

## **EDHEC organises the first business school hackathon at VivaTech, and focuses it on career orientation for youngsters**

**Over 60 participants in competition • challenge focused on helping youngsters make their first career choices • key players in the employment and digital education arenas involved in the competing teams • the Grand Prize went to the Career Explorer project**

*Press release*

*Paris, 20 May 2019* – True to its innovative mindset, [EDHEC Business School](#) organised the first business school hackathon at [VivaTech](#), the major innovation and start-up event held at Paris-Porte de Versailles between 16 and 18 May.

Thanks to EDHEC's partnership with VivaTech over the last three years, the whole of the EDHEC community enjoyed privileged access to an event that generated substantial interest, particularly among EDHEC students, with over 600 of them attending this year.

For the 2019 edition, EDHEC decided to boost its presence at VivaTech by teaming up with TechCrunch and organising a hackathon geared to producing solutions to help youngsters with the major issue of career choices.

### **32 hours, 60 participants, 16 teams, 1 Grand Prize**

Similarly to major international groups and French champions such as IBM, Sanofi, Eramet, Galeries Lafayette and Publicis, EDHEC chose an innovative way to take part in VivaTech, by bringing together students and tech communities around a hackathon focused on career choices.

*"We are very proud of our School and community's engagement in VivaTech 2019. The hackathon perfectly illustrates our innovative educational model, which focuses on encouraging an entrepreneurial mindset, learning-by-doing and the use of appropriate digital solutions, always in a manner consistent with the human aspects",* explains Emmanuel Métais, Dean of EDHEC Business School.

For 32 hours, more than 60 developers, designers and marketers organised into teams competed to find creative solutions to a highly sensitive issue for young generations and one particularly important to EDHEC, the challenge being to **"imagine digital solutions to help students make the best career choices"**.

*"When youngsters start to think about their first career choices, they are often lost among the diversity of professions, sectors and companies potentially open to them. What do we need to do to ensure that each individual makes the most appropriate first career choice, according to his or her personality, abilities and aspirations? To help young generations find their way, we considered it vital to go even further than we already do, by leveraging the formidable technological resources at our disposal today",* underlines Anne Zuccarelli, Associate Dean, EDHEC Educational Experience.

## Student engineers, developers, digital schools and EDHEC students united around a single challenge

All in all, 10 EDHEC students drawn from all the School's programmes took part in this collective adventure through the different teams competing in the hackathon. This immersion gave them the chance to acquire technical skills, as well as to develop their creativity and team-working abilities, while experiencing the unique VivaTech buzz.

In addition to the tech community, the EDHEC VivaTech 2019 hackathon generated interest from organisations and schools playing a key role in helping youngsters enter the job market and in the digital education arena. Pôle Emploi sent a team of IT developers and project leaders, while students from Epitech's Web@académie track, a team from Isfac Poitiers and representatives of Ecole 42 also competed in the quest to come up with innovative solutions.



## The Grand Prize awarded to Career Explorer

After the competition, a jury comprising Anne Zuccarelli, Associate Dean, EDHEC Educational Experience, together with EDHEC alumni and start-ups nursed by the EDHEC Entrepreneurs incubator (Forinov and De Rigueur), voted for the prize-winning team.

Their choice went to Career Explorer, an innovative solution imagined by a team of data scientists, marketers and EDHEC students. The solution involves a website enabling young graduates to gain an insight into their ideal profession, by viewing the careers built by alumni and the paths they have taken to get where they are.

*"I was pleased to see that the prize-winning team's solution for this career-choice issue made use of alumni networks, as these are a real strength of our schools. I'd like to salute all the projects submitted by the teams in the competition: they all contained original and innovative ideas. We will be keeping in touch and are highly enthusiastic about the prospect of co-building solutions and going further down this route with this young generation",* continues Anne Zuccarelli.

The winning team received a €5,000 prize at a prestigious ceremony that closed the 2019 edition of VivaTech on Saturday 18 May.

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## About EDHEC BUSINESS SCHOOL

Founded in 1906, EDHEC is now one of Europe's top 15 business schools<sup>i</sup>. Based in Lille, Nice, Paris, London and Singapore, and counting over 90 nationalities on its campuses, EDHEC is a fully international school directly connected to the business world. With over 40,000 graduates in 120 countries, it trains committed managers capable of dealing with the challenges of a fast-evolving world.

Harnessing its core values of excellence, innovation and entrepreneurial spirit, EDHEC has developed a strategic model founded on research of true practical use to society, businesses and students, and which is particularly evident in the work of EDHEC-Risk Institute and Scientific Beta.

The School functions as a genuine laboratory of ideas and plays a pioneering role in the field of digital education via EDHEC Online, the first fully online degree-level training platform.

These various components make EDHEC a centre of knowledge, experience and diversity, geared to preparing new generations of managers to excel in a world subject to transformational change.

**EDHEC in figures:** 8,600 students in academic education, 19 degree programmes ranging from bachelor to PhD level, 184 professors and researchers, 11 specialist research centres.

For more information: [www.edhec.edu](http://www.edhec.edu)

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<sup>i</sup> FT EBS 2018 ranking