



Campaign Overview
Social Marketing
DECEMBER 2016

The campaign outcome ?

- Broke new hackathon ground as a first of its kind event between both nations with 5,600 entries for 400 places
- Increased MiSK's profile and credibility through new international partnerships
- Created mass talkability in youth communities and in digital innovation circles, driving the online conversation around the world
- Driven a 'movement' of youth tech entrepreneurialism in KSA and UK, creating lasting social change, new businesses and new friendships
- Showcased KSA's and UK talent in digital health innovation
- Positioned MiSK as a pioneer and progressive leader in youth enterprise and dual-nation cooperation
- Showed the world that the DCP's 2030 in action and created engagement with the UK government, Embassy, forging social change amongst the youth of the UK and KSA



The campaign in numbers

- 400 people took part and 5,600 registered to take part in the event on the website
- 32 new health tech innovations and 3 winning ideas and \$185k of investment and 10 new businesses started
- 51 world-class mentors, specialists and judges took part in both countries
- 42% of the hackers were women
- The most talked about online – no other hackathon has got this much coverage
- Over 700 pieces* of editorial and news release coverage in UK, KSA and international media
- Exceeding opportunities to see (OTS) of 91 million among an audience of business, tech, health, financial and general news viewers
- Social media reach exceeding 1.2 million earned and paid media
- Over 4,690 mentions on google of the Misk Hackathon
- 4,129 mentions on Twitter & 1,979 Unique Authors
- 30,343 people reached on Facebook
- 14,673 times the hack intro film was watched on Facebook & Instagram
- 14,540 Ad clicks
- 400,000 Ad impressions on Hacker, Gizmo, Brunel Uni, Imperial College, Student Union web pages
- 1,000,969 Ad impressions delivered on Facebook
- 2,012 Facebook post engagements
- 19,678 visits to the Misk Hack website (59% UK and 41% KSA)



The campaign programme

- 2 unique event spaces in London and Riyadh brought together via a live TV satellite link over a total of 56 hours. The venue included creating a dedicated snooze zone, chill out zone, media pods, spectator zone and Hack Diner, Juiceology Bar and Sugar Rush Café.
- PR campaign in both countries including creating unique content in English and Arabic
- A dedicated social media platform across all channels including FB, Twitter, Snapchat and What's app
- Paid media on FB, Twitter and Student Web platforms
- Live filming teams in both countries creating 90 sec filmed updates for the world to see
- A university outreach programme including student ambassadors, poster and Student Union websites
- We created a bespoke Hackathon Guide and Hackathon survival kit
- Post event PR and filmed follow up



The collage features several social media posts and photographs. On the left, a Twitter post from user @hectorh99 mentions 'MVC Foundation' and 'MVC Foundation'. In the center, a Facebook post from MVC Foundation (مؤسسة MVC الخيرية) shows a group of people and a colorful logo. On the right, a grid of photos shows various scenes, including a person speaking at a podium, a group of people, and a colorful logo.



Campaign branding & hack survival kit



Event Creative in both countries



Event Creative in both countries



Digital Media Ads



Join the world's first
48-hour live dual-nation

From 25-27 November 2016

Register now

www.MiskHackathon.com

أول حدث عالمي متاح على بث
مباشر لمدة 48 ساعة في دولتين

في الفترة من 25-27 نوفمبر 2016

سجل الآن



The Event London & Riyadh



The Event London & Riyadh



The Event Mentors and Supporters



What People Thought of the Event

A Synopsis of feedback

- “The unique environment provided by the Misk Hackathon provided the perfect ecosystem for disruptive HealthTech ideas and curious teams to thrive ... as demonstrated by the quality of the prize winning solutions which addressed the noble cause to improve the lives the people of our world.” **Paul Excell (UK Mentor)**
- “... I really enjoyed mentoring the young people present. There was a definite air of serious purpose and a real desire to see results at the end of the hack, not necessarily fuelled by the desire for the prize although obviously that helped. The setting was perfect – and the refreshment provision keeping hungry hackers going for the marathon was really well thought out.” **Caroline Jackson (UK Mentor)**
- “... After having delivered a number of hackathons myself during my time as CEO of Orange Innovation, I was impressed by Misk on so many levels. First of all, the theatre that was created for the event to take centre stage was absolutely amazing. I have honestly never seen anything like it. I am a true believer that the environment is crucial for the development of great ideas. The participants in London had to fight very adverse conditions to get to the event: still the lucky ones who managed to make it were 100% committed and really focused on designing the most amazing health care innovations.” **Carolina Costa (UK Mentor)**
- “I just wanted to thank you for the invite to participate in the MiSK Hackathon, hopefully the first of many. You all did a grand job in what were challenging circumstances, and by the finish you'd help deliver some really interesting projects that could go forward and deal with real world medical problems – which is the whole point of it!” **Keith Grimes (UK Mentor)**
- “I don't think I could fault it in any way whatsoever and feel it offered an excellent collaboration of minds from both Saudi Arabia and the United Kingdom, plus a couple of other origins. The theme was superb and we had great specialists, mentors, event and production crews. The on-site amenities as well offered everyone a relaxed and enjoyable environment, so they could focus on the task at hand.” **Terry Lee Cooper (UK Mentor)**

What they said: in social media

TLA MENA @TLA_MENA · Oct 24
Hackathon 2016 - Login The 1st dual London/Riyadh #medical hackathon apply using the link @RussShaw1 @MiskTech hub.miskhackathon.com/login

Code First: Girls @CodeFirstGirls · Oct 27
Want to work with leaders in #healthtech & have a chance of winning \$10k? Join the #misk4health @MiskTech London/Riyadh Hackathon 25-26 Nov!
3 You



Maneesh Juneja @ManeeshJuneja

My latest post: Patients & their caregivers as innovators maneeshjuneja.c... #Miskhackathon #NHS



Patients and their caregivers
I've been conducting research and their families have innovated to wait for the system to act.
maneeshjuneja.com

British Council KSA @ksaBritish

Work w/ world-class leaders in tech/health, create 1 great idea & win \$20k. Last day to sign up @Misktech Hackathon miskhackathon.com

Cece Lynes @cec_lynex

Wonderful weekend, great ideas produced by all teams and amazing support from mentors, exciting times ahead!



Keith Grimes @Keithgrimes
Mymed - audio recording and tailored medical info to help patients - GREAT idea, great pitch, and a real world problem
#miskHackathon

Maxine Mackintosh @Maxi_Macki

So this is super neat, sign up to @MiskTech for a dual-nation #hackathon 25-26th November, and chance to win \$10,000. @htw_uk #womenintech



HealthTech Women UK @htw_uk · Oct 25
Save lives w a #healthtech invention & get \$10k investment (no biggie) - London/Riyadh @MiskTech Hackathon! Sign up: miskhackathon.com



SBJBC @SBJBC

Just 1 week left to register for the @misktech Hackathon! Sign up now: miskhackathon.com



Misk Hackathon
Work with world-class leaders in tech/health, create 1 great idea & win \$10k. Sign up for #Miskhackathon London/Riyadh Website: <http://www.miskhackathon.com> Tel: <http://www.miskhackathon.com>

T'HUD @THUDMag

Interested in IT, science or health? Check out the Misk Hackathon here!



MISK Foundation Hackathon 2016 - T'HUD Magazine
2016 plays host to the first ever MISK Foundation Hackathon. Find out how to apply and what it's all about by reading our article.
t-hud.co.uk

HealthTech Women UK @htw_uk

Our chair @Maxi_Macki is a judge for exciting innovations produced in @MiskTech hackathon in London <-> Riyadh today for \$185k prize!

Keith Grimes @Keithgrimes

Winner of 3rd place (and \$25k seed funding) is... BRAIN, RAI ANDRII YPES! Great medical, AI/ML management system #miskHackathon



Maneesh Juneja @ManeeshJuneja · Nov 07

Inspired by yesterday's events, I woke up at 5am to write a new blog post on "patients as innovators" - coming in a few hours.
#NHS

Maneesh Juneja @ManeeshJuneja · Nov 26

My 360 video when I sat down with @Keithgrimes at #miskhackathon today and discussed #digitalhealth innovation



Digital Health innovation Q&A with Dr Keith Grimes
A chat with Dr Keith Grimes in one of the breaks during the Misk Medical Internet of Things Hackathon has been recorded, the world's first dual-nation live...
youtube.com



The programme in the media



Media coverage highlights





of technology, innovation, creative business and health, and leading female entrepreneurs, will partner with Sauli Arabia's MUK Foundation to host the first ever dual-nation U.S./Saudi hackathon to develop tech solutions to the world's most challenging health problems.

Partner communication highlights



25th – 27th November: MiSK Foundation's Hackathon

The MiSK Foundation, established by Deputy Crown Prince HRH Prince Mohammed bin Salman Al Saud, is an NGO that aims to enable Saudi youth learning and development. One of the main events is a hackathon, which brings together inventive British and Saudi young minds to change the world by solving world health issues through technology innovation. It is a 48-hour live broadcast, where teams will participate in both London and Riyadh.

Find more information here: [MiSK Hackathon 2016 overview](#)



MiSK Hackathon 2016 - 25-27 November
Taking place in London and Riyadh on 25-27 November: "Medical Internet of Things" hackathon.

If you're a woman aged 18-32, have skills in technology, and a passion to collaborate with world-leading experts to change the world, then the MiSK Foundation wants to hear from you! Prizes of up to \$10,000 are available for winning teams.

Follow [@MiSKTech](#), watch the [event trailer](#) and sign up [here](#).



Retweeted a Tweet you were mentioned in
7h: All you #HealthTech #Women - why not apply to @MiSKTech hackathon end of Nov? #Transforming #Healthcare video:



Women Who Code to participate in the first ever MiSK Hackathon UK/Saudi Live Dual-Nation Hackathon. <http://www.pnewswire.com/...leading-partners-mentors-and-su...>

Leading Partners, Mentors And Supporters Line Up Behind The First UK/Saudi Live LONDON and RIYADH, Saudi Arabia, Novem International, UK and Saudi businesses,...

Like Comment Share

HealthTech Women UK @htw_uk · 3h
Work with leaders in #tech & #health, create 1 great idea & win \$10K! London/Riyadh @MiSKTech Hackathon #hack4health miskhackathon.com



Russ Shaw liked a Tweet you were mentioned in
Oct 24: Hackathon 2016 - Login The 1st dual London/F #medical hackathon apply using the link @RussShaw1 hub.miskhackathon.com/login



I'm delighted to be participating as a mentor at the MiSK Hackathon from 25-27 November, 2016 miskhackathon.com #hack4health

Retweeted a Tweet you were mentioned in
Hackathon 2016 - Login The 1st dual London/F #medical hackathon apply using the link @RussShaw1 hub.miskhackathon.com/login



Francesca Ruzibizira @fruzibizira · Sep 24
Tech leaders join hands with MiSK in dual-nation hackathon



Tech leaders join hands with MiSK in dual-nation hackathon LONDON: Experts in the fields of technology, innovation, creative business and health are looking for a... miskhackathon.com



Media coverage highlights partners

YAHOO!

Leading Partners, Mentors And Supporters Line Up Behind The UK/Saudi Live Dual-Nation Hackathon

PR Newswire November 3, 2016

LONDON and RIYADH, Saudi Arabia, November 3, 2016 /PRNewswire/ --

Leading international, UK and Saudi businesses, organisations and start-ups within tech, innovation, health and business investment have lined up to support the first ever Misk Hackathon event taking place live and simultaneously in London and Riyadh on 25-27 November. Limited places are still available and candidates can register here: <http://www.miskhackathon.com>

العربية
AL ARABIYA
ENGLISH

ALBANY
BUSINESS REVIEW

Leading Partners, Mentors And Supporters Line Up Behind The First UK/Saudi Live Dual-Nation Hackathon

Nov 3, 2016, 9:51am EDT

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Representatives from Microsoft, STC, the Saudi-British Joint Business Council, the British Embassy Riyadh, the Ministry of Health in the Kingdom of Saudi Arabia, Sacconi, CodeFirst4Girls and many occupying mentors

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Leading Partners, Mentors And Supporters Line Up Behind The First UK/Saudi Live Dual-Nation Hackathon

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MISK Hackathon 2016

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KUSI
NEWS

LEADING PARTNERS, MENTORS AND SUPPORTERS LINE UP BEHIND THE FIRST UK/SAUDI LIVE DUAL-NATION HACKATHON

LONDON and RIYADH, Saudi Arabia, November 3, 2016 /PRNewswire/ --

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2 NEWS
KTVN RENO KTVN DT

azcentral

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Seeking Alpha

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Partner coverage highlights



MiSK Hackathon 2016

MiSK Medical of Internet Things Hackathon is the world's first dual-nation live, broadcast event that takes place in London and Riyadh from the 25-27 November.

The aim of this first MiSK Hackathon is to create a technological breakthrough around the Medical Internet of Things. The winning team will get the opportunity to take their world-changing invention to market, with a \$10,000 investment, mentoring and support.

The Accelerator Network is proud to be MiSK Hackathon's partner and to have Katie Lewis as one of the world's class mentors who will support the teams!

[Event details >](#)



Sponsored message

Are you a coder, developer, designer... or do you study Business, Medicine or Technology? Don't miss your chance to win \$10k investment that can see your amazing health tech idea brought to life. You have until Friday register for the London/Riyadh MiSK Hackathon, sign up at www.miskhackathon.com



be sure to sign up to @MiSKTech iHackathon 25-27 Nov to win \$10,000! eventbrite.co.uk/e/misk-hackathon



Entrepreneurs & Innovators Register for the #MiSK Hackathon for expert mentoring, coaching and for the chance to win a cash prize! @MiSKTech



Hackathon 2016 - Login The 1st dual London/Riyadh #medical hackathon apply using the link @RussShaw1 @MiSKTech hub.miskhackathon.com/login



Are you a coder, developer, designer... or do you study Business, Medicine or Technology? Don't miss your chance to win part of \$20k investment that will see your amazing health tech idea brought to life. You have until Friday to register for the London/Riyadh MiSK Hackathon, sign up below! [Pad]



Media coverage highlights – judges & prize



Judges Unveiled for First \$35K UK/Saudi Live Broadcast 48 Hour Hackathon

PRESS RELEASE

Judges Unveiled for First \$35K UK/Saudi Live Broadcast 48 Hour Hackathon

Published: Nov 24, 2016 10:09 a.m. ET



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TheStreet

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PR Newswire | 05/11/16 | 10:09 AM EST

- Media contacts:
 - Isabelle@risk.org.uk
 - Media@risk.org.uk
- [1] CMCRA [2] Source: <http://www.analyticsinsights.net/digital-health-2016-top-100-influencers-and-brands/>
- The UK panel consists of Liz Aislinn Payne, founder of the Organisation for the Review of Care of Health Applications; Greg Williams, CEO of mobile engagement platform SWAGTH; Alaa Mahdawi, co-founder of GrowthEnabler; and Nadine MacIntosh, UK Chair of International network, HealthTech Women.
- The Saudi Arabia panel consists of Abdulrah Alnawha, Managing Director at Cisco; Deemah Alyahya, Executive Director at Microsoft; Amir Alnawha, Country Director at British Council; and Professor Abdulrah Alnawha, Professor of Surgery at King Khaled Hospital, Riyadh.



TRENDING

- 10 Travel Trends to Watch for in 2017
- 16 Foods to Avoid if You Have High Cholesterol
- 10 Undervalued High-Yield Dividend Stocks Worth Your Consideration



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DAYTON BUSINESS JOURNAL

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SOURCE MISK Foundation

LONDON and RIYADH, Saudi Arabia, November 24, 2016 /PRNewswire/ --

Do 01.12.2016 - 12:40 1,216 online

Judges Unveiled for First \$35K UK/Saudi Live Broadcast 48 Hour Hackathon

Nachrichtenquelle: PR Newswire (engl.) | 24.11.2016, 16:09 | 194 | 0 | 0



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Media coverage highlights – Arabic Media

The screenshot shows a presentation slide titled "The Role of the Teacher". The slide is part of a larger presentation, as indicated by the navigation icons at the top. The main content of the slide is a list of bullet points, which are partially obscured by a large, semi-transparent watermark that reads "The Role of the Teacher". The visible text includes:

- The teacher is a professional who is responsible for the learning and development of their students.
- The teacher is a facilitator who provides a supportive environment for learning.
- The teacher is a role model who demonstrates positive values and attitudes.
- The teacher is a collaborator who works with colleagues and the community to improve student outcomes.
- The teacher is a reflective practitioner who evaluates their own practice and makes adjustments as needed.

The slide also features a footer with the text "The Role of the Teacher" and a small logo.

[illegible]

إعلان
سك الخيرية)، الشهر المقبل، مسابقة «هاكاثون مسك
للحاسب» والتطبيقات الإلكترونية، حيث سيقوم خلالها
مخترعون الرياض ولندن، بربطهم بث مباشر عبر الأقمار
بنتاركتيكي يساهم في تحسين الخدمات الطبية والرعاية
مسابقة الدولية الثنائية بين السعودية والمملكة المتحدة
«We are experts»، إلى توظيف التقدم التقني وما يصاحبه
مجال الصحي، ومواجهة ما يعتريه من تحديات على
العام، والمساهمة أيضاً في إيجاد جيل جديد من أصحاب
الابتكار في مجال الطب، حيث تأخذ المسابقة من عبارة
في 25 و27 نوفمبر (تشرين الثاني) المقبل، في جمع 400
من الموهوبين والمبدعين المهتمين في مجالات تكنولوجيا
تصميم والبحث والتحليل، والابتكار الصحي، بحيث يتاح
للمنتظمين في المجال الصحي خلال 48 ساعة عمل متواصلة بين
تقنييهم وخبراء وشركاء أعمال من دول مختلفة حول العالم،
سيحصل الفريق الفائز على دعم بقيمة 10 آلاف دولار

تتظم مؤسسة محمد بن سلمان بن عبد العزيز (مس) 2016»، التي تعد الأولى من نوعها المبرمجة أنظم شباب وشابات مبدعون بالفعل في كل من العاصم الصناعيه على مدى يومين متواصلين، للخروج بالصحة على المستوى العالمي.

وتسعي مؤسسة مسك الخيرية من خلال هذه الم التي تأتي بالتعاون مع مؤسسة الخبراء البريطانيين من إبداعات شبابيه في تطوير حلول تقنية في ال مستوى تقديم الخدمات الطبيه، وتحسين الصحة المشاريع المبتكرة في مجالات من شأنها خدمة «الإنترنت الطبي للأشياء» شعاراً لها.

وتتمثل مسابقه «هاكاثون مسك 2016» التي تقام شباب وشابة تتراوح أعمارهم بين 18 و32 عامًا، المعلومات والبرمجة وتطوير الحلول التقنية، ولك لهم تشكيل فريق عمل للتنافس على ابتكار منتج من الرياض ولندن، يلي ذلك تقييم من قبل لجنة محكم لاختيار الابتكار الفائز وفق معايير محددة، فيما

[illegible][illegible][illegible]

The screenshot shows the Facebook interface for the 'Hakathon 2015' event. At the top, there's a blue banner with the text 'TAKE CHALLENGE' and a profile picture of a person. The main content area features the event title 'هاکاثون 2015' in large, colorful Arabic calligraphy, with '2015' in a yellow circle. Below the title, there is a list of posts from various users, including 'Hakathon 2015' and 'Hakathon 2015'. The posts contain text in Arabic and images related to the event. The right sidebar shows a list of friends and a section for 'Hakathon 2015' with a list of names.

Social media highlights –Live event



James Eder
@jameseder

Enjoying mentoring today. Inspiring words from @ManeeshJuneja talking about the future of health tech @MiskTech #miskhackathon



Maneesh Juneja
@ManeeshJuneja

An honour to mentor tea along with @keithgrimes



Keith Grimes
@keithgrimes

May I present our judges! I see @Maxi_Macki and @LizAshallPayne #miskHackathon #theta360



May I present our judges! I see @Maxi_Macki and @LizAshallPayne making... See General Image of RACI TH ID.



James Eder
@jameseder

Fantastic news @MiskTech congratulations 2 the winning teams. Well done 2 all those who took part. Inspiring 2 see all the great ideas.



HealthTech Women UK
@htw_uk

Macki is a judge for exciting... ed in @MiskTech hackathon... ad today for \$185k prize!!



Liz Ashall Payne
@lizashallpayne

Wow. Amazing hackathon! Just gone to £185k for the winner #miskhackathon #digitalhealth



Maneesh Juneja
@ManeeshJuneja

I'm looking forward to mentoring the teams tomorrow

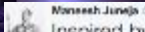


Keith Grimes
@keithgrimes



Keith Grimes
@keithgrimes

Strong pitch with a personal perspective from Brain Balance! #misk-hackathon



Maneesh Juneja
@ManeeshJuneja

Inspired by yesterday's events, I woke up at 5am to write a new blog post on 'patients as innovators' - coming in a few hours. #NHS



Maneesh Juneja
@ManeeshJuneja

My 360 video when I sat down with @keithgrimes at #miskhackathon today and discussed #digitalhealth innovation



Digital Health innovation Q&A with Dr Keith Grimes A chat with Dr Keith Grimes in one of the breaks during the Misk Medical of Internet Things Hackathon was... the world's first dual-nation...
youtube.com



Keith Grimes
@keithgrimes

Here's Team MIOT who created MyMed #miskHackathon #digitalhealth @LivSThompson @cc_lynes and friends



Media coverage highlights Winners

MANEESH JUNEJA

PATIENTS AND THEIR CAREGIVERS AS INNOVATORS

I've been conducting research for a while now on how patients and their families have innovized themselves. They decided not to wait for the system to act, but acted themselves. One leading example is the Open Artificial Resonance System project, and they were at the leading edge of it.

#HackathonWinning I was inspired

1. I followed a keynote at the M&R Riyadh, winning them the
2. A post by the World Economic Forum

Reinforcing local conditions



Blood Bank Data Solution Wins \$100K IoT Hackathon Prize

by Ken Kinsgale - November 28, 2016

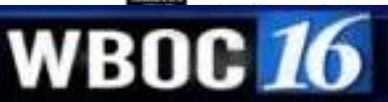
Saudi Arabia's MiSK Foundation has announced that a new invention by Team Limitless, claiming to be the 'LinkedIn' of blood bank donation, has won first prize at the first-ever UK/Saudi Medical Internet Of Things Hackathon. The event took place from November 25 to 27 in London and Riyadh.

The invention was designed to revolutionize the data profiles of donors to streamline supply and demand. Team Limitless, a team of eight based in Saudi Arabia, won the prize of \$100,000 and a professional mentoring that will help them take the idea to the proof of concept stage.

The members are: Tariq Sangorah, Salman Al-Khalifa, Mazen Subayni, Ahmed Ismail, Rami Bader and Rami Al-Khalifa.

"We're ecstatic and can hardly believe it," said Sangorah. "It's brilliant to win, but it's also been an amazing experience working collaboratively across two countries in this way and is such a life-changing opportunity for all of us. We're all passionate about this idea which will revolutionize the current channel inefficiencies in blood donation - and we can't wait to take it to the next level to make a real difference and meet this need."

The hackathon in London and Riyadh saw cultural teams collaborating to create an invention, which was awarded by a panel of representatives from the British Women, Microsoft, Cisco, and Royal Hospital, Riyadh.



Data-Driven Blood Bank Donation Invention Scoops \$100k Top Prize at Inaugural UK/Saudi MiSK Hackathon ift.tt/2fGe3tB #Opines on #...



Hussam Al Mayman: Saudi youth innovate for the medical internet of things in 48-hour hackathon

© 29/11/2016-09:37

Participants, aged between 18 and 32, were guided by world-class mentors to help develop their ideas themed around "The Medical Internet of Things" (Arab News).

Today marked the end of MiSK Hackathon, the 48-business-hour marathon that left great prizes for innovation. An extension of support from Deputy Crown Prince Mohammed bin Salman to young innovators raised the value of the prize from \$35,000 to \$185,000.

Several innovative projects were up to the challenge. Among them, a robot programmed to report medicine and dispense accurate doses at set times to patients without human intervention.

Other useful innovation was an application that gives diagnosis based on symptoms, rates the nearest hospital and provides a list of nearby hospitals and the availability of services.

The winning idea which is designed to streamline the data profiles of donors to streamline supply and demand, was dreamed up by a team of eight individuals aged 20 to 30. The investment of \$100k and professional mentoring will help them take their idea to the proof of concept stage.

The members are: Tariq Sangorah, Salman Al-Khalifa, Mazen Subayni, Ahmed Ismail, Rami Bader and Rami Al-Khalifa.

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PR Newswire November 27, 2016

LONDON and RIYADH, Saudi Arabia, November 27, 2016 /PRNewswire/ --

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Data-Driven Blood Bank Donation Invention Scoops \$100k Top Prize at Inaugural UK/Saudi MiSK Hackathon

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Source: MiSK Foundation

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MiSK #Hackathon is propelling creativity in London and Riyadh - congratulations to the winners, Team Limitless...



Media coverage highlights TV

AP



PA Press
Association

World Business
Report

BBC
WORLD
SERVICE

Newsday

Hacker Survey Results - Both Nation's Experience

	Love it
• The overall experience?	86%
• The hack facilities?	77%
• How was the food & drink?	86%
• The mentor & specialist support?	88%
• The hack books, guides & content given out?	86%
• Information supplied about the hacks aims?	80%
• How do you rate this hack over others?	94%
• How was your collective team experience?	87%
• Are you happy with the learnings during the hack	85%
• Are you happy with the level of networking at the hack	80%
• Would you be to repeat your MiSk Hack experience?	96%



*It was
amazing*

*The best
Hack event –
Thank you*

*Cant wait for
the next one!*

*The different
zones were
great!*

Links to the overall event film

Overall event film

<https://www.dropbox.com/s/lpdc2hwy5uhg9h6/MISK%20summary%20V6.mp4?dl=0>

Comments on the programme

<https://www.dropbox.com/s/bsv2ovovx54oce0/08.%20Compliment%20Reel.mov?dl=0>





Team

Agency Director – Greg Wixted