



**UCLL**  
HOGESCHOOL

Case-Competition  
Growth4SME's

GROWTH **4** SMEs

Central theme: sustainability in SMEs

Nov. 8 and 9, Diepenbeek, Belgium

What to do before coming to the case-competition?

Get to know yourself

On the website you can find several personality tests in the section Personal Development. Before participating in the hackathon, you should fill in the DISC test. You then bring the results to the hackathon where you discuss your result with your group members.

[Personal development \(growth4sme.eu\)](https://growth4sme.eu)

What kind of team player are you – do the test

According to Dr Meredith Belbin, there are nine team roles to be identified. Knowing what role you, with your personality, can play in a team is essential. Do Belbin's team role test. Bring the results to the hackathon to discuss them with your group members at the start.

[Collaboration \(growth4sme.eu\)](https://growth4sme.eu)

Program of the case competition:

November 8

- 9.00-9.30: Welcome & meet your team
- 9.30-10.00: Ice-breaking session, based on Disc en Belbin test
- 10 tot 10.30: Presentation of the challenges by the challenge owner(s)
- 10.30 -11.45: Exploring the challenge: gather information via desk-research
- 11.45 – 12.00: Tips for brainstorming
- 12-13u: Lunch & relax!
- 13 – 14.00: First brainstorm: out-of-the-box thinking
- 14-15: Refine idea via De Bono method
- 15-16: Work with your group on your idea
- 16.00: Pitching the first idea in small groups. Group work on Value Proposition Canvas and Business Model Canvas
- 17.00: Exercise 'Get in shape'

November 9

- 9.00: Start with 'fysical' exercise
- 9.30-11.30: Group work – refine your business model
- 11.30: Start preparing your pitch - Creative presentation of your idea
- 12.00 – 14.30: Lunch & group work
- 14.30- 15.30u: Pitch to jury and announcement of winner
- 16.00: end

### How to prepare yourself?

Please take a look at our [website](#) before entering this case competition. Read thoroughly these sections & watch the videos:

- Business understanding
- Brainstorm & creativity
- Communication & Collaboration: presentation skills & collaboration

You will need these skills during our hackaton!

### Location



### Address

Agoralaan, gebouw B bus 1  
3590 Diepenbeek  
Belgium

[Google maps](#)

## Brussels Airport (Zaventem)

When you arrive at Brussels Airport you can travel to Hasselt by train. Depending on the time of day there is a direct railway connection between Brussels North Station and Hasselt. Shorter will be to take the train from Brussels Airport station directly to Leuven. And from there you continue to Hasselt.

Check the website of the Belgian railways to find all the up-to-date information you will need (passenger traffic services, time tables and prices). The site is available in four languages: English, German, French and Dutch: <http://www.b-rail.be>

## Charleroi Airport ('Brussels-South')

Every 30 minutes a shuttle coach leaves the airport to drive to the main Brussels railway station (Brussels Midi). There you can take a (direct) train to Hasselt.

<http://www.b-rail.be>

## How to get to the campus of UCLL in Diepenbeek from Hasselt?

Our Diepenbeek Campus can be easily reached by bus, approximately 5 minutes from Hasselt. Line 45, 36, 20a, 11, 453 will take you there. The bus stop at the campus is Agoralaan, Diepenbeek. Buy your bus ticket here: <https://www.delijn.be/en/vervoerbewijzen/tickets/?vertaling=true>

More information on <https://www.delijn.be/en/routeplanner/>

## Hotels in Hasselt

Holiday Inn Express

[https://www.ihg.com/holidayinnexpress/hotels/gb/en/hasselt/hsltl/hoteldetail?cm\\_mmc=GoogleMaps--EX--BE--HSLTL](https://www.ihg.com/holidayinnexpress/hotels/gb/en/hasselt/hsltl/hoteldetail?cm_mmc=GoogleMaps--EX--BE--HSLTL)

Yup hotel [YUP Hotel, Hasselt \(online-reservations.com\)](http://www.yuphotel.com)

Radisson Blu hotel

<https://www.radissonhotels.com/en-us/hotels/radisson-blu-hasselt?cid=a:se+b:gmb+c:emea+i:local+e:rdb+d:ukirwe+h:BEQHA1>

Park Inn by Radisson

<https://www.radissonhotels.com/en-us/hotels/park-inn-hasselt?cid=a:se+b:gmb+c:emea+i:local+e:pii+d:ukirwe+h:BEQHAHAS>

## Got Lost?

Call:

Ilse Fraussen: 0032 475 75 56 69

Karolien Vlayen: 0032 475 81 68 67

