

What is Hackathon?

Based on last year's success, we are proud to announce that we will continue our new format: **The Hackathon!**

We invite you to join us remotely for **2 days** where you will get the main case for the first time and start creating your ideas together with your team mates. Don't worry, **no prework** is needed as our experts and coaches will provide you all the insights you need to get creative and analytical. Of course, everything will be **free** of charge and taken care of **for you**!

After fine-tuning your ideas within the Hackathon, you will **all** have the chance to pitch your idea to our jury at the end of day 2.

What happens afterwards? The winning team represents Austria & Germany at the international final! And don't worry, we have a lot surprises planned for all of the participants along the way!

We still haven't convinced you yet? Then continue reading.

test and learn with us.

Takes only **2 days** of your time.

get business insights.

exchange with top managers.

build useful connections.

master practical skills.

dive into L'Oréal.

pitch like a pro.

What's in it for you?

make your **first step** towards an **internship** or **direct entry** at L'Oréal

Solve a real business case.

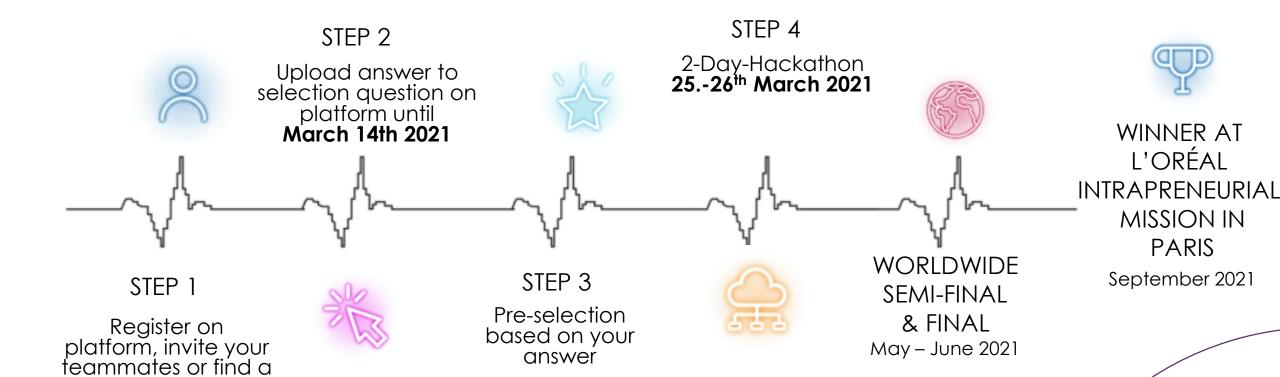
gain dedicated mentorship.

no pre-work needed.

win 3-month work experience at Station F in Paris.

get a real and practical understanding of our business.

BRANDSTORM #AT&GER TIMELINE



answer

team on the platform until March 7th 2021