# Hackathons drive innovation and talent discovery in AI automation



In the realm of artificial intelligence (AI) automation for businesses, hackathons are emerging as a pivotal method to spur innovation and uncover talent within organisations. David Wright, an innovator at Kellogg Company’s global tech hub in India, shared insights into the orchestration of these impactful events during a recent discussion with CIO.

Wright recounted his experience at Toyota, where he initially felt overwhelmed by the breadth of his work. To facilitate a transformative shift in thinking, he invited business leaders to act as judges during one of the first hackathons. Their enthusiasm was palpable, with leaders expressing a desire to support all attractive ideas rather than selecting just a few winners. Wright proposed that they could signal their support through budget allocations, a move that significantly reshaped project portfolios within the company. This approach not only highlighted innovative ideas but also illuminated emerging talent across the organisation, shedding light on individuals who may not have had the opportunity to showcase their skills previously.

During a recent visit to K-C’s global tech hub in India, which took place just a month before the hackathon was scheduled, Wright voiced his desire to organise another event, even with the tight timeframe. Despite initial worries about timing constraints, the excitement generated amongst the teams resulted in an impressive 130 entries for the hackathon.

Wright expressed his astonishment at the quality of the winning entries, stating that they went beyond mere demos or prototypes; the innovations presented were fully functional applications. The integration of AI technologies allowed participants to develop robust applications that could potentially transform business practices. This trend underscores a growing recognition within the industry that hackathons serve not only as a platform for creative solutions but also as a means to embed AI capabilities into business operations effectively.

The discussion illustrates how hackathons have evolved into strategic events for organisations looking to harness the power of AI and automation. As businesses increasingly recognise the need to adapt to emerging technologies, such events highlight the potential for innovative thinking and technological development within their ranks.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.artefact.com/offers/transformation-data-ai-strategy/hackathons/> - This link corroborates the use of hackathons to spur innovation and integrate AI technologies into business operations, highlighting successful cases and the methodology used by Artefact Open Innovation.
* <https://info.devpost.com/blog/what-ai-means-for-hackathons> - This article explains how AI improves hackathons by increasing participation, enhancing project quality, and simplifying the planning process for organizers, aligning with the benefits mentioned in the discussion.
* <https://pubmatic.com/blog/a-decade-of-innovation-the-2024-pubmatic-hackathon/> - This link supports the idea that hackathons can lead to the development of fully functional applications and the integration of AI and machine learning into business solutions, as seen in the PubMatic Hackathon.
* <https://www.artefact.com/offers/transformation-data-ai-strategy/hackathons/> - This link provides examples of how hackathons can uncover emerging talent and facilitate cross-functional collaboration, similar to Wright's experience at Toyota and K-C’s global tech hub.
* <https://info.devpost.com/blog/what-ai-means-for-hackathons> - This article highlights how AI tools can be used to generate ideas and facilitate brainstorming during hackathons, which is in line with the innovative thinking and technological development discussed.
* <https://pubmatic.com/blog/a-decade-of-innovation-the-2024-pubmatic-hackathon/> - This link illustrates the high level of participation and the quality of entries in hackathons, similar to the 130 entries mentioned in Wright's experience at K-C’s global tech hub.
* <https://www.artefact.com/offers/transformation-data-ai-strategy/hackathons/> - This link details how hackathons can lead to the rapid development and selection of transformative projects, which aligns with the outcome of Wright's hackathons at Toyota and K-C.
* <https://info.devpost.com/blog/what-ai-means-for-hackathons> - This article discusses the role of AI in enabling non-technical participants to contribute to hackathons, expanding the pool of potential innovators within an organization.
* <https://pubmatic.com/blog/a-decade-of-innovation-the-2024-pubmatic-hackathon/> - This link showcases the collaborative spirit and cross-functional engagement during hackathons, which is crucial for the success and practicality of the solutions developed.
* <https://www.artefact.com/offers/transformation-data-ai-strategy/hackathons/> - This link provides examples of how hackathons can be used to address concrete business problems and generate innovative ideas, aligning with the strategic use of hackathons discussed.
* <https://info.devpost.com/blog/what-ai-means-for-hackathons> - This article emphasizes the importance of hackathons as business tools that foster innovation and help organizations adapt to emerging technologies like AI.
* <https://news.google.com/rss/articles/CBMiowFBVV95cUxNejRJMW4wTktrUkZtWkNJa1BWcmVob1B2akpULVdKVE42T1BQYjlZSWJ4TTZiVGs4dGR3OFozemxmcHc2enVEUkNTVVhIakQ2QkV6QjRiUTZsLWhjYU4wLWNKWnVOWDRILXZaRXltYktPWDl2bTdBelFSYjNDV0hTUGRncU9QeTIybU5CWlp1T0NhalotZ1lrZ1BvTTJ5djlnSk8w?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data