

# CREATIVE SHOCK

INFOPACK



## FORMAT OF CREATIVE SHOCK

Creative Shock, an **international hackathon** dedicated to make a lasting impact with real problem-solving tasks. The competition has two stages: an online preliminary round and the Final Weekend in Vilnius.

### Preliminary Round: Video Pitch

Participants register in teams of 3–4 people and submit a **short video pitch** (3–5 minutes) presenting an original impact business idea aligned with one of the 17 UN Sustainable Development Goals. Submissions open **October 5th**.

### Final Weekend in Vilnius, Lithuania

The Top 10 finalists meet on ISM University campus for four days (**November 18–21**) of building, pitching, and getting to know each other.

Here is what you can **expect**:

- **Building**: the core of the hackathon. Teams work through the day and into the night to develop their solutions.
- **Workshops**: practical sessions on things like pitching, prototyping, and storytelling, led by partner companies and experienced founders.
- **Conference**: open lectures for the finalists and the public from social entrepreneurs and business experts.
- **Cultural Night**: an evening where teams playfully present their countries through food, music, traditions, or anything creative.
- **Free time and social activities**: campus tours, evenings out in Vilnius, and an optional farewell brunch with mentors on the last day.
- **Final Pitches**: finalists present their solutions to a jury, with awards and a closing ceremony to wrap up the competition.

## FOOD AND ACCOMMODATION

For the top 10 teams who will be coming to Lithuania **accommodation and meals are fully covered** throughout the competition, and teams will be hosted at a hotel within walking distance of ISM campus.

## PRIZES

Creative Shock 2026 will offer prizes designed not only to recognize outstanding performance, but to meaningfully support winners in their continued professional and entrepreneurial development.

Winning teams will be awarded **cash prizes** as well as **additional rewards** aimed at helping them develop their business ideas further.

Full prize details will be announced ahead of the competition opening.

## MENTORS PRESENT

Throughout the competition, each participating team will have a chance to talk with a dedicated mentor who will support, guide and help them navigate any occurring challenges along the way.

## REACH & MEDIA COVERAGE

Creative Shock 2025 achieved notable visibility both in Lithuania and internationally:

- Featured by **Delfi**, one of the leading news platforms in Lithuania.
- Reached over 7000 people across **Instagram, LinkedIn** and **Facebook**.
- Generated **meaningful engagement** from both the student community and business communities worldwide.

## PAST SPONSORS

The 2025 edition attracted some industry-leading partners, reflecting Creative Shock's reputation as an impactful platform for business innovation to be seen and heard:

- **EY** - our intellectual partner
- **“Moody’s”**
- **“Oxy labs”**
- **“Cyber Care”**
- **“LIMA”** - Lithuania's' marketing association

## BENEFITS FOR STUDENTS

- Real **business development** experience (from concept to pitch, including market research, financial modeling and go-to-market strategy)
- Direct **feedback** from industry professionals and business experts
- **Networking opportunities** with innovators from across the world
- Impact-driven **learning** through tackling a UN Sustainable Development Goal
- **Prizes, recognition** and a **portfolio** piece that stands out to employers

## BENEFITS FOR UNIVERSITIES

- **Recognition of student achievements** through competition with universities across the globe
- Opportunity to **position your institution as a leader** in fostering sustainable business innovation
- **Visibility among students globally** who are passionate about entrepreneurship and social impact

## ISM ACCREDITATIONS

- **AACSB Accreditation**

First university in the Baltics with AACSB accreditation, the global standard for business education excellence.

- **Eduniversal Five Palmes of Excellence**

First university in Lithuania to receive Eduniversal's highest recognition, placing ISM among the world's top business schools.

## SAVE THE DATES

- Registration opens: **September 1**
- First online qualification round: **October 5–11**
- Finalists announced: **October 15**
- Final competition in Lithuania: **November 18–21**

## WORLDCLASS REFEREES

- **International referees** from leading universities and global companies ensure a fair, professional, and high-quality competition.
- Expert **feedback** and transparent **evaluation** based on real-world business and innovation experience.