



## PRESS RELEASE

### Hackathon launch conference

"UA BGrowth"

within the framework of the project

"Digital Blue economy and innovation Acceleration Network"

Project acronym: DBAN; Project number: 101077599

on the basis of Odesa State Agrarian University

On April 20, 2023, in the mixed format of face-to-face and remote participation (using the Zoom service), a Press Conference on the Hackathon "UA BGrowth" - a competition for the best business ideas for projects and startups of the innovative Blue Economy of the Odesa region, which is one of the activities of the project "Digital Blue economy and innovation Acceleration Network" (Project Acronym: DBAN Project Number: 101077599) financed by The European Union through the European Fund for Maritime Navigation, Fisheries and Aquaculture (European Executive Agency for Climate, Infrastructure and Environment), which is organized by FOP Oleksandr Anatoliyovych Parashchenko will be held in the city of Odesa (Panteleymonivska St., 13, room 313) on the basis of the Odesa State Agrarian University, as a project partner.

The purpose of the "UA BGrowth" Hackathon competition is to find and implement business ideas in such areas of application of the development of the blue economy as:

- balanced use of natural resources;
- protection and restoration of the marine environment and aquaculture;
- sea transport;
- marine tourism.

The main tasks of the competition are the selection of talents and projects, which will be provided with initial mentoring support from the DBAN platform team, as well as a good opportunity to exchange experience and declare the development of the blue economy market of the Odesa region.

Relevant measures:

- encouraging young people to apply innovative business ideas in the field of blue economy;
- implementation and promotion of startups for blue growth and innovation using a synergistic, ecological, social and economic approach;
- improvement of skills and knowledge in the field of blue economy of all interested parties;
- creation of new jobs;
- increasing potential, development of entrepreneurship, through the creation and operation of a digital network of the blue economy and acceleration of innovations.

Contest details:

- the competition is open to the participation of students and young people aged 18 and over;

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- those interested can register to participate in the competition on the "UA BGrowth" Hackathon platform at the link: <http://bgrowth2023.osau.edu.ua>

- participants must develop a startup project that will contribute to the development of the blue economy in the Odesa region. Projects can be related to energy, transport, water management, agriculture, tourism, renewable energy sources, etc.;

- after the selection and evaluation of all accepted projects, a 2-day Hackathon will be held, where the participants of the competition will have the opportunity to finalize and consult with mentors who will help develop the idea correctly and develop the skills of its presentation, and already on the Demo Day (day presentations of business ideas) - the jury, made up of blue economy and business experts, will evaluate the projects according to such criteria as innovativeness, degree of implementation of the blue economy, potential benefits for the community and business strategy, will evaluate all presentations and, in the end, two winners with the most points will be awarded, who will receive valuable prizes, financial support for the development of their startup;

- the winners will have the opportunity to practice in a real environment on the blue growth web platform - <https://blue-growth.net/> according to the accelerator's pre-prepared mentoring program. During the mentoring program, the winners will have the opportunity to continue the development of their project business idea and turn it into a successful business.

- through the Blue Growth web platform - <https://blue-growth.net/>, Hackathon winners will get access to specialized educational programs developed by the International Center for Economic and Business Development, Georgia and Odesa State Agrarian University. The organizer reserves the right to award the accelerator mentoring program to any business idea at the discretion of the jury that has the potential to develop and start a successful business in the Odesa region.

The dates of the Hackathon competition:

- the application period for participation in the "UA BGrowth" Hackathon, from April 20 to 11 p.m. 59 min. May 20, 2023.

- the deadline for announcing Hackathon and Demo Day participants: May 27, 2023.

- hackathon: May 31 (1 day) and June 2 (2 day) 2023.

- holding the Demo Day and award ceremony: June 5, 2023.

- the term of the mentoring program: during 2023.

- promotion of winners.

In connection with the above-mentioned purpose of the press conference, it was decided to increase the awareness of interested persons and the wider community regarding the Hackathon competition "UA BGrowth" and its main goals, objectives, advantages and results.

The topics of the press conference will cover the disclosure of the following issues:

- purpose and relevance of the Hackathon competition;

- participants of the competition and the importance of finding new business ideas in the development of the Blue Economy of the Maritime Regions of Ukraine;

- stages and details of the conditions of participation and conduct of the competition.

The expected results of the press conference are an increase in awareness, motivation of young people and the public, regarding the possibility and perspective of their participation in the Hackathon competition of the blue growth strategy of the region, as well as the opportunity to contribute to the development of the blue economy of the region, receiving valuable experience, support and a chance implement your business idea.

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Information by phone: +380965520677

Start of registration: 09:30.

Start of the press conference: 10:00

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