



## MAKEATHONS

INNOVATION THROUGH EDUCATION 4.0

### SAVE AND SHAPE OUR FUTURE WITH INNOVATION FESTIVALS

Innovative minds secure the company's future – but how to find them? In particular, professionals are wanted with knowledge in the areas of IoT, Robotics, Artificial Intelligence, Smart Automation, Smart Mobility or Smart Green Energy. We therefore organize innovation festivals (MAKEATHONS) to train young talents to become innovative and creative specialists and bringing them into direct contact with companies to jointly develop creative, technical projects.

#### MAKEATHON a plus for innovation?

"MAKEATHON" is a play on words from "MAKE" and "MARATHON" and is an innovative and creative educational event at which young talents create and develop innovative prototypes and technological concepts in the shortest possible time. The practical requirements (Industry Challenges) often come from companies that want to have a suitable software or hardware solution developed for their own problem. Participants are young talents (students, trainees and generally interested), which are split into agile and interdisciplinary teams.

We bring together companies, universities and students who, as a common denominator, simply enjoy designing, constructing and programming. The results are usually remarkable and it is astonishing how quickly the young talents implement creative ideas.



### MAKEATHON OVERVIEW

We "MAKE" on a national und international level

What new ideas for a digital future can look like or how recruiting talented developers in the competition for talented professionals can work, ITQ already has shown many times.



30 Makeathons



More than 3000 Participants



In 6 Countries



With 350 Universities



Over 1000 Ideas



1100 developed Prototypes

Be part of our innovative MAKEATHON Community!





### MAKEATHON HISTORY

**We don't talk about Digital Education, we implement it!**

Nowadays everybody talks about Education 4.0 and innovation. But there is often more said than done. We have been promoting young talents and bringing them together with companies for years by developing ever new concepts and formats.

Our idea of holding a MAKEATHON came up in Munich in 2016 and immediately proved itself as an excellent educational concept. Since then, we have been continuously developing this format and implemented it in many other countries. In the meantime, we connect companies, industrial associations, universities, institutions and schools not only in Germany, but also worldwide.

### BENEFITS

**How you benefit from our cooperation**

- Development of new ideas and concepts
- Recruiting of qualified young talents
- Knowledge and know-how transfer
- Development of technology cooperation
- Initiation of new business models
- Development of your Industry Challenge
- Networking with companies, universities and students
- Part of a national and international innovation community

### MAKEATHON HIGHLIGHTS

