Time	Mins	Session	Stage
Day 1, Friday 20 November 2026: Understand and ideate			
12:30 – 13:00	30	Arrival, lunch and networking	
13:00 – 13:20	20	Welcome and introduction to the challenge and this year's theme	Kick-off
13:20 – 13:40	20	Introduction to Design Thinking and Lean: our roadmap for the next 24 hours	Kick-off
13:40 – 14:00	20	Creative warm-up game and team formation (mixed IADT, UCD and NCAD teams)	Kick-off
14:00 – 14:45	45	Interests; "Pick 4 – Answer Why"; what are the problems in this space?	Empathise
14:45 – 15:00	15	Break	
15:00 – 15:40	40	Empathy maps, personas and "How Might We…" problem statements	Define
15:40 – 16:00	20	Possible solutions; Doodle; Crazy 8s	Ideate
16:00 – 16:40	40	Draw the solution, dot vote and choose a concept	Ideate
16:40 – 17:10	30	Commercialising creative ideas: IP and business models for creatives	Commercialise
17:10 – 17:45	35	Lightning pitches (2 minutes per team) with feedback from facilitators and peers	Test
17:45 – 18:05	20	Prototyping demo: paper, digital, storyboard and Wizard of Oz	Prototype
18:05 – 18:45	40	Team work: assumption mapping and test cards, with mentors	Prototype
18:45 – 19:30	45	Dinner	
19:30 – 21:00	90	Team work: build a first prototype and plan tomorrow's testing	Prototype
Day 2, Saturday 21 November 2026: Validate, build and pitch			
09:00 – 09:30	30	Breakfast and team stand-ups	
09:30 – 10:00	30	Clinic: customer conversations, evidence and the Business Model Canvas	Test
10:00 – 12:30	150	Out testing with real people, improving the prototype and completing the canvas, with mentors	Test / Prototype
12:30 – 13:15	45	Pitch clinic: telling the story and practising the pitch	Pitch
13:15 – 14:00	45	Lunch, final build and rehearsal	
14:00 – 15:15	75	Final pitches, round 1 (5 to 7 minutes plus Q&A)	Pitch
15:15 – 15:30	15	Break	
15:30 – 16:45	75	Final pitches, round 2 (5 to 7 minutes plus Q&A)	Pitch
16:45 – 17:15	30	Judges deliberate; teams complete feedback and reflection	Reflect
17:15 – 17:30	15	Awards and feedback from the judges	Celebrate
17:30		Celebration and networking	Celebrate