

Press release
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Helsinki, Finland

Ultrahack MyData hackathon launches: Best Ultrahack teams get to compete for one million Euros in investments

Ultrahack 2016, launched in the beginning of June, invites participants to compete for more than 1 million euro investment prize and other significant prizes. The investments will be awarded by Nestholma in cooperation with Ultrahack, surpassing previous investments in hackathons in Finland. MyData is one horizontal theme in the whole Ultrahack tournament.

The Personal Data focused **Ultrahack MyData** -event will be organized in conjunction with the international **MyData 2016 -conference** in Helsinki on Aug 30th – Sep 2nd. Teams behind the best MyData -concepts and applications can continue to the **Ultrahack finals** which will be held between 25th and 27th of November, just before **Slush**, the biggest startup event in Europe.

Ultrahack is an international innovation contest and hackathon tournament in which student teams, hackers, entrepreneurs, start-ups and corporations solve up-to-date challenges with the newest technologies. This cooperation fosters new innovations with business potential and economic growth, which also makes it attractive for investors.

Challenges

The Ultrahack challenges that were announced at Arctic15 include challenges in the **public services** (the Finnish National Architecture for Digital Services) , **smart retail** (S-Group) and **fintech** (OP Bank). All of these domains are heavily relevant for the MyData movement.

New challenges from partners will be announced along the summer!

More information:

<http://mydata2016.org/ultrahack>

<http://www.ultrahack.org>

Twitter: [@mydata2016](https://twitter.com/mydata2016)

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