



NOVEMBER 20<sup>th</sup>, 2021

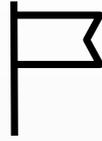
# SHAPEATHON

BOOKLET

**Salle Polyvalente**  
Forum Geesseknäppchen  
40 Boulevard Pierre Dupong

With the support of:





We believe anyone can provide the right advice at the right moment

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We believe in the power of brainstorming

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We believe in connecting with the community

# SHAPEATHON

# ABOUT

## IN A NUTSHELL

The Shapeathon is an event organized by the Global Shapers Community in Luxembourg to help local NGOs and startups find a solution to a 'burning issue': a specific problem they might experience within their organization (e.g. marketing, strategic planning, funding issues etc.).

In the timespan of one afternoon, a group of advisors meet these local NGOs and startups. The advisors, divided in groups with mixed backgrounds and areas of expertise, shall work together, brainstorm and provide advice to solve the burning issue of each participating organization.

## GOALS AND SOLUTIONS

The goal of the Shapeathon is to provide concrete solutions to organizations that have a positive impact on the local community - through a pro-bono advisory activity. The first Shapeathon event was organized in Spring 2019 counted 30 members of various Global Shaper hubs across Europe, and 5 participating organizations. The second Shapeathon took place in November 2020 - in a new digital format - and saw the participation of 7 organizations and 45 advisors.

After four intense hours of in-group work, each group of advisors identified specific strategic roadmaps as solutions to the burning issues of the participating organizations.

## PITCH YOUR IMPACT

Participating organizations will do a 5-minute pitch of the solution identified during the Shapeathon in which they will need to include the planned use of the € 1 000 prize. A jury will assess the development of the group that will generate the most social impact.



## HIGHLIGHTS

# WHAT IS A BURNING ISSUE

Participants will be asked to come up with ONE burning issue, very specific and easy to describe, such as:

- New ways of fundraising
- Review the mission statement after onboarding new actors
- Validation of business model / platform beta version
- Focus on the achievement of SDGs
- Promote social impact with actions (specific to your organization)

## CRITERIA

# WHO CAN PARTICIPATE

Participants shall be either a Luxembourg registered NGO (asbl) or a social impact start-up.

Criteria:

1. Your organization needs to have a **social impact** in Luxembourg
2. English speaking
3. Have one or more representative being able to take part in the event
4. Apply to the event with your chosen burning issue



# WHO ARE THE ADVISORS

The advisors will be made up of Global Shapers from the Luxembourg City Hub and invited guests. All advisors have various years of professional experience in diverse sectors and areas of expertise. Advisors will be split into groups where they complement each other in order to advise the participating organizations in the best way.

# PITCHING SESSION

After the Shapeathon advising sessions, participants will have the opportunity to take part in a pitching session, of 5 minutes each. They will be able to pitch their defined strategic solution / roadmap to the other participating organizations and advisors, while showing the impact they will generate, namely by using the € 1 000 prize. Solutions will be assessed on the basis of the generated impact and on the need/creativity of the pitched idea.



## ORGANIZATION

# AGENDA

| <b>Start</b> | <b>Duration</b> | <b>Description</b>           |
|--------------|-----------------|------------------------------|
| 13:00        | 30 mins         | ICE BREAKING                 |
| 13:30        | 10 mins         | WELCOME NOTES & INSTRUCTIONS |
| 13:40        | 20 mins         | PARTICIPANTS PRESENTATIONS   |
| 14:00        | 45 mins         | BRAINSTORMING SESSION #1     |
| 14:45        | 10 mins         | BREAK                        |
| 14:55        | 45 mins         | BRAINSTORMING SESSION #2     |
| 15:40        | 15 mins         | KEYNOTE SPEECH               |
| 15:55        | 10 mins         | BREAK                        |
| 16:05        | 45 mins         | BRAINSTORMING SESSION #3     |
| 16:50        | 5 mins          | BREAK                        |
| 16:55        | 30 mins         | PITCHES                      |
| 17:25        | 15 mins         | WINNER COUNT                 |
| 17:40        |                 | WINNER ANNOUNCEMENT          |



HOW TO

# SHAPEATHON PROCESS

## STEP 1

### PRESENTATION SESSION

Present your organization and your burning issue to advisors

## STEP 2

### START

Advisors and Participants come together to discuss, brainstorm and work on solutions

## STEP 3

### SHAPEATHON

Ongoing brainstorming and hand-on working session

## STEP 4

### SOLUTION SHARING

Drawing conclusion and presenting the Shapeathon results

## STEP 5

### IMPACT PITCHING

5-minute pitches explaining the identified solution



## HIGHLIGHTS

# PREVIOUS EDITIONS

### GLOBAL SHAPERS COMMUNITY

Shapers from Luxembourg, Bruxelles, Amsterdam, Paris, Milan

70+ ADVISORS

### WHEN, WHERE

November 2020 - Online  
April 2019 - LHoFT

### PARTICIPANTS

12 Participating organizations in total



3-HOUR SPRINT



7  
ADVISORS  
PER PARTICIPATING  
ORGANISATION





HIGHLIGHTS

# FEEDBACK RECEIVED

“EVEN THOUGH IT WAS ON ZOOM, WE LOVED IT. I CAN ONLY IMAGINE HOW GOOD IT WOULD BE IN PERSON.”

—PARTICIPANT IN 2020

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“A MOTIVATED TEAM STRONGLY WILLING TO MAKE AN IMPACT FOR MY COMPANY. THANK YOU!”

—PARTICIPANT IN 2019

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“I WAS STRUCK BY THE EAGERNESS AND ENERGY OF THE SHAPERS. IT WAS A VERY ENJOYABLE AND USEFUL EVENT!”

—PARTICIPANT IN 2019



## **GLOBAL SHAPERS LUXEMBOURG ASBL**

Hosted at In:cubator  
138 Boulevard de la Pétrusse  
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[globalshapersluxembourg.org](http://globalshapersluxembourg.org)

