

Cross-Portfolio AI Hackathon

Executive Summary

Hackathon Designed To Kick Start AI Learning and Roadmap

Hackathons are a time-tested approach to stimulating innovation. They are low-cost, distributed, bottoms-up enablers for generating new skills, new ideas, and new products to eventually sell.

New Ideas

Encourage fresh thinking in how AI can be applied to fit each company's customers and market position

Business Value

Find practical ways to increase company value, drive growth, and improve competitiveness at scale across the portfolio

Cross-Portfolio Shared Learning

Promote knowledge exchange and useful practices across your portfolio of companies and professionals

Skill Building

Develop stronger AI skills within portfolio companies through hands-on work and peer learning, preparing for the future

AI Hackathon

Three Potential Focus Area For AI Hackathon

1

AI Products

Goal: create new AI features or capabilities in the company's customer-facing product or service

Specific activities:

- Identify a customer-facing workflow where AI can remove friction or create a net-new capability to sell
- Build a working prototype (or clickable demo) of an AI feature, assistant, or automation
- Define MVP scope, success metrics, and a credible path to production (data, UX, risk, cost)

2

AI Tooling: Engineering

Goal: utilize AI tooling to enhance the productivity of Engineering while maintain or improving code quality

Specific activities:

- Pilot AI-assisted development on a real repo (new feature, refactor, bug fix) and ship a PR
- Use AI to generate tests, improve coverage, and harden quality gates (linting, review, CI checks)
- Measure impact with simple metrics (cycle time, PR throughput, defects, on-call load) and document learnings

3

AI Tooling: Go-to-Market

Goal: utilize AI tooling to enhance the productivity of Go-to-Market, without risking reputation or relationships

Specific activities:

- Create a safe AI workflow for account research and outreach personalization using approved messaging
- Build a sales enablement copilot for FAQs, objections, and competitive positioning from curated content
- Automate low-risk GTM ops with human-in-the-loop controls

AI Hackathon

Three Potential Focus Area For AI Hackathon – Possible Tooling

1 AI Products

While not the primary focus, tooling can help to accelerate achievements attained during the hackathon:

- Figma Make
- Base44
- Replit
- Lovable
- Canva

2 AI Tooling: Engineering

Most AI engineering tools allow free usage for individual users with rapid self-serve capabilities:

- Claude Code
- Cursor
- GitHub Copilot
- Replit
- Lovable

3 AI Tooling: Go-to-Market

To enable usage during the hackathon, tools will need to offer free trials with self-serve usage:

- Clay
- Apollo.io
- Granola
- Gong.io
- Lemlist

AI Hackathon

Two Potential Hackathon Event Types

1

In-Person Hackathon

A 24-hour, co-located event designed to maximize energy, collaboration, and cross-portfolio relationships.

- Strongest networking and shared learning across companies
- Faster iteration with on-site mentors and real-time team support
- Natural structure for kickoff, meals, demos, and judging
- Higher cost and coordination: travel, venue, catering, scheduling constraints

2

Fully Remote Hackathon

A 24-hour, distributed event optimized for speed, cost, and broad participation across the portfolio.

- Lowest cost and fastest to execute, no travel required
- Easy to include more companies, judges, and external partners as needed
- Works well with lightweight tooling (video, chat, shared docs) and scheduled check-ins
- Requires tighter facilitation: time zones, engagement fatigue, and clear touchpoints to maintain momentum

Recommended approach for maximum impact

While hackathons are typically 24-hour sprints, they can also be 48-hour or even 72-hour events. This allows for deeper work and better balance with ongoing “day job” activities, if needed.

Logistics

Hackathon Logistics

Hypothetical Timeline for March / April

Monday	Tuesday	Wednesday	Thursday	Friday
March 2 Hackathon Announcement and Participant Solicitation	3	4	5 Participant Solicitation Reminder	6
9	10 Participant Solicitation Reminder	11	12	13 Final Call for Participants
16	17	18	19	20
Participant Registration and Team Formation				
23	24	25	26	27
Participant Registration and Team Formation				
30	31	April 1	2 Hype Email	3
6 Partner-Led Enablement	7	8 Hype Email	9 Partner-Led Enablement	10
13 Hype Email and Final Prep	14	15 24 Hour Hackathon!	16	17 Post-Event Survey
20	21	22	23	24
Post-Event Impact and Results Tracking				

Hackathon Logistics

Remote 24-Hour Hackathon: Lower Cost and Faster Execution

Time	Monday	Tuesday	Wednesday	Thursday
8 AM	Hackathon Reminder and "Hype" Email Sent Out	Hackathon Kick Off and Opening Remarks	Hackathon Closing and Team Presentations + Judging	Event Summary and Follow Up Tracking Email Sent Out
9 AM				
10 AM	Final Prep Meetings With Kick Off Speakers + Partners			Launch Post-Event Survey and Feedback Capture
11 AM				
12 PM				
1 PM				
2 PM				
3 PM				
4 PM				
5 PM		Ongoing Hacking		
6 PM				
7 PM		Ongoing Partner Support		
8 PM				
9 PM				
10 PM				
11 PM				
12 AM				

Hackathon Logistics

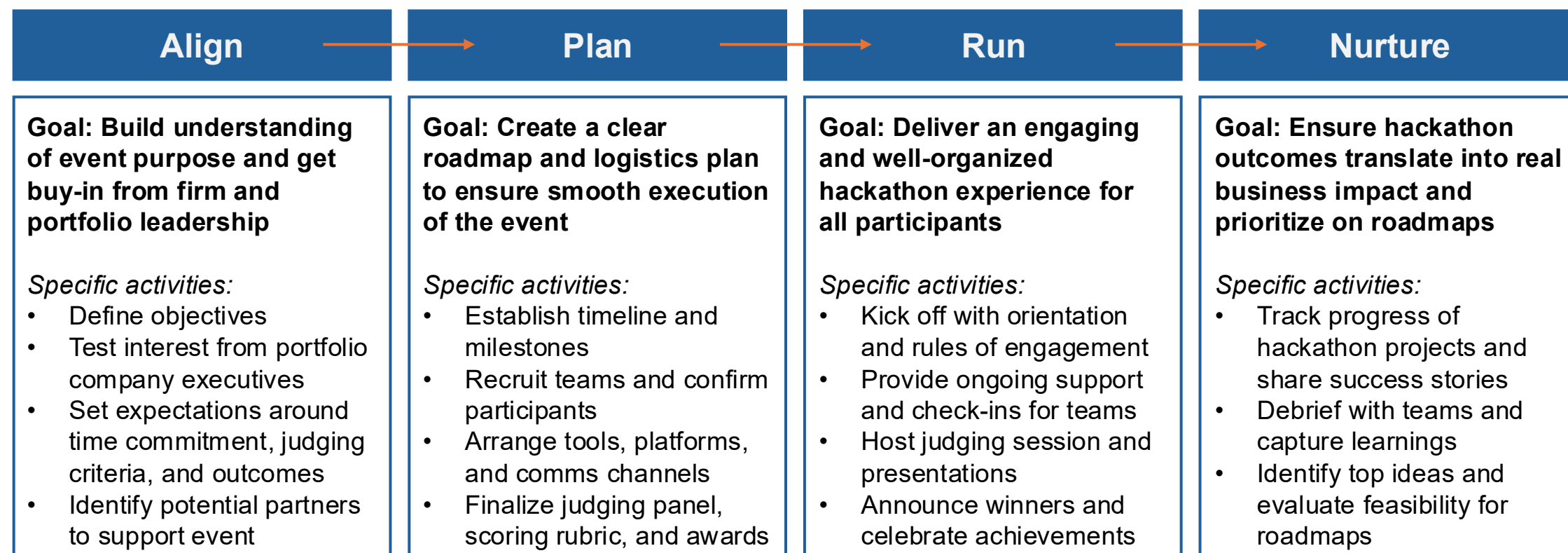
In-Person 24-Hour Hackathon: Better Connections and Outcomes

Time	Monday	Tuesday	Wednesday	Thursday
8 AM	Hackathon Reminder and "Hype" Email Sent Out	Breakfast	Hackathon Closing and Team Presentations + Judging	Event Summary and Follow Up Tracking Email Sent Out
9 AM		Hackathon Kick Off and Opening Remarks		Launch Post-Event Survey and Feedback Capture
10 AM				
11 AM	Final Prep Meetings With Kick Off Speakers + Partners			
12 PM			Celebration Lunch	
1 PM				
2 PM				
3 PM				
4 PM	Kick Off Opening / Welcome			
5 PM				
6 PM	Kick Off Event			
7 PM				
8 PM	Dinner			
9 PM				
10 PM	Open Networking / Cocktails			
11 PM				
12 AM				

Hackathon Logistics

Proposed Approach

Four high-level steps are generally needed:



Hackathon Logistics

What Do Hackathon Teams Work On?

Hackathon teams decide for themselves which problems or opportunities are most valuable to work on, ensuring the effort is relevant and impactful. Portfolio company leadership provides approval to ensure commercial relevance, but the process is driven bottoms-up. This approach distributes innovation and surfaces ideas that might not otherwise be known or prioritized.

Teams are encouraged to target ideas that can be piloted quickly but scaled if successful.

Potential outputs include product features, workflow automations, or new customer-facing capabilities.

Even ideas that don't make it to production can spark insights that inform future priorities.

Business impact is considered from the start, aligning innovation with growth and efficiency goals.

Hackathon Logistics

Registration Captures Important Details

Portfolio company leadership can nominate 1-2 teams to participate in the hackathon. While registering, each team provides detailed information that helps with event planning and also helps to gauge their level of capability in AI systems, tools, and techniques.

This data can be used to provide appropriate mentorship and training before or during the event. Additionally, participants can be guided toward using the right level of AI tooling.

Hackathon Team Registration Form

Team Information

1. Project description, AI use case, customer impact, value prop
2. Company and team name
3. Primary contact (name, email, phone)
4. List of team members (name, role, email)

Team Composition

5. How many software developers are on your team?
6. Do you have any team members with prior hackathon experience?

AI Experience and Tools

7. Is your team currently using any AI tools in your day-to-day work?
8. Do you have experience working with Agentic AI (AI systems that can take actions or perform tasks with some autonomy)?

Logistics

9. Do you have any specific support needs during the hackathon? (e.g., data access, cloud credits, product documentation)
10. T-shirt sizes for team members

Hackathon Logistics

Pre-Event Enablement Requested From Leading Vendors

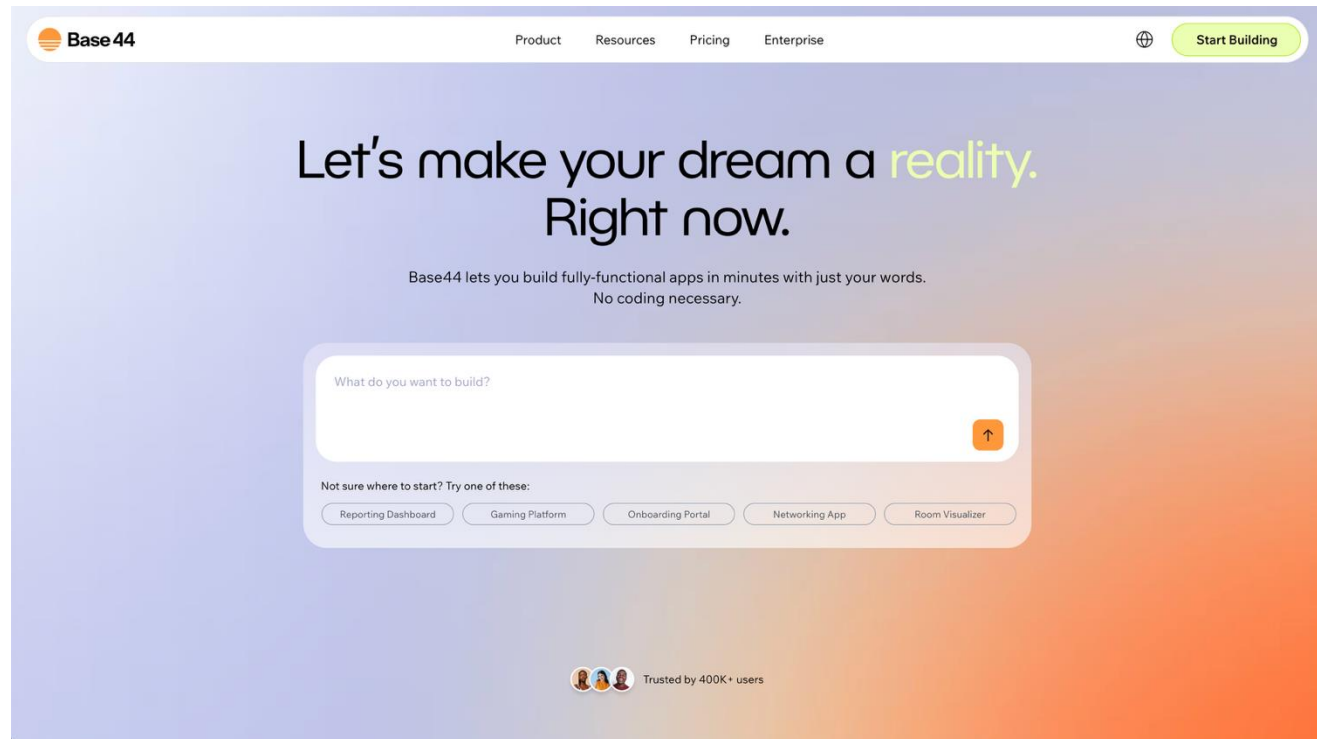
Prior to the event, multiple enablement sessions can be facilitated. These would help hackathon participants to start to think through the art of the possible and also upskill them on AI.



Hackathon Logistics

Multiple Ways For Non-Software Companies To Participate

New AI tooling enables the creation of incredible software and AI bots using just a few words. Even stopping short of building software, enabling hackathon teams to *think* through what a new offering could look like – and building a business case around it – still delivers real impact.



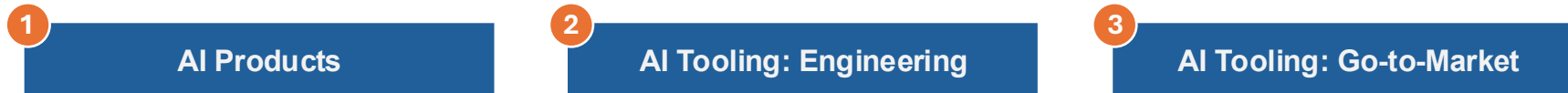
Base44 can be used to build an app in minutes, with nothing more than free-text. This is a great way to rapidly prototype and learn about AI in a low-cost, low-risk setting.

Discussion Questions

AI Hackathon

Discussion Questions

1. What are Eurazeo's goals for the hackathon? What does success look like?
2. Which focus area(s) is the highest priority?



3. Which event type is preferred?



4. Will portfolio companies be charged a fee to participate in the hackathon?
5. What is the preferred timeline? Is a successful hackathon a goal for H1 or for 2026 overall?
6. Are you open to including 3rd party vendors such as Microsoft, Google, AWS, etc. to support the event by providing credits, expertise, free trials, etc?
7. Would you like to offer awards and/or prizes to hackathon winners? If so, what is the budget?

Thank You

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Russell Beggs