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HACKING GUIDE



A Patient Hackathon by





HACKING GUIDE



WELCOME TO CARDIOXPLORE

We're all very excited that you are joining our group of Xplorers to help us co-create innovative solutions for cardiovascular health!

The immediate purpose of the event is to innovate together and create new solutions for cardiovascular health. Over the next two days, you'll work with a very diverse group of Xplorers, come up with ideas and explore how these ideas can be implemented after CardioXplore.

In this document you'll find a detailed overview of the 2-day program, designed to help you foster good ideas, to form teams and rapidly develop project proposals. This Guide also contains useful tips on how to make the most of your time at CardioXplore. For any other questions, please don't hesitate to seek help from the organising team at any time. We're all here to help!

Have a fantastic hackathon, and let's make a difference!





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GROUND RULES

- 01 Create something new.
At CardioXplore you're an Xplorer!
- 02 No sales pitches. This is not the forum for it
- 03 Spend more time building, less debating
- 04 Be nice and considerate
- 05 Be constructive and positive. As a first reaction, say yes:
"Yes, that's an interesting perspective, let's build on that"
- 06 It's not about which individual comes up with a great idea,
it's about how we can execute on ideas together. Share
your ideas.
- 07 Everybody's input is valuable. There's no hierarchy here.
Everyone is equal.
- 08 When giving feedback, make sure your aim is to make
things better and look for alternative solutions.
- 09 Be prepared to change your mind. A lot.
- 10 If you're having fun, you're doing it right!

DAY 1

OCTOBER 14



REGISTRATION

08:30 → 9:00

Main Area

Settle in and grab a coffee



OPENING BRIEFING

09:00 → 9:20

Main Area or Briefing Room

Listen to the welcome briefing by the CardioXplore team, and get ready for the Challenge Insights and Ideation Sessions. This is where you start exploring and come up with the ideas that you'll work on for the rest of the event.

3 CHALLENGES



HEALTH LITERACY

How to help individuals better understand their risk of suffering from cardiovascular disease so they may take relevant actions and articulate their concerns and worries better for themselves, their relatives, and their healthcare team?



HEALTHY LIFESTYLE CHANGES

How to empower individuals to implement relevant lifestyle changes sooner and to sustain them to prevent heart-related complications?



ENHANCED MOTIVATION

How to motivate and engage individuals to be proactively aware and informed about their cardiovascular health and potential risk to manage it effectively?



TIP

CHOOSING YOUR IDEATION SESSION THEMES

There are two Challenge Insights and Ideation Sessions happening one after the other to give you the opportunity to **explore two different Challenges** and to work together with (and get to know) other Xplorers.





CHALLENGE INSIGHTS ...

09:20 → 11:05

Main Area or Briefing Room

The goal of this session is to align everyone on the **context of the Challenges**, to share a few insights and to turn those insights into concrete ideas.

One or several Challenge Briefer(s) will present an overview of the three Challenges. You will have the opportunity to ask questions and to share relevant experience and knowledge with the other Xplorers. Facilitators will help you all have an insightful discussion.

When you share knowledge or experience with the group, try to address questions such as:

- ❖ What makes this challenge **hard to solve**?
- ❖ What are the key **obstacles**?
- ❖ What has been **tried in the past** (by your organisation or others you may know about) and how did those initiatives work out?
- ❖ What do you think needs to happen for this challenge to be solved? **How will we recognize a good idea?**



... & IDEATION SESSION 1

09:20 → 11:05

Main Area or Briefing Room

Once the Challenge Briefing has been completed, in the second part of this session, we'll go into ideation mode.

To start the ideation process, choose one of the tables linked to the Challenge of your choice. The main objective is to **brainstorm ideas with a diverse group of people**. Facilitators will lead you through both the ideation group formation and the ideation process itself.

To make sure that each of the Challenges gets equal attention during the ideation process, we'll ask you to make hard-and-fast decisions.

There's only a limited number of seats at each table: if there are no empty chairs left next to the table you'd like to join, please join another table (you will still have a chance to join your preferred Challenge in the second round of ideation).

After ideation is over, post your best ideas on the wall.



COFFEE BREAK

11:05 → 11:20

Main Area or Chill-Out Area

Time to relax, grab a cup of coffee, and talk to other Xplorers. We will use this time to refresh the rooms for the next round of ideation.



CHALLENGES INSIGHTS & IDEATION SESSION 2

11:20 → 12:50

Main Area or Briefing Room

We continue with the same set up as during the first session, but this time make sure you explore another Challenge: choose a different table!



TIP

IDEATION: DON'T TAKE THE EASY PATH

When discussing your ideas in a group, you may find that the group ends up settling for the most obvious, easy ideas (the lowest common denominator). Don't fall into that trap! Instead, make sure that your group is **stretching your ideas beyond the obvious**. **Be more radical and cutting edge**. Later on, as you validate your idea throughout the rest of the event, there will be time to come back down to earth.

At the end of the two Ideation Sessions you don't need a perfectly worked out idea yet, but you do need to pick a reasonably specific question or idea on which you'd like to work. Also, don't fixate on the idea: the **people** with whom you want to work **are more important!**





LUNCH

12:50 → 13:30

Catering Area

Grab your lunch and get to know some of your fellow Xplorers.



AFTERNOON BRIEFING

13:30 → 13:40

Main Area

After lunch, it's time to get re-energised for the second half of the day and to get ready for the next steps.

By the end of the day you should have found answers to most of the questions and hypotheses you have about your idea. You can ask patients and experts directly to help you make decisions on how to evolve your idea and if it makes sense.

You should also have your project mapped onto **Lean Canvas** and have a first draft of your **User Journey**.

But first things first, you'll need to find or build a team!



IDEA GALLERY & VOTING

13:30 → 13:50

Main Area

Explore the ideas posted on the walls in the Main Area. See what triggers your imagination the most and where you would like to settle. **Identify the three ideas you find most interesting**



TEAM FORMATION

13:50 → 14:00

Main Area

It's time to form a team and decide on which idea you'd like to focus - so **go to your favourite idea and join the fun.** Facilitators will help you with the team formation process.

Note, the ideal team size is 5 people; a perfect team would have a diverse mix of skills and profiles.



TIP

TEAM FORMATION: MIX IT UP

Make sure you have a good mix of profiles in your team! Different skills and perspectives, ages, genders and certainly different organisations.

Use colour dots on other Xplorers badges as your guide:



Patients and carers, ***dark blue***



Healthcare professionals, ***pink***



Technology specialists, ***yellow***



Healthcare ecosystem, ***light blue***



Daiichi Sankyo Representatives, ***green***



TEAM KICK-OFF & IDEA REFINING

14:00 → 17:40

Main Area, your table

Facilitators will assign a table to your team. Spend a few minutes **getting to know each other, schedule your meeting with the Patient and Expert Boards** and then get cracking with mapping your idea onto the Lean Canvas!

During your Idea Refining time you have an opportunity to **dig deeper** into the Challenge you're working on by talking to patients about their lived experiences, and by understanding better what their healthcare journeys are like. Get inspired and support your early idea with first-hand accounts. Experts are there to get you an even more complete idea of the Challenge!



TIP

TEAM KICK-OFF: GET TO KNOW YOUR TEAM MEMBERS

What are their skills and strengths? How do they like to work?

1. Assign the following roles within your team:



Project Lead: main point of contact and decision maker (in case of conflict), makes sure things keep moving



Strategists: mapping goals and conceptualising the solution



Delivery Managers: crafting and stretching the solution



Researchers: listing assumptions and questions and validating them with experts and peers

2. Schedule your meetings with a Patient Board Member: see 1st check-in with Patient and the Expert Boards on p. 14



1ST CHECK-IN WITH PATIENT BOARD AND EXPERT BOARD, ONE-ON-ONE CONVERSATION

15:00 → 16:00

Breakout Rooms

How to prepare:

- **Use your time wisely:** you get only 20 minutes with one Patient, and 20 minutes with an Expert, so come prepared. **Together with your team, think of the three key questions you would like to ask.**
- **Assign team members:** your entire team doesn't have to take part in the conversation. Delegate two teammates (one to talk, one to take notes) for the Patient Board and for the meetings with the Experts - choose them based on language of the Patient or the Expert, for example - and the rest of the team can keep working!
- Once you know which Patient or Expert you'd like to talk to, **check in with your facilitator.**

Once you've received input from the Patient(s) and Expert(s), report back to the team



TIP

GOAL: STRETCH THE IDEA ...

20 min

Once you've collected input from Patients and Experts, continue **stretching your idea by exploring input** from the research, how various technologies (e.g. artificial intelligence) could make it more powerful, or how the solution might be launched or scaled up faster

... THEN FOCUS

10 min

Now you need to align behind a **clear and specific goal!** Write down your goal on a sheet of paper and place it somewhere visible. Imagine your project is a total success: what will it look like in 2-3 years' time? Make sure you describe your solution and what it accomplishes for your target beneficiaries.

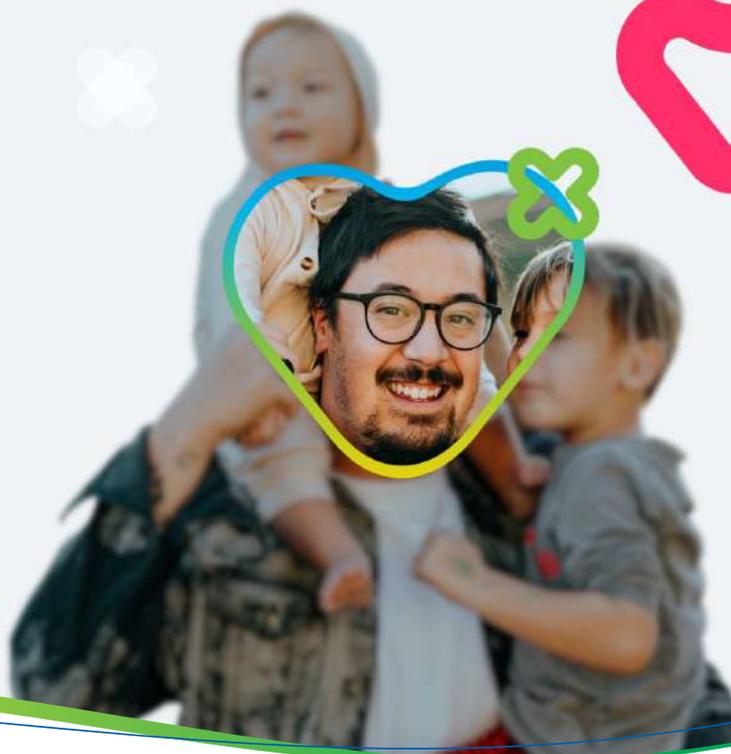
If you can't decide on a goal as a team, then individually each write 3 goals on sticky notes, share them in the group, all vote using sticky dots (each 2 votes), pick the winner

**TIP**

LEAN CANVAS

The **Lean Canvas** is a great tool for mapping out all the **key factors that will determine the success or failure of your project.** Go through the canvas one block at a time and try to list both your knowns and unknowns (verified and unverified assumptions and hypotheses).

A useful perspective: imagine that in one year's time your project has failed. Why did it fail? Answers to that question will give you the unknowns that you want to research





TIP

SOLVING THE UNKNOWNNS

Once you have identified the big unknowns, immediately delegate people in your team to start **verifying your assumptions and hypotheses**, to turn the unknowns into knowns. If your assumptions turn out to be wrong, adapt your canvas. Keep doing so until you're as confident as you can be about everything on your Lean Canvas.

To go from “unknowns” to “knowns”, tap into the immense reservoir of knowledge that other Xplorers represent. **Don't hesitate to ask your neighbors for the information you're missing** - and if you don't know whom to ask, our facilitators will help you find the right person.



**TIP**

USER JOURNEY

In the time you have, it's impossible to sketch out a complete solution. Instead, try to **sketch out one small but important aspect of the solution that you can test with Patient and Expert Boards.** The **User Journey Map** will help you figure out what exactly you should be prototyping.

A useful perspective: what is the most critical touchpoint with your users or stakeholders that will make or break your solution?





INTERNATIONAL CHECK IN Optional, but well worth your time

17:00 → 17:30

Break-out Rooms

Would your idea work in a different country?

If not, what could you do to make it work? To help you answer these questions, you can check in with Xplorers in other countries (Belgium, Germany, Portugal, Spain and Turkey).

If you choose to invest half an hour to talk to your fellow Xplorers abroad, you will have 15 minutes to tell them about your idea and to ask a few questions. And then you'll return the favor and listen to the other team's idea and answer their questions.

Again, delegating a couple of people while the rest of the team continues is a good idea - there's a lot of work to be done. Also, make sure those you delegate are comfortable exchanging in English as this will be the language used for international exchanges.

So, want to take part in the international check-ins?

Let your facilitator know by 16:40!



DEBRIEF

17:30 → 17:50

Main Area

You've made it through the first day - congratulations! We welcome you back in the main hacking area to close the first day and cheer for tomorrow, our second and final day!



END OF DAY 1

Time to go home, relax and rest to be ready for tomorrow. We'll start with Day 2 at 9.00am

DAY 1

OCTOBER 14



WELCOME & COFFEE

08:30 → 9:00

Main Area or Chill-Out Area

Grab a coffee and settle in with your team



WELCOME BRIEFING

09:00 → 9:10

Main Area

A quick overview of what you should try to accomplish today and the timing of the final presentations



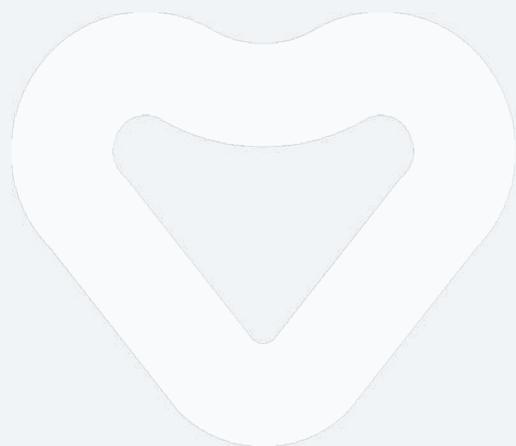
DEVELOPING & VALIDATING YOUR IDEA

09:10 → 12:30

Main Area

This morning your team's goal is **to develop your idea in further detail and to validate some of your key assumptions and hypotheses.** We suggest you continue using the **Lean Canvas** and the **User Journey Map** for this, and get started on your prototype (if you're planning to develop one).

You'll also have a 2nd check-in with the Patient Board and with the Experts. Schedule your meeting now!



**TIP**

PROTOTYPING

Serious prototyping is for later, but what you can do this afternoon is to create a **realistic mockup of at least one important aspect of your solution**. The **User Journey Map** is a handy tool to figure out which aspect, but basically it boils down to a critical user touchpoint or interface that immediately brings your solution to life.

If you show your mockup to a **potential user or stakeholder** in complete silence, they should immediately “get” what your solution is about and why it’s so great. If they don’t, you got a key assumption wrong - it’s back to the drawing board.

Keep your prototype as minimal as possible. Ideally, it’s a sketch or a mockup of a single screen of the solution itself, or the solution’s website, or a page of a brochure or user manual, or a poster - **be creative!** Is there a single-screen interface that could communicate the essence of your solution?

See the tips: 2nd Check-in with Patient Board and Experts in the next pages of this guide. (p. 24)



2ND CHECK-IN WITH PATIENT BOARD AND EXPERT BOARD, VALIDATING YOUR IDEA

10:20 → 11:20

Main Area

This morning you'll have an opportunity to validate your idea with the Patient Board and with the Expert Board. Some Patient Board and Expert Board members will join online (we'll link you through Zoom), and others will come in person.

This time there there may be several Patients waiting for you, and their role is to give you thorough feedback on your project.

How to prepare:

Use your time wisely: you get only 20 mins with the Patient Board, so get ready: prepare up to a **5-minute informal presentation about your project** and present it. It doesn't have to be very detailed, just make sure you explain the whole story.

You'll have time to work out the final presentation in the coming hours.

After your 5-minute presentation, the patients will have 15 minutes for detailed feedback and suggestions for possible improvements.



2ND CHECK-IN WITH PATIENT BOARD AND EXPERT BOARD, VALIDATING YOUR IDEA

10:20 → 11:20

Main Area

Assign team members: again, your entire team doesn't have to take part in the conversation. Delegate at least two of your teammates for the Patient Boards: one to do the talking, the other to take notes.

Same approach goes for the Expert Board: couple of experts, 5 minutes to tell your story, 15 minutes to collect and discuss feedback.

And remember: your idea is still just an idea at this point. If the input of Patients and Experts exposes major flaws in it, you can still change it! However, if your idea has been validated with Patients and Experts, it's time to start working on your pitch presentation.



LUNCH

12:30 → 13:10

Main Area or Catering Area

Continue conversations with your fellow Xplorers over lunch.



CONTINUE HACKING & PREPARE FOR YOUR PITCH

10:20 → 11:20

Main Area

If you thought the event was intense up to this point, wait till you see what's in store for you this afternoon. Read carefully through the tips below, grab a lunch and a coffee, and get going!

First of all, you may need to work on **two** versions of your pitch:

5-minute pitch presentation with slides that you'll show to your fellow Xplorers and your local Jury

2-minute pitch that you'll record for the International Jury's review and a chance to see your idea being further developed by Daiichi Sankyo after the event.

(don't worry about the video - the facilitators will record it for you).

Participation in the international pitching is optional if you choose not to compete for the top spot of the event, you don't have to record the 2-minute pitch.

While you're continuing to work on the presentation, don't forget to finalize your prototype - especially if you're planning to use it during the pitch.

Hacking stops sharp at 16:00; we will then ask you to email your presentation to **<country@cardioxplore.eu>**.

See tips: Presenters, Prototyping, Pitch Preparation, Pitch Review with Pitch Mentors



TIP

PRESENTERS

Your choice of presenter matters!

We recommend choosing someone in your team who can present confidently, ideally both in their native language and in English (in case your team is selected for the second round of presentations by the international jury of CardioXplore).

If nobody in the team is comfortable enough to present in English, it's absolutely no problem - the facilitators, Xplorers from other teams or Daiichi Sankyo employees will help you present your idea in English: **don't let this be the reason for not pitching!**



TIP

PITCH PREPARATION

Your first presentation should not take more than 5 minutes, leaving you about 3 minutes for Q&A and constructive feedback from the Expert Panel and fellow Xplorers.

Ideally, your prototype is the main element of your presentation - and you can quickly turn your Lean Canvas into the backbone of the story around the prototype, with each segment of the Canvas serving as a slide.

A basic presentation would contain the following parts:

Problem: show you understand the problem and refer to any research you did.

Solution: present your solution and how it differs from existing solutions.

Impact & Vision: explain the impact of your solution and your 1-3 year vision for the project.

Research: summarize all the expert and stakeholder research you did. Explain what else needs to be researched.

Viability: how to make sure this project could work in the long term?

**TIP**

PITCH PREPARATION

Your 2-minute pitch (recorded by one of the facilitators) can be a summary of your 5-minute presentation, or you could focus mostly on the problem you're aiming to solve (1.5 minutes) and hint at the solution (30 seconds) - **make the International Jury curious!**

The 2-minute pitch needs to be **in English**, and if your team is chosen to present for the international jury, you'll have to pitch in English too!

We strongly recommend practicing both the 5-minute and the 2-minute pitches, and to keep in mind that less is more - fewer words, better chosen.

To make sure your pitch is the best it can possibly be, we will have Pitch Mentors giving you the feedback on your presentation - both on the style and the substance. Book your slot with them now!



TIP

PITCH REVIEW WITH PITCH MENTORS

You'll get only 20 minutes with the Pitch Mentors, and they will have a lot of feedback to give you - so come prepared:

2 people should join, one to present and one to take notes

Bring your laptop

Present your idea in 5 min, the rest of the time is for feedback and conversation

Feedback of Pitch Mentors can be quite direct: **don't take it personally, its purpose is to make your pitch better!**



SUBMITTING PRESENTATION SLIDES & VIDEO RECORDING

16:00 → 16:25

Main Area

Hacking stops now - it's time to focus on practicing your 5-minute pitch and on recording the 2-minute video for the International Jury.

SUBMITTING PRESENTATION SLIDES

Please send your presentation slides to <country@cardioxplore.eu>.

Make sure your slides are in by **16:00** at the very latest!

RECORDING THE 2-MINUTE PITCH

Your facilitators will help you with the recording of your 2-minute pitch. They will drop by your table to invite you to do so from 15:00 already, but if you're not ready there's a bit of time to prepare.

At around 16:00 at the very latest one of the facilitators will lead your presenter to a breakout room for the recording. If it's not a perfect pitch right away, no problem - there's time for a few more takes. Facilitators will then share the videos with the International Jury.

Make sure your video is in by **16:25** at the very latest!



PITCHING

16:30 → 17:10

Main Area

Your team's presentation will be shown from a central computer on the big screen in the main area. We recommend that only one presenter speaks during the main presentation, though other team members are more than welcome to answer questions of the Jury.

Order of presentations will be announced by the facilitators.

Every team has an 8-minute slot consisting of:

5-minute pitch

3-minute Q&A

That's about it - **good luck with the pitches!**



JURY DELIBERATION

17:10 → 17:20

Main Area

The Jury will evaluate your team's presentation along the following winning criteria, judged on the scale from 0 to 3

Scale of impact: Can your solution help a lot of people? Can it substantively improve their health and well-being?

Creativity of the solution: Can the solution work within the constraints of the current healthcare system, or does it side-step these constraints entirely? How out-of-the-box is the solution?

Degree of innovativeness: How novel is the proposed approach? Does it leverage latest technologies?

Implementation feasibility: How realistic is the solution - does it take the real world into account? Can it be rolled out quickly? And, does it require massive resources to be implemented?

Addresses the challenge(s): Does the solution fall within the scope of the Challenges of CardioXplore? Does it address the needs of the healthcare ecosystems?

Jury deliberations won't take long - and it's a good thing, as it's a bit too early to relax. While you and your colleagues have been pitching, the International Jury has been reviewing the 2-minute pitches from all five countries taking part, and will shortly announce the finalists.



NATIONAL WINNERS ANNOUNCED & INTERNATIONAL PITCHING STARTS

17:20 → 18:25

Main Area

Corks are popped and snacks are served - and national winners are announced.

We're almost done, but it's not quite time to relax yet.

By now, a few teams from around Europe will have been selected by the International Jury, and their live presentations will now be broadcasted from their respective countries. This is your opportunity to find out more about the **projects developed in other countries**, while you enjoy a bite & a drink with your new friends.



INTERNATIONAL WINNER ANNOUNCED CLOSING REMARKS

18:25 → 18:40

Main Area

After a brief deliberation, the International Jury will **announce the winner of the event.** It's time for a few closing words from the organising team broadcasted from Berlin, and another round of drinks to celebrate.



END

That's it. You've done a fantastic job in these past two days. Time to go home, relax and **reward yourself** by looking back at the amazing things you've managed to do in so little time.

In a couple of days, we'll upload the After-Movie of the event on our website and also share updates after the event, so make sure to check back in from time to time to see what happens next or to relive some of the intense moments of CardioXplore!



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THANK YOU FOR
XPLORING WITH US

A Patient Hackathon by

 Daiichi-Sankyo

