

CATHAY HACKATHON 2024

Media Kit



A woman with long dark hair, wearing a yellow blouse and a dark blue skirt, sits on a brown cushioned bench. She is holding an open red book and looking down at it. Next to her, a white humanoid robot with black joints is also sitting on the bench, holding an open book. The robot's head is turned towards the woman. In the background, a modern interior space with large white columns and a wooden floor is visible. Other people are blurred in the background, suggesting a busy environment. The text "MOVE BEYOND TOMORROW" is overlaid in white, bold, sans-serif font on the right side of the image.

MOVE BEYOND TOMORROW

Cathay's long-term commitment to nurture, cultivate and collaborate with Innovation & Technology talents and partners.



Since 2016, Cathay has organised six editions of the Cathay Hackathon. Students and young professionals work together to conceive, build, and refine their innovative solutions in 24 hours to enhance Cathay's business.

Recap of the Cathay Hackathon 2023



14

**Master
Classes**



1500+

Applicants



40+

**Coaches &
Subject
Matter
Experts**



10+

**External
Partners**

Highlight of Cathay Hackathon 2024



For the first time, We are...

1 Expanding the Greater Bay Area (GBA)

2 Holding the Final Pitch in Shenzhen

3 Hosting Masterclasses with our partners across Greater Bay Area (GBA)

**#Tech & Aviation
Specialization**

**#Exciting Prizes
Await**

**#Fast-Track
Career
Opportunity**



Cathay Hackathon 2024



The Cathay Hackathon is Cathay's flagship event focused on aviation for developing young talents.

This year, we extended our Hackathon to the GBA, aiming to tap into the immense talent pool and foster collaboration between Hong Kong and other GBA cities.

The Cathay Hackathon brings together young, enthusiastic innovators with a deep passion in aviation and technology. Teams collaborate to conceive, build, and present ground-breaking digital solutions to influential industry leaders.

Tailored for young talents



Innovate together

Like-minded individuals can grow together to build a better travel lifestyle experience for the future.



Gain exposure and insights

Delve deeper into the world of the travel industry, from premium travel & lifestyle and more.



Enhance your technical skills

Learn about real-world applications using emerging technologies.



Grow connections

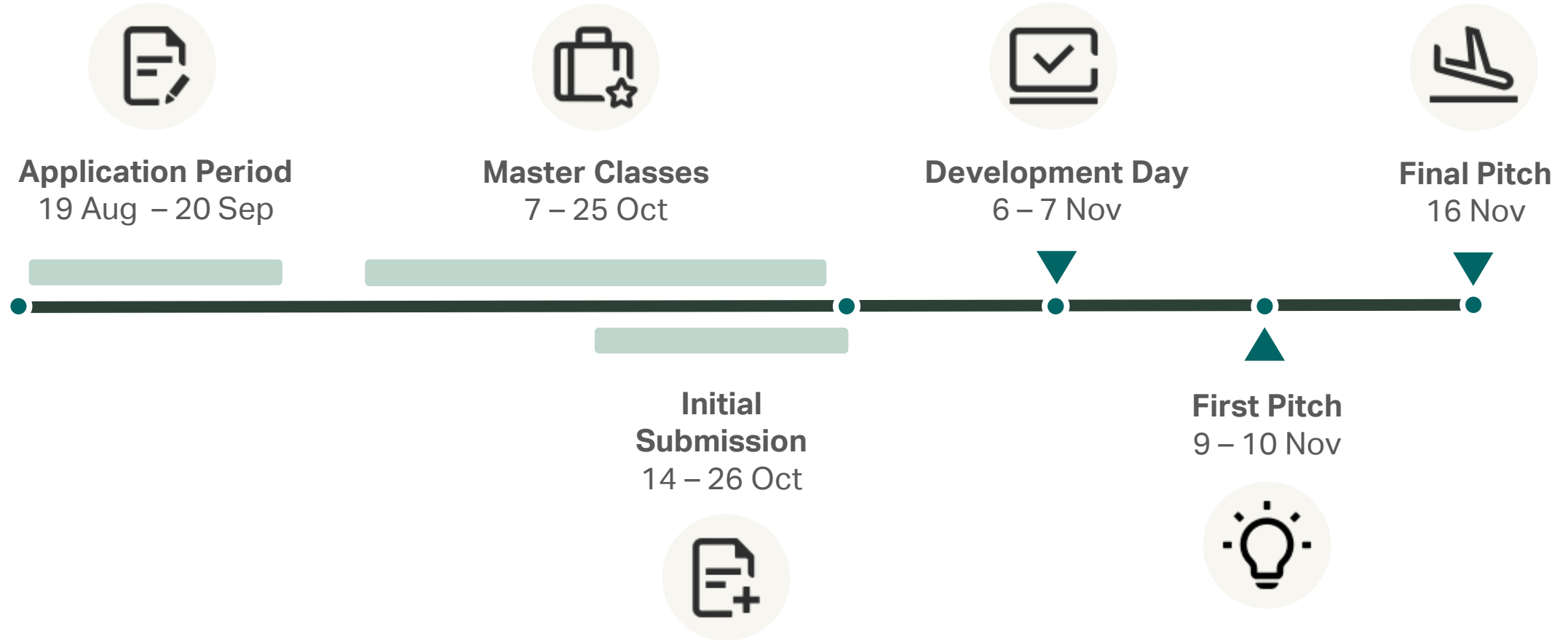
Learn from industry leaders in aviation and tech; expanding professional network with experts.



Develop your career

Gain experience and explore new opportunities to get a start in the aviation and tech industries.

Key dates



Timeline



HK SZ

Application Period

19 Aug – 20 Sep

Events	Start Date	End Date
Promotion Period	19 Aug	20 Sep
Self-Pairing Platform	TBC	22 Sep
Application Screening	23 Sep	27 Sep

Master Classes

7 Oct – 25 Oct

Initial Submission

14 Oct – 26 Oct

Development Day

6 Nov – 7 Nov

First Pitch

9 Nov – 10 Nov

Final Pitch + Closing Ceremony

16 Nov

Self-Pairing Platform

- For individual applicants to search for other teammates and team up after the application period

Challenge Statements

- The preliminary Challenge Statements describes an opportunity that can be addressed by participants to improve Cathay's overall operations
- Comprehensive background information and guidelines will be given to the teams in the finalised Challenge Statement on Development Day

Application Details

Eligibility

- 18 years old or above by 20 Sep 2024
- Possesses relevant visas or travel permits for entering mainland China or Hong Kong where applicable

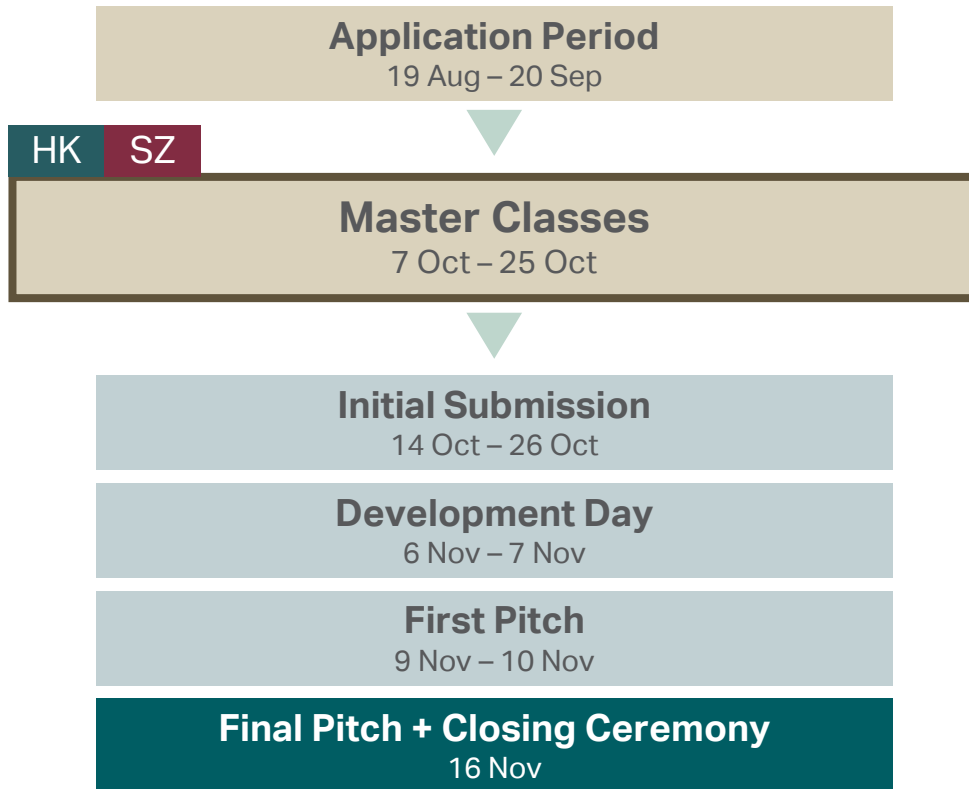
Team formation

- 3-5 members in a team
- Join as either a pre-formed team or as an individual

Roles needed

- The role of Product Owner, Designer, and Developer, must be assigned within the team when submitting the application form
- You will not be able to change roles after application for pre-formed teams

Timeline



Master Classes

Experience

Exclusive experiences for participants to explore the behind-the-scenes of our operations, both in the air and on the ground.



Learn

Inspiring sessions that deep-dive into the fascinating world of big-tech and emerging technologies to uplift participants' technical and business knowledge before Development Day.



Engage

Interact with industry professionals and gain new insights from our partners - Alibaba Cloud, AWS, Cyberport, HKSTP, Huawei, Microsoft and more.

Timeline



Application Period

19 Aug – 20 Sep

Master Classes

7 Oct – 25 Oct

Online

Initial Submission

14 Oct – 26 Oct

Events

Start Date

End Date

Initial Submission

14 Oct

26 Oct

Initial Submission Screening

28 Oct

1 Nov

Online

Development Day

6 Nov – 7 Nov

HK SZ

First Pitch

9 Nov – 10 Nov

Final Pitch + Closing Ceremony

16 Nov

Initial Submission

Participants will address the Preliminary Challenge Statements and propose their innovative ideas in a one-pager and 2-minute video. They can showcase their creativity and game-changing ideas to the panel of judges throughout our company.



Development Day

Shortlisted teams will be invited to our 24-hour online Development Day, where they will be given the Final Challenge Statements. The teams will then create, refine, and prototype their ideas.



First Pitch

During the First Pitch, the teams will be presenting and promoting their ideas from Development Day to our judges in either Hong Kong (9 Nov) or Shenzhen (10 Nov).



Timeline



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6 Nov – 7 Nov

First Pitch

9 Nov – 10 Nov



SZ

Final Pitch + Closing Ceremony

16 Nov

Final Pitch + Closing Ceremony

Shortlisted teams will be given the unique opportunity to travel to Shenzhen to pitch their ideas to our senior leaders and industry experts. They will showcase their ideas not just in Hong Kong, but also into the Greater Bay Area and beyond!



Business themes & elements



BUSINESS THEMES



Premium Lifestyle



Premium Travel



Low-Cost Travel

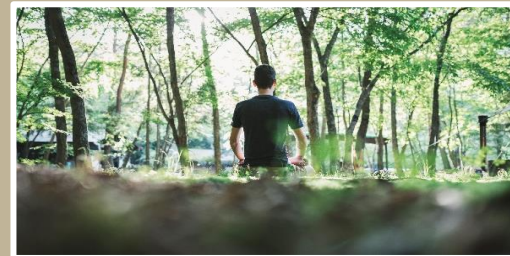


Cargo

BUSINESS ELEMENTS



Greater Bay Area



Sustainability

**Participants must choose only one business theme for their project.
Extra marks are given if the elements are incorporated into the project.**

Supported by



Innovate with



In collaboration with



Built with



Prize and awards



1 st		 Business Round-trip Ticket	 100,000 Asia Miles	 Internship / Graduate Trainee fast-track
2 nd		 Premium Economy Round-trip Ticket	 50,000 Asia Miles	 Internship / Graduate Trainee fast-track
3 rd		 Economy Round-trip Ticket	 30,000 Asia Miles	 Internship / Graduate Trainee fast-track

Awards for
Top 3 Winning
Teams

Invitation to Cathay
Job Shadowing Day

Invitation to the
Cathay Innovation
Process

Invitation to the Cathay
Move Beyond
Conference

Lunch with Senior
Management

Prize and awards



Other Awards

Best Solutions Awards	Best Lifestyle Solution Best GBA Solution Best Premium Travel Solution Best Low-Cost Travel Solution Best Cargo Solution Best Sustainability Solution Award	<i>Total 85,000 Miles (+ Free UO Ticket for LCC Award)</i>
Group Awards	Best Innovation Group Award Best Presentation Group Award Most Popular Idea Award	<i>Total 70,000 Miles</i>
Individual Awards	Outstanding Designer Outstanding Product Owner Outstanding Developer	<i>Total 30,000 Miles</i>
Coach Awards	Champion Team Coach 2 nd Runner Up Team Coach 3 rd Runner Up Team Coach	<i>Total 50,000 Miles</i>

Qualified award-winning teams will be invited to join the Cathay Innovation Process



Participants who made to Development Day will earn a participation certificate