

RULES

GENERAL RULES

1. The HACK THE ARTS: Art Meets Business Hackathon (hereinafter - the Hackathon) is an international cultural and creative industries entrepreneurship and innovation event organised by KSU International University.
2. The Hackathon is a one-day event during which teams develop prototypes, concepts, or business ideas and present them during a final pitch session.
3. The objective of the Hackathon is to encourage collaboration between the arts, culture, creative industries, and business sectors, create opportunities for interdisciplinary teams to collaborate, develop art-based business concepts, and strengthen the creative economy ecosystem.
4. The Hackathon will be conducted in English.
5. Participation in the Hackathon is free of charge.

PARTICIPANTS

6. The Hackathon is open to individuals interested in the intersection of art and entrepreneurship - including students, emerging creators, startup founders, members of the academic community, representatives of the creative industries, and professionals from the business and investment sectors.
7. Mentors and experts - professionals from business, the arts, and the creative industries - act as advisors and provide guidance to teams during the development of their solutions.
8. Registration is conducted through an open public registration process. Participants will be required to introduce their team or themselves if they are looking to join a team.

TEAM FORMATION AND THEME

9. Each team must consist of 2 to 5 participants.
10. Teams are formed independently by participants based on shared interests.
11. One participant may join only one team.
12. The Hackathon has one thematic track – the intersection of art, culture, creative industries, business, and innovation with commercial potential.

IDEAS AND CHALLENGES

13. During the Hackathon, teams may develop:
 - 13.1. Challenges provided by KSU International University;
 - 13.2. Challenges proposed by project partners;
 - 13.3. Ideas independently developed by Hackathon participants that align with the thematic track.
14. Partner challenges may be announced before the event or during the event.
15. Developed prototypes, models, or concepts must be grounded in the values of art, culture, or the creative industries and include a clearly structured commercial business model.
16. The idea submitted must be developed during the Hackathon. Existing legal entities or fully implemented projects are not eligible to participate in the competition.

PROCESS

17. During the Hackathon, teams will:
 - 17.1. Formulate the project's value proposition;
 - 17.2. Develop and structure a commercial business model;
 - 17.3. Define target audiences and markets;
 - 17.4. Prepare a pitch presentation of up to 3 minutes.
18. During the development process, teams will receive guidance from mentors and experts representing the creative industries, business, and innovation sectors.
19. The Hackathon concludes with a public pitch session where teams present their projects to a jury, followed by an awards ceremony.

JURY AND AWARD CRITERIA

20. Projects are evaluated by a jury panel.
21. The jury consists of no fewer than three members, representing the creative industries, business, investment, and academic sectors. The jury composition is confirmed by the Hackathon organiser - KSU International University.
22. Projects are evaluated according to the following criteria:
 - 22.1. Originality and value of the idea;
 - 22.2. Relevance of the solution within the creative economy context;

22.3. Clarity of the business model;

22.4. Commercial development potential;

22.5. Sustainability;

22.6. Team motivation to implement the idea;

22.7. Quality and persuasiveness of the pitch presentation.

23. Jury members must adhere to the principle of impartiality. A jury member may not evaluate a project if they have professional, financial, or other conflicts of interest with any of the team members.

24. Jury members must:

24.1. Conduct evaluations independently and objectively based on predefined criteria;

24.2. Ensure transparency and confidentiality of the evaluation process;

24.3. Immediately inform the organiser of any conflict of interest;

24.4. Refrain from decisions influenced by hierarchical relationships or personal or professional ties;

24.5. Record final evaluations in the Hackathon evaluation protocol, signed by the jury chair and other evaluation members.

25. The decision of the jury is final and cannot be appealed.

AWARD

26. The hackathon will recognise one main winning team, which will be given the opportunity to further develop their prototype in collaboration with KSU International University and bring the idea to life. In addition, other teams will also be acknowledged and rewarded for their contributions, with prizes provided by partners, ensuring that innovative ideas and creative efforts are recognised beyond the main winner.

27. Prizes are granted without any obligation to further develop the project.

28. Organisers may invite selected teams to participate in further development or collaboration opportunities.

INTELLECTUAL PROPERTY

29. Intellectual property created by team members during or in connection with the Hackathon remains the creative work of the participating teams. Moral rights remain with the authors in accordance with Lithuanian law. However, all economic rights to the created product are transferred free of charge, exclusively, and for an unlimited period and territory to KSU

International University, allowing the organiser to reproduce, publish, translate, adapt, modify, distribute, publicly display or perform, broadcast, retransmit, make available online, and license these rights to third parties.

30. The parties agree that compensation for the transfer of economic rights is included in the right to participate in the Hackathon, and no additional payment will be made to the team members.
31. All intellectual property created during the Hackathon must be original and must not infringe upon the rights of third parties.
32. The moral rights of the ideas belong to the teams that created them, while the economic rights are transferred to KSU International University, the organiser of the Hackathon. Additional agreements detailing these terms will be signed between the idea authors and KSU.
33. The organisers have the right to use public information about the projects, photographs, and video material captured during the event for communication and publicity purposes.

FINAL PROVISIONS

34. The organisers reserve the right to amend these rules if required by organisational circumstances.
35. Participation in the Hackathon constitutes acceptance of these rules.