"Healthy Ageing" is one of the greatest social and economic challenges of the 21st century. One that concerns all of us and one that should be supported by our society… with the help from our friends, the robots!

* makers, coders, designers, developers, entrepreneurs, (data) scientists, caretakers, (IT) architects, researchers, students and kids.

THE CHALLENGE

Providing personal care to the elderly is already a grand challenge as it stands today. According to the 2015 Ageing Report from the European Commission and various other reports, over the next 10 years we will see a rapid increase of 80-year-olds, which leaves us faced with the challenge to deal with the care for an estimated 84 million people with age-related health problems. The costs for professional care are on the rise and the ratio workers vs pensioners are decreasing.

THE PLAYGROUND

To tackle this Challenge we are hosting a dedicated Playground for hackers and robots, consisting of a HACKER SPACE and a FUTURE TECH LAB. The Hacker Space is where hackers will come together for 48 hours to design and develop new applications to solve the various challenges around the overall Challenge of Healthy Ageing. This Space will simulate the living space of elderly homes, be hyper-connected with various IoT sensors and enabled through advanced AI software services such as IBM Watson. The Future Tech Lab shall be equipped with the latest and greatest technologies such as humanoid robots, brain-computer interfaces, oculus rifts, 3D printers amongst other geeky tech stuff - all open to the general public!

4x 80+ in 2025  
Rising Care Costs  
Decreasing Workers

BECOME A PARTNER AND SET YOUR OWN CHALLENGE

EVANGELISE  
Do you have a brilliant API or SDK and are you looking to build a developer community? Educate hackers on how to use your products to create cutting-edge solutions.

KICKSTART  
Do you want to kickstart your R&D team into action with some new ideas? Launch a challenge at the Hacker Space and spark off your innovation process.

LEARN  
Are you looking for feedback on your products from the hacker community? Interact face-to-face with hackers and learn vital feedback for improving your product.

RECRUIT  
Do you want to tap into new potential human resource talent? Identify top talent and attract skilled hackers to your engineering team.

EXPOSURE  
Do you want to expose your brand to the millennials, geeks techies and general public? Bring your products into the Future Tech Lab to create awareness and feedback.

Sounds interesting? Then join us at the Playground!

Robots to the Rescue kicks off on Thursday 24th running through to Saturday the 26th September at the UPRISE Festival in Amsterdam. Join us for a full weekend of hacking, coding, designing, developing, exploring, networking and partying at one of Europe’s largest startup festival.

You can set a specific challenge at this event and receive a dedicated exhibiting space where you can have the opportunity to interact with not only the hackers at the Playground but the 10,000 attendees at the Festival.

Check the available partner packages below and please contact us to discuss.