

BizHack AI Marketing Hackathon



24-26 November 2026 · Budapest · 7 countries · Free of charge · No coding required

Preparing SMEs with practical AI solutions

Do you want AI to work for your business but do not know where to start? Are you looking for solutions to your marketing challenges that require no coding skills? Join an intensive international innovation event in Budapest.

39 companies. 10 marketing challenges. 10 AI-powered solutions. Submit your challenge and be one of the 10 selected.

WHO WE ARE LOOKING FOR

The right person and company

We are looking for **founders, CEOs, senior managers, or marketing specialists** from **SMEs** across 7 Central and Eastern European countries. No restrictions on company size or industry, solo entrepreneurs are equally welcome.

You are a strong fit if:

- You have a real, recurring marketing challenge that costs your business time or money
- Your company already uses basic digital tools such as email, spreadsheets, a CRM, or social media
- You can commit to all 3 days in Budapest
- You have the authority or influence to implement the outcome in your business afterwards
- No technical background required

Each company sends one person. When applying, choose one specific marketing challenge and describe it honestly. It does not need to be formally documented, if it is a recurring problem you deal with manually, that is exactly what we are looking for.

Good examples:

- A company that spends two days every month compiling campaign performance reports manually across multiple platforms
- A business owner who collects customer feedback but has no process for turning it into actionable insights

Eligible countries: Czech Republic, Hungary, Montenegro, North Macedonia, Poland, Serbia, Slovakia

SELECTION PROCESS

How 10 challenges are chosen

Every applicant submits a description of their marketing challenge in the application form. Our expert team reviews all submissions and selects **10 challenges** that are concrete, diverse across industries and countries, and best suited for AI-based solutions. Those 10 become the working briefs at the hackathon.

If your challenge is selected, you will be notified directly and confirmed as a participant. The project covers accommodation, meals, and travel costs within EU distance brackets. Attendance is required for all 3 days.

What happens at the hackathon

1. AI Workshop and MI Showroom

Intro to low-code and no-code AI tools. Prompt engineering training with international AI experts.

2. Marketing Workshop

AI applied to marketing: content, lead scoring, customer communication, analytics, and reporting.

3. Challenge Reveal and Team Formation

The 10 selected challenges are introduced. International teams of 3 to 4 form around shared problem areas.

4. Development and Fire Mentoring

Teams build AI prototypes with expert support. Fire Mentoring gives targeted feedback on scalability and fit.

5. Pitching and Jury Evaluation

Teams present to an international expert jury. Focus: the problem, the AI approach, and SME fit.

EVENT DETAILS

Dates	24 to 26 November 2026
Location	Budapest, Hungary
Duration	3 full days
Language	English
Team size	3 to 4 people
Challenges selected	10 out of all applications
Total participants	39 companies plus jury
Cost	Free of charge

WHAT YOU GET

A working AI prototype built around your actual marketing challenge, ready to test and implement in your business immediately after the event.

Hands-on AI skills from international AI and marketing experts. Training covers prompt engineering, no-code automation tools, and practical use cases for SMEs.

AI Tool Catalogue a curated catalogue of low-code and no-code AI solutions for SME marketing.

International network of peers, mentors, and AI specialists from 7 countries who face similar SME challenges.

Taking part at MeOut Summit - Complementary access to one of the leading startup and tech conferences in Budapest: www.meoutsummit.com

WHAT WE ASK IN THE APPLICATION

- Company name
- Country and industry
- Who will attend
- The marketing challenge
- How do you currently handle it
- What success looks like
- Contact details

HOW TO APPLY

Applications are submitted via an online form. The 10 most suitable challenges are selected by our expert team.

Application deadline: 30th September 2026

Contact person:: Megi Guzja (megi.guzja@meout.org)

Apply: [BizHack AI Hackathon 2026 - Application Form](#)

ORGANISED BY

Startup Szeged (GYEEK Club Egyesület)

Partners: Združenie Maďarských Podnikateľov na Slovensku o.z.(Association of Hungarian Entrepreneurs in Slovakia), Startup Hub Poland, DEX Innovation Centre, ICT Hub Serbia, Észak-Macedón Gazdasági Kamara (Economic Chamber of North Macedonia), Centar za strucno obrazovanje (Center for Vocational Education)