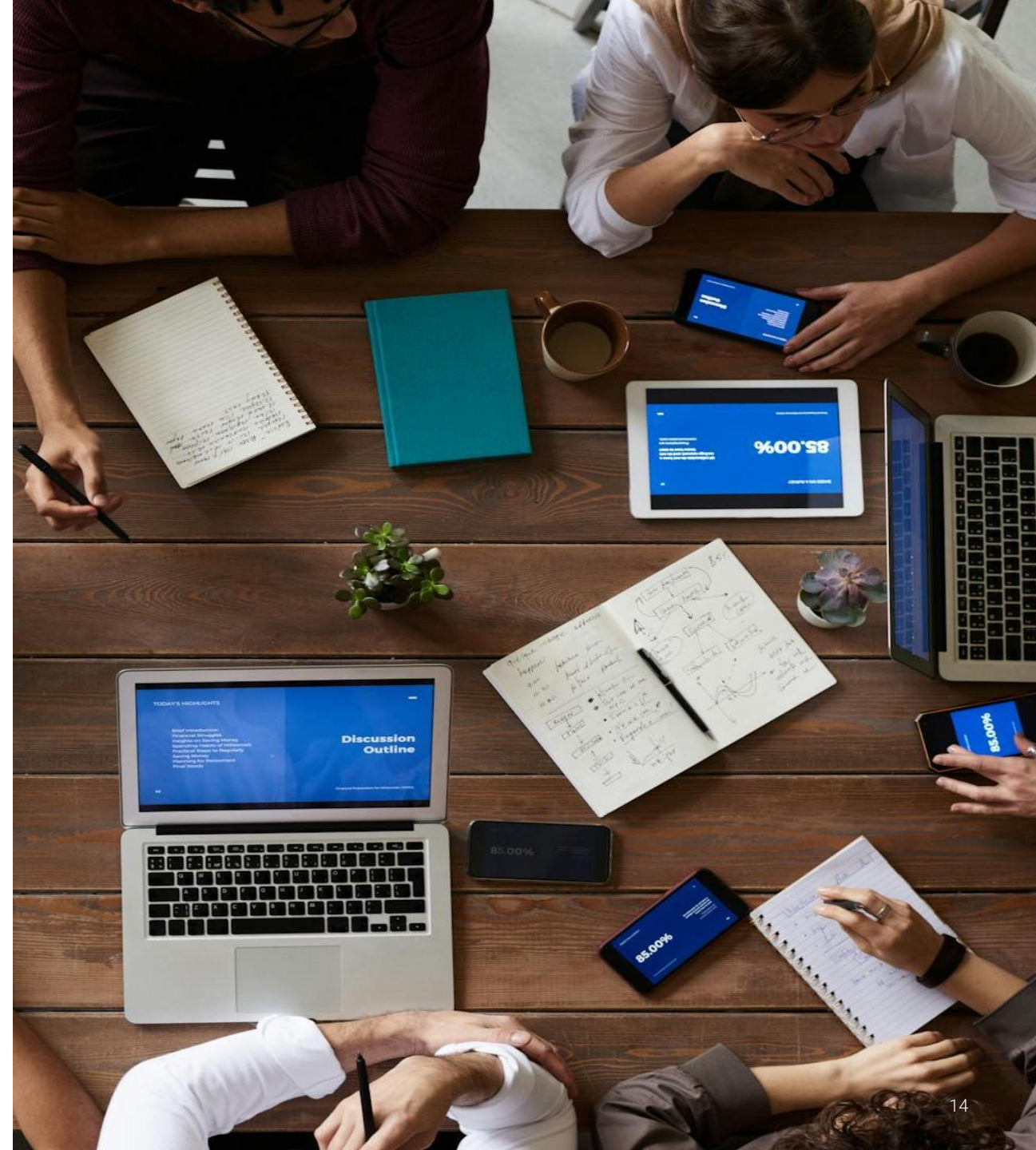
Announcement of Winners

13:30 – 14:30

Lunch Break

14:30 – 17:00

Networking Time



Thanks for your attention
and for being part of this
challenge

