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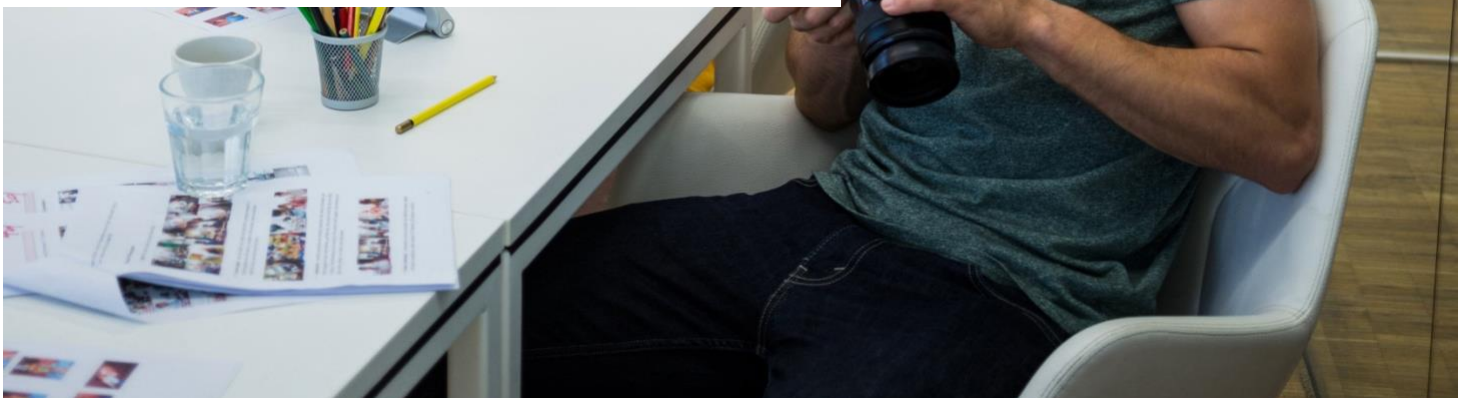


Center for Leadership in the
Future of Work



Human Factor Challenges of GenAI Implementation in Organizations

Business-Academia Hackathon



UZH.ai Hub bundles and facilitates all AI-related initiatives at the University of Zurich. As one of the strategic goals, we want to connect our AI community to industrial partners. For this reason, in 2026, we are organizing a hackathon: “**Human Factor Challenges of GenAI Implementation in Organizations: Business-Academia Hackathon**” on April 8 and 9, 2026, in Zurich. As the name suggests, we would like to concentrate not on the technical challenges but rather on the human side of GenAI implementation. We would like to invite you to collaborate with us and contribute to the discussion on the current implementation challenges of generative AI and mentor students during the Hackathon.

Background

The rapid adoption of generative AI (genAI) presents both immense opportunities and significant challenges for companies navigating digital transformation. Many organizations struggle to identify practical use cases, prototype solutions, and integrate these technologies effectively into existing workflows. Simultaneously, students are eager to apply their academic knowledge to real-world problems, bridging the gap between theory and practice. This hackathon proposes to create a dynamic collision between these two worlds, fostering innovation and forging valuable connections between the next generation of talent and the companies shaping our digital future. The event is initiated by UZH.ai, and supported by the **Digital Society Initiative** of the University of Zurich and the **Center for Leadership in the Future of Work**. In addition, our main strategic partner is the **Data Innovation Alliance**, a community supporting innovative ideas of experts and researchers, enabling the development of new solutions – successful in the market, and accepted by society.

Methods

We will organize an intensive, two-day hackathon event. The process will be as follows:

- **Challenge Submission:** Partner companies from various sectors (e.g., finance, telecommunications, healthcare, pharmaceuticals, etc.) will submit concrete legal and business challenges related to genAI adoption (e.g., AI training, preserving critical thinking, burnout and technostress, automation challenges, personalizing customer service, optimizing document management, compliance, data protection and privacy, transparency, liability issues, risk management, “human-in-the-loop” approaches, etc.)
- **Team Formation:** Interdisciplinary teams of students (from computer science, data science, business, design, law, and social sciences) will be formed around these challenges.
- **The Hackathon:** Over two days, teams will work to develop prototype solutions. The event will be supported by mentors from both academia and industry, who will provide strategic guidance. The hackathon will conclude with team presentations to a jury of academic and industry experts.

What are the participation benefits?

Partnering organizations gain visibility, engage in meaningful academic–industry exchange, receive expert input from leading researchers, generate innovative prototype solutions to pressing GenAI adoption challenges, and connect with highly talented potential future employees.

In addition, companies have the opportunity to directly **accelerate the most promising ideas beyond the hackathon:**

Participation investment: CHF 2,500 (standard tier) or CHF >5,000 (large organizations with 300+ employees)

Post-hackathon development support: For any prototype your company identifies as valuable, you may invest CHF 1,000, which we match with CHF 5,000, enabling the student team to receive CHF 6,000 worth of professional coaching and further development support. In this way, your company benefits from a highly attractive and transparent return on investment. For example, a standard-tier partner investing CHF 3,500 in total receives CHF 6,000 in development support (**~1.7x return**).

For high-tier organizations, the initial investment is **already matched by equivalent coaching value (1:1) for the project**. Additionally, companies investing >5,000 CHF will be advertised on UZH.ai media channels and will be presented as a Principal Partner of the event.

Summary:

- **Two participation tiers:** CHF 2,500 (standard) or CHF >5,000 (if 300+ employees)
- Work with **40–60 interdisciplinary student innovators** on your real GenAI challenges
- Receive **ready-made prototypes** within two days
- Access **expert mentoring** from UZH researchers (Ph.D. and upper level)
- Build an early recruitment pipeline for top talent
- Post-hackathon leverage: if you want to continue with the project, you can invest CHF 1,000 and unlock CHF 6,000 of professional coaching (**6x value**) in return
- Example ROI: Standard tier + 1 project → CHF 3,500 → CHF 6,000 value (**~1.7x return**)
- High tier + 1 project → CHF 6,000 → CHF 6,000 **value (1:1)**, with additional projects generating leveraged returns, a low-cost, low-risk alternative to consulting or internal R&D for piloting GenAI solutions.

Dates

The Hackathon is planned on April 8 and 9, 2026.

Organization and Contact

Project Leads:

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Co-Organization and Support:

Data Innovation Alliance

Digital Society Initiative, University of Zurich

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