Press Release

Smart City: The Hackathon kicks off at ITU

Lahore, March 9, 2018

MIT Enterprise Forum Pakistan in collaboration with Center of Innovation and Entrepreneurship (CIE) of Information Technology University (ITU) the Punjab, opens a three-day event Smart City: The Hackathon, here today, which will continue till March 11, 2018.

Smart City: The Hackathon is Pakistan's first-ever, large-scale hackathon organized with the aim to start informed conversations around Smart City initiatives. Smart Cities involve the use of technology for increasing the operational efficiency, sustainability, economic outlook and quality of life for people living and working in a city. Participating teams have come from diverse backgrounds with a mix of students and professionals. On the opening day, participants were required to select challenges and work both in their own groups and in random pairs. Day one activities included storytelling and story extraction, persona development and intro to design thinking.

Such initiatives have a huge potential in developing countries like Pakistan. It is an ideal opportunity for thinkers, innovators, entrepreneurs and developers to find implementable solutions for all city level problems.

On this occasion Areej Mehdi, Program Manager MIT Enterprise Forum Pakistan, said, "Smart City: The Hackathon is more than a competition, it is a small effort to leverage the inherent smartness of cities. Our collaboration with CIE at Information Technology University is a nod to the various exciting smart city initiatives being researched and developed at the university."

The participants will formally work on their selected ideas on March 10, 2018, based on the concepts learned on day one. The participants shall also be provided with mentorship sessions to assist them in finalizing their products within the sectors of health, education, transportation, power, and environment. The event will conclude on Sunday March 11, 2018, with final pitches.

Center for Innovation and Entrepreneurship is a research facility housed at Information Technology University that promotes innovation and entrepreneurship through research, workshops and trainings. MIT Enterprise Forum Pakistan – an international of MIT Enterprise Forum – facilitates the local entrepreneurial ecosystem by collaborating with national and international stakeholders.