

# IDEATION

GAME

Huddle up! At every twist and turn, your curiosity leads to innovation.



## What in the **HACK** is the goal?

The game is intended to engage teamwork and inspire creative problem-solving. You'll see collaboration emerge as a key component. As you play, you'll start imagining all the possibilities! That's the immeasurable benefit of the SAS Hackathon – helping you see the tangible value in innovation.

**2-6 players (or more!)**

For curious minds – SAS newbies,  
customers and partners

## The next big innovation awaits!

Great ideas can come from anyone, anywhere. When data scientists and tech-savvy problem-solvers come together from different regions, with diverse backgrounds and skill levels, amazing things can happen. These brilliant minds will invent something new – something that could change our daily lives, the way we do business or approach humanitarian causes. Because when curious minds collaborate, the world wins.

## How to play



Scan the QR code beside **Ready to play** and get inspired!



Each player should pick a game piece. Roll the dice and move your piece forward.



When the first player lands on or passes a numbered step, every player should join the player in that step. The player should initiate discussion by reading the information out loud. When you're ready to move forward, the next player rolls the dice.



This a conversational game. Each player should take turns sharing their expertise, experience and perspective on the topic.



Scan the QR codes along the path to reveal new insights.



You have three minutes to discuss. Tip: Set the timer on your device.



Scan **this** QR code to access the [Lean Canvas template](#). Use it to take notes while you play.



### LET'S PLAY

Start your adventure now!  
After you play, sign up on the  
interest list and we'll contact you.

This thought-provoking game can be played as many times as you want to help you and your team prepare.



# So much more than a competition

The SAS Hackathon isn't a one-time event like traditional hackathons. It's a sprint within a marathon that spans several months. Just like marathons, the SAS Hackathon goes through several phases.

The hackathon aims to inspire global participants to be curious, passionate, authentic and accountable. For the past five years, that's what the SAS Hackathon has done. Some of the most brilliant minds have teamed up to invent novel solutions to business challenges and humanitarian causes. Many have changed the way we do business — and even saved lives.

What makes the event so unique? Most hackathons gather coders for a few days. But the SAS Hackathon is more than a competition. It's a team sport. Participants collaborate online for a month, allowing ideas to be nurtured and developed into real-world solutions. We say: Roll up your sleeves! Get hands-on with SAS® Viya® — and experience a faster, more productive AI and analytics platform that integrates seamlessly with open source. Take advantage of learning resources and unparalleled access to experts at no cost.

This is a team sport for us, too. Our grassroots beginning as a regional event in the Nordics has grown into an annual global event. The SAS Hackathon attracts hundreds of data scientists, developers, business analysts, marketers and newcomers to analytics.

The SAS Hackathon sees examples of innovation at its best. Breakthrough approaches that extend beyond the event. Models and technologies have gone into the marketplace (teams own their intellectual property). And we've seen a passion for problem solving.



## 2023 at a glance

**1,400** people from 69 countries applied to join the hack.

**100+** teams representing 200 organizations.

**95%** of participants would participate in future SAS Hackathons.

**95%** of participants would recommend SAS Viya.



Thanks to our partners, who love innovation like SAS does.

