



Campaign Overview
Brand Experience
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



MISK FOUNDATION HACKATHON 2016
THIS EVENT IS NOW CLOSED.

THANK YOU!

I thank you very much for all those who attended and took part.

The event received widespread attention with participants in Saudi and Jordan praising the event as it allowed us to see top-level speakers, mentors and spend a weekend supporting to what they viewed as one of the highest quality hackathons in Saudi, it has also being together two nations in a shared vision.

Congratulations to the winners, Emirates, London Group and Berlin in the UK.

And it has been a pleasure for all the teams that participated and all the attendees of the event.

We will update the website with videos and pictures from both regions as we learn as we go.

SOCIAL ZONE

Tweets

Misk Foundation updated their cover photo.

Misk Foundation December 22 at 1:00pm

Social Zone

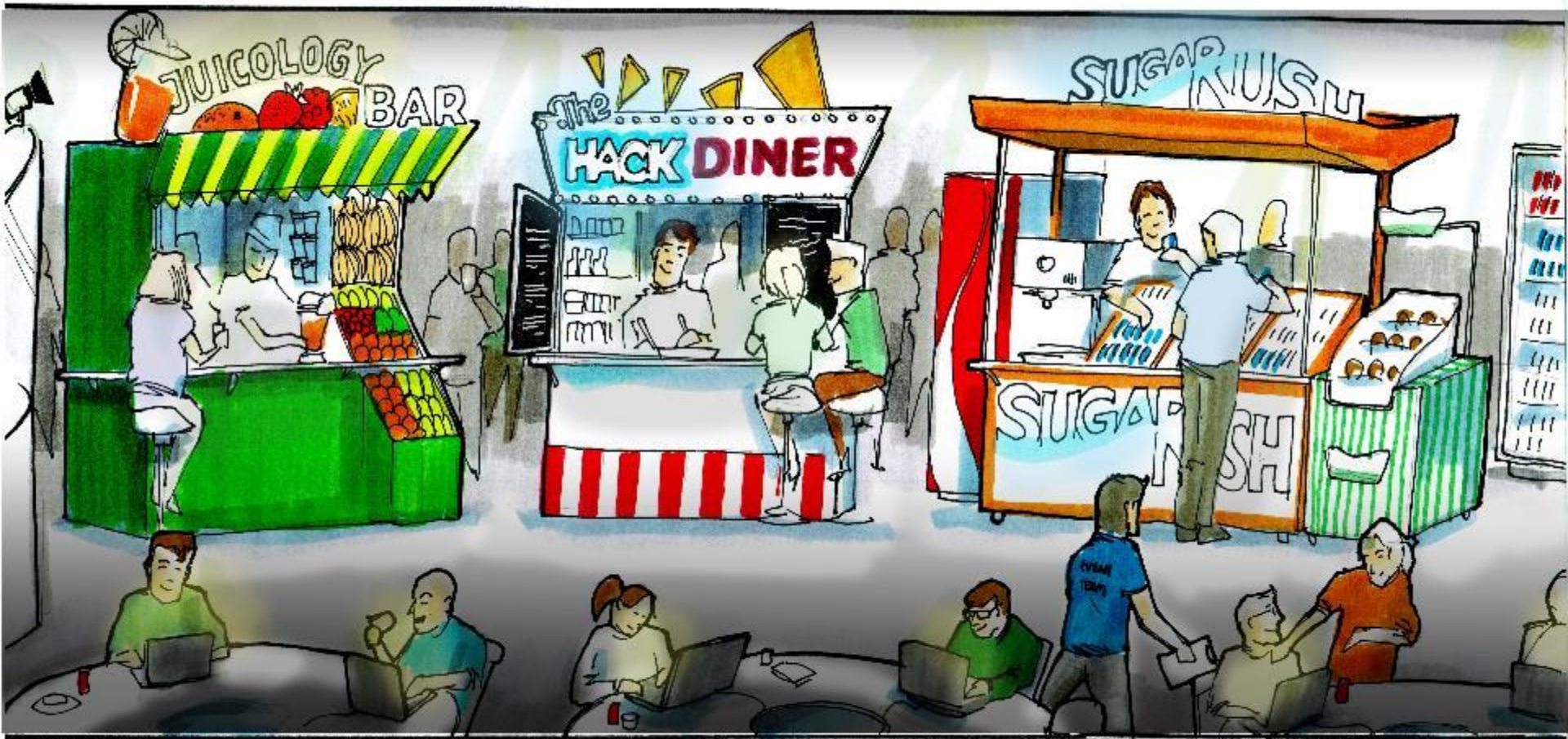
Experience branding & hack survival kit



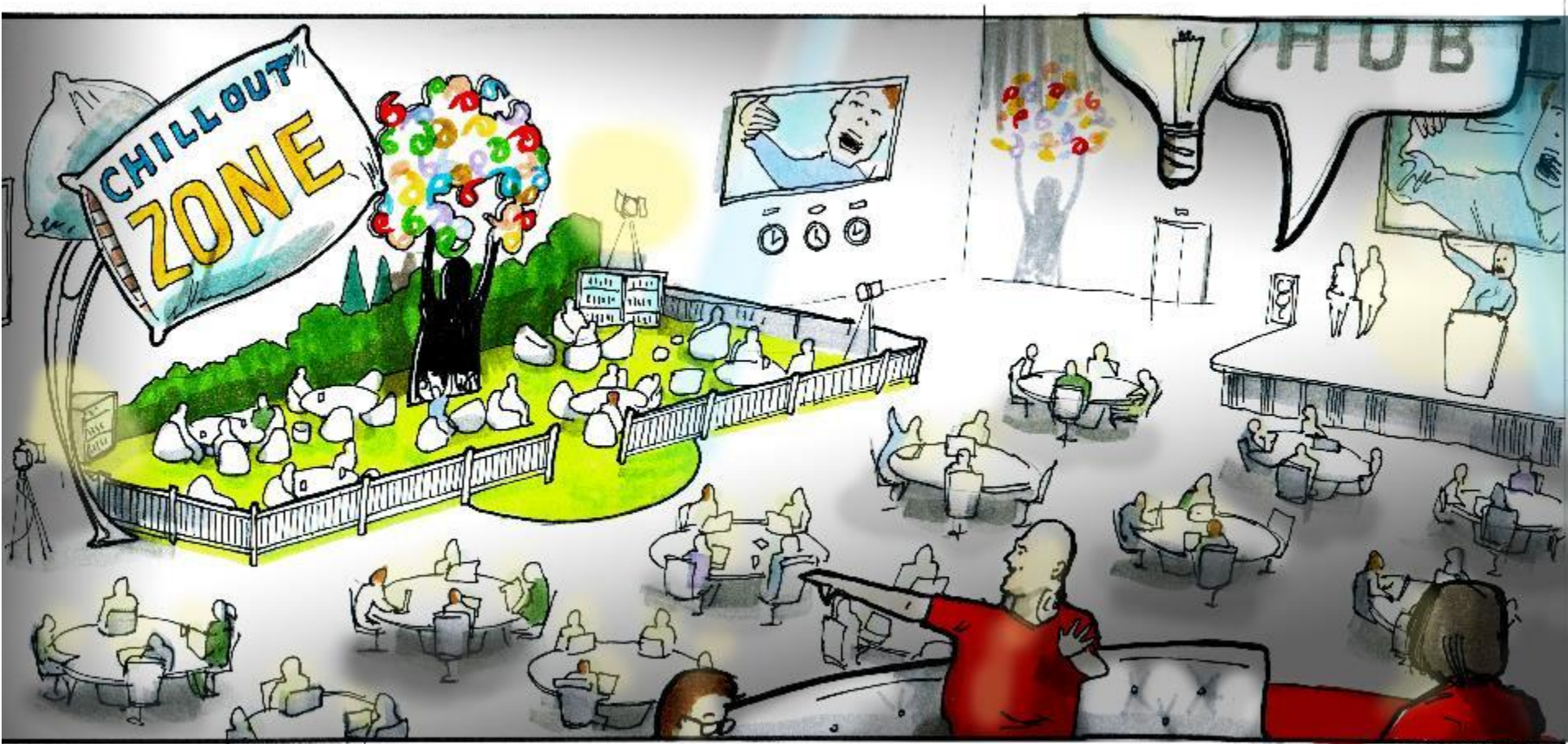
Experience Creative in both countries



Experience Creative – Hack Catering



Event Creative – Hack Zones



Experience Creative – Mentor zone & Media pod



Experience Creative – Media & Guest Lounge



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 #hack4health @MiskTech London/Riyadh Hackathon 25-26 Nov!
3 You

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. Signup for #MiskHackathon London/Riyadh Website: <http://www.miskhackathon.com> Tel...

T'HUD @T'HUDMag
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
Our chair @Maxi_Macki is a judge for exciting innovations produced in @MiskTech hackathon in London <-> Riyadh today for \$185k prize!

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

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
Mynad - audio recording and tailored medical info to help patients - GREAT idea, great pitch, and a real world problem #miskHackathon

Ruth Grimes @ruthgrimes
Winner of 3rd place (and \$25k seed funding) is... BRAIN, RAI ANDRII YPFI 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 KSA with Dr Keith Grimes
A chat with Dr Keith Grimes in one of the breaks during the Misk Medical Internet Things Hackathon has been recorded, the world's first dual-nation live...

The programme in the media





MiSK Hackathon Riyadh

November 25 - 27, 2016
Riyadh, Saudi Arabia

First Live London/Riyadh Hackathon: Solve the World's Biggest Health Issues and Win \$10k Investment

Registration for the MiSK Hackathon is now open at

LONDON HACKATHON SEEKS ENTERPRISING KENT STUDENTS TO WIN \$10K INVESTMENT

Posted by Wesley Tillitt | Oct 29, 2016 | Lifestyle, National, News, Science & Tech | 0 comments



nation event that will bring
ish and Saudi young minds in
ion challenge. It invites
by solving world health
novation.

Student**TIMES**

Women's studies center
New York University
New York, New York

University of
HUDDERSFIELD

FIRST LIVE LONDON/RIYADH
HACKATHON SEEKS ENTERPRISING
STUDENTS TO AID WORLD HEALTH
& WIN \$10K INVESTMENT

of technology, innovation, and how it looks inside an enterprise, will provide a foundation to lead the next wave of change.

MiSK Foundation
Hackathon 2016

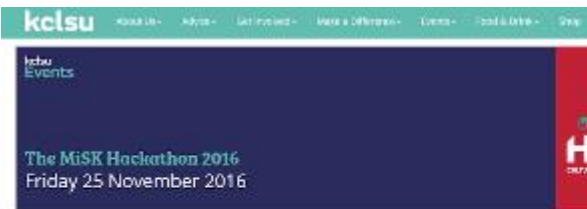
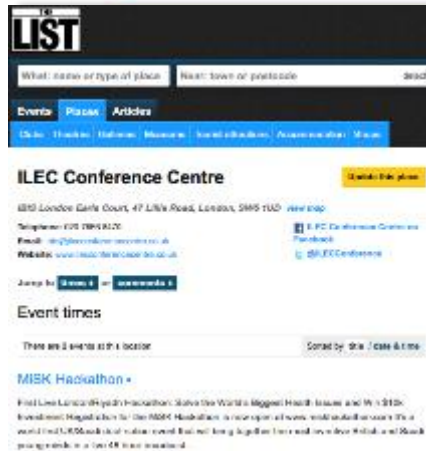
2016 vice export minister in the fields of technology, innovation, creative business and health, and leading British entrepreneur partner with small business MSE Foundation to host the first ever start nation UK/India Hackathon. The Hackathon site is to develop tech solutions to the world's most challenging health problems.

The collaboration is taking place on 25th-27th November in both London and Riyadh via a 48-hour live link-up. Participants between the ages of 18-25 will work together and will have to pitch their ideas to a panel of experts. The winning team will receive a USD \$5000 investment as well as professional mentoring to help start their life-changing idea a reality.

Students studying or interested in IT, Sciences and Healthcare as well as under-, developers and designers are all encouraged to apply for the Hackathon.

The event is a brand new idea for 2009. With *Under the Radar*, 2008 Founder-in-Residence Crystal Constantine "Picks" important and representative issues for the life blood of a thriving creative future. With life expertise and health issues considering and becoming a global challenge, we believe that finding innovative solutions to these problems are critical.²

Ian Ward, former UK Female Entrepreneur, praised the event as "The first cross-cultural, multi-gender event designed to provide health solutions to world problems" and said "It's a historic day and a milestone for women."



MiSK Hackathon London: Hack for Health, \$20k Prize Fund



The MISK Hackathon 2016

We invite KOLU students to register for The MIT Hackathon 2016. If you're aged 18+, have skills in technology, and a passion to collaborate with world-leading experts to change the world, then the MIT Foundation wants to hear from you!

The MGS festival on 2015 is the inaugural real-time collaboration event shared across the Medical Internet of Things. The Hashive will now need to address these different issues, upon any participant in the live and the first iterations, each country joined to a live real-time broadcast, taking place on 22-27 November in London and Shanghai.

The challenge is to create a platform technology that will drive 40 years of improving health care or health care providers which will be sold both overseas and the world of today. We need a platform that will drive 40 years of improving health care or health care providers which will be sold both overseas and the world of today. We need a platform that will drive 40 years of improving health care or health care providers which will be sold both overseas and the world of today.

Friday 28 November 2008

© noon - free

 London and Riyadh (agitate for
new business deal)

Value Analysis

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
22 November at 17:05 · @

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,...

PNEWSWIRE.COM | BY MISK HACKATHON 2016

Like Comment Share

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



Keith Grimes
@kethgrimes

Follow

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



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



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 @francesca_ruzibizira · 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 cross-generational approach to solving global health issues.



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

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

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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
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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, Med 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



Hackathon 2016 - Login
Welcome to the MiSK Medical of Internet Things Hackathon, the world's first dual-nation live, broadcast event. The hackathon takes place in London and Riyadh over 48 hours, from the 25-27 November, with the winning team receiving a prize fund...



GrowthEnabler @GrowthEnabler - Nov 14
Entrepreneurs & Innovators Register for the #MiSK Hackathon for expert mentoring, coaching and for the chance to win a cash prize! @MiSKTech



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



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! [\[Ad\]](#)



on 2016
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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



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

Saudi Arabia's MISK Foundation today announces an international panel of eight judges for its first ever UK/Saudi Hackathon, taking place as a live broadcast satellite event across both London and Riyadh from this Friday 25 November until Sunday 27 November.

The judging line-up comprises digital, tech, health, medical, youth enterprise and investment experts from world-leading businesses and organisations, including Cisco, Microsoft, the British Council, international network HealthTech Women, GrowthEnabler and King Khaled Hospital, Riyadh.

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TheStreet

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PR Newswire | [O/S/ve](#) | Nov 24, 2016 10:09 AM EST

- 1. [MarketWatch](#)
- 2. [TechFruit](#)
- 3. [69 NEWS](#)
- 4. [NBC 12](#)
- 5. [TheStreet](#)
- 6. [Tech Blog Corner](#)
- 7. [Dayton Business Journal](#)
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Media coverage highlights – judges & prize



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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 Alsayid, 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

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

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SOURCE MISK Foundation

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Do 01.12.2016 - 12:40 1,216 online

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



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Media coverage highlights – Arabic Media

الرياض: «الشرق الأوسط»

إعلان

تنظم مؤسسة محمد بن سلمان بن عبد العزيز (مسك الخيرية)، الشهر المقبل، مسابقة «هاكاثون مسك 2016»، التي تعد الأولى من نوعها لمبرمجي أنظمة الحاسب والتطبيقات الإلكترونية، حيث سيقوم خلالها شباب وشابات مبدعون بالعمل في كل من العاصمتين، الرياض ولندن، يربطهم بث مباشر عبر الأقمار الصناعية على مدى يومين متواصلين، للخروج ابتكار تقني يساهم في تحسين الخدمات الطبية والرعاية الصحية على المستوى العالمي.

وتسعى مؤسسة مسك الخيرية من خلال هذه المسابقة الدولية الثنائية بين السعودية والمملكة المتحدة التي تأتي بالتعاون مع مؤسسة الخبراء البريطانية «We are experts»، إلى توظيف التقدم التقني وما يصاحبه من إبداعات شبابية في تطوير حلول تقنية في المجال الصحي، ومواجهة ما يعترضه من تحديات على مستوى تقديم الخدمات الطبية، وتحسين الصحة العامة، والمساهمة أيضًا في إيجاد جيل جديد من أصحاب المشاريع المبتكرة في مجالات من شأنها خدمة ملايين البشر حول العالم، حيث تأخذ المسابقة من عبارة «الإنترنت الطبي للأشياء» شعارًا لها.

وتتمثل مسابقة «هاكاثون مسك 2016» التي تقام بين 25 و27 نوفمبر (تشرين الثاني) المقبل، في جمع 400 شاب وشابة تتراوح أعمارهم بين 18 و32 عامًا، من الموهوبين والعبدعين المهتمين في مجالات تكنولوجيا المعلومات والبرمجة وتطوير الحلول التقنية، والتصميم والبحث والتحليل، والابتكار الصحي، يبحث إنتاج لهم تشكيل فرق عمل للتنافس على ابتكار منتج تقني في المجال الصحي خلال 48 ساعة عمل متواصلة بين الرياض ولندن، يلي ذلك تقييم من قبل لجنة محكمين وخبراء وشركاء أعمال من دول مختلفة حول العالم، لاختيار الابتكار الفائز وفق معايير محددة، فيما يحصل الفريق الفائز على دعم بقيمة 10 آلاف دولار.

Saudi-UK hackathon helps find creative health solutions

RADER AL-SABER
VIEWPOINT

I never connected work with my passion for technology. There are huge opportunities for innovation and creative solutions to many previously unsolvable problems. We are seeing exponential growth in the use of technology in the health sector, and this is going to drive development, growth and innovation. It is exciting to see the power of the internet age bring people together, to show our young people to learn from peers internationally, and foster a greater and more positive culture.

As the idea of a hackathon, established by the Deputy Crown Prince, Mohammed bin Salman, to address and culture learning and knowledge for the Saudi Arabia of tomorrow, we are looking on a range of initiatives aimed at driving innovation and progress for our economy, and progress for our society. The hackathon is a great example of the power of the internet age bring people together, to show our young people to learn from peers internationally, and foster a greater and more positive culture.

The Saudi government is committed to building the number of women in the workforce, and the UK can help. The Saudi government is committed to building the number of women in the workforce, and the UK can help. The Saudi government is committed to building the number of women in the workforce, and the UK can help. The Saudi government is committed to building the number of women in the workforce, and the UK can help.

انظر هنا للاشتراك في نشرتنا الإخبارية المجانية



بعد «شوق أعيشه» أمريكي: أنقرة تحث على تحرير الرقة بقو سورية خاصة

لأصابع اقتصادية: كندا مستعجبة بأبوابها 300 ألف مهاجر

الرياض

400 شاب وشابة يتنافسون في مسابقة «هاكاثون مسك 2016»

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شعار وحيه

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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 RCMH LTD. #theta360.com



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!!



MiskTech brings people together in Riyadh... on @ManeeshJuneja talks about... oration we agree @causrapp #miskhackathon



Liz Ashall Payne
@lizashallpayne



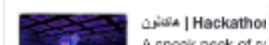
Wow. Amazing hackathon! Just gone to £18k for the winner #miskhackathon #digitalhealth



Maneesh Juneja
@ManeeshJuneja



I'm looking forward to mentoring the teams tomorrow



Keith Grimes
@keithgrimes

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



Keith Grimes
@keithgrimes



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



Maneesh Juneja
@ManeeshJuneja · Nov 27

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 28

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 (as were mentors), the world's first dual-nation... youtube.com

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.

#HackathonWaking I was inspired

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

Resonating local conditions of



Hackathon @MiSK Foundation



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

by Ken Kinsinger - 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 solve a common problem, 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

© 20/11/2016-09:37

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 awarded by a panel of representatives from the British Women, Microsoft, Cisco, and Royal Hospital, Riyadh.

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PR Newswire November 27, 2016

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

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

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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...



2:27 PM - 28 Nov 2016

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 films

Overall event film

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

Pre event experience film

<https://www.dropbox.com/sh/mer20bynjns89qe/AABSSMN49ASZ6GM30cPell8pa?dl=0&preview=000+Pre+event+film.mp4>

Riyadh montage

<https://www.dropbox.com/sh/mer20bynjns89qe/AABSSMN49ASZ6GM30cPeI8pa?dl=0&preview=010+DAY+1+Highlights.mp4>

London montage

<https://www.dropbox.com/sh/mer20bynjns89qe/AABSSMN49ASZ6GM30cPell8pa?dl=0&preview=009+Day+1+Highlight+Montage+LON.mp4>



