

AmCham Bulgaria Hackathon 2026

Business case:
Tech for Good with IBM AI

March 20 – April 30, 2026

The Challenge:

Can IBM AI spark a simple, powerful idea that creates real impact in everyday life?

At IBM, bold ideas matter. Bring yours — and we'll help you build it. Need inspiration?

We can co-create or explore themes like Legacy Code Modernization, Smarter Organizations, FutureSkills AI, AI for Cost Optimization, or Community Impact.

Your idea. Your team. Our support.

ASSIGNMENT CONTENT

🌟 **Your journey kicks off with a high-energy agile session** where everyone connects, learns the basics, and gets ready to build something meaningful.

👥 **You'll join your project team from the start**, supported throughout the challenge by your IBM mentor.

🤖 **You'll explore AI in an inspiring lecture and team workshops**, guided by IBM AI specialists who help you shape and strengthen your idea.

🗣️ **You'll build your story and business case** with an IBM Strategic Communications Advisor, learning how to explain your idea clearly and confidently.

🚀 **Before the final showcase, you'll complete two practice runs** so you step on stage prepared, focused, and ready to shine.

TECHNICAL REQUIREMENTS:

✨ **Get ready to learn the skills that bring your idea to life.**

Come with curiosity — we'll teach you everything else.

🤖 **Learn how AI really works** through SkillBuild and hands-on sessions with IBM specialists and see how AI solves real challenges.

🧩 **Learn how to think through a problem**, explore different solution paths, and strengthen your idea with support from your IBM mentor.

🗣️ **Learn how to shape your story and explain your idea clearly**, with guidance from an IBM Strategic Communications Advisor.

🚀 **Walk away with practical AI skills, teamwork experience, and the confidence to present your own solution.**

SKILLS TO BE DEVELOPED

Technical & AI Skills

AI foundations, Watsonx concepts, hands-on AI solution shaping

Problem-Solving & Innovation Skills

Critical thinking, idea exploration, solution design

Agile & Team Collaboration Skills

Agile mindset, teamwork, iterative working

Business & Strategy Skills

Business case basics, value reasoning, structured thinking

Communication & Storytelling Skills

Clear messaging, pitch delivery, narrative building

Professional & Confidence Skills

Presenting with confidence, adaptability, working in diverse teams.

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