

MILANO FINANZA & CLASS EDITORI | SOFTLAB | GOOGLE

Hackathon

*Where artificial intelligence meets
news, data and finance*

 28 September 2026

 Google Arena, Milan

MILANO
FINANZA

*Class*editori

 Softlab

Google

Where and when

A day at Google's Milan campus to design the future of financial information



DATE

28 September 2026



TIME

9:00 – 18:00



VENUE

Google Arena, Milan - Isola



PARTICIPANTS

Up to 50 university students



Google provides the **venue, technical infrastructure and professional tutors** who will support the teams throughout the day



Welcome coffee · light lunch · coffee break · closing aperitivo



Academic credits: possible recognition for those who also attend the preparatory webinars (to be confirmed with each degree programme).



Google Arena, Milan — the city's technology hub hosts the Hackathon

The Hackathon themes

Two challenges, one goal: reinventing the way financial information reaches people.



CHALLENGE 1

The future of news

How will we read the news a few years from now? Teams will have to imagine **how the news sites of the future will be experienced**: editorial experiences that adapt to the reader, embed generative AI in how content is produced and consumed, and restore trust and clarity in an increasingly fragmented media landscape.

What you could design: new personalised reading formats, new graphic interfaces, new ways of interacting.



CHALLENGE 2

News and financial data, together

Every day the news moves the markets, yet financial data and news are rarely read together. The challenge: **what value can be unlocked by combining news and market data**? It takes models, dashboards or tools able to turn information into useful signals for investors, companies and readers.

What you could design: how to use AI to embed news into decision-support tools for investors



The full brief for each challenge will be presented on the morning of the event.

Rules and participation

Everything you need to know before applying



Who can take part

Open to university students with a background in data science, quantitative methods for economics and finance, engineering, finance and management, design, computer science. Submitted CVs will go through a selection process.



Registration

On your own, as an individual student, or already organised as a team, via a registration form.



Interdisciplinary teams

The organisers may reshuffle the groups to balance skills: data scientists, designers, developers and economics and finance profiles.



Maximum number

8-10 teams working at the same time throughout the day.



Selection

By application and CV submission, handled by the organising committee of Milano Finanza, Class Editori and Softlab.



Final pitch

In the afternoon each team will present its project to the jury.

Prizes and opportunities

More than a contest: a real accelerator for your career.



WINNING TEAM

Interview for an internship at Milano Finanza / Class Editori or at Softlab



Runner-up

Dedicated mentorship path with industry professionals



All participants

Official certificate of participation, to add to your CV

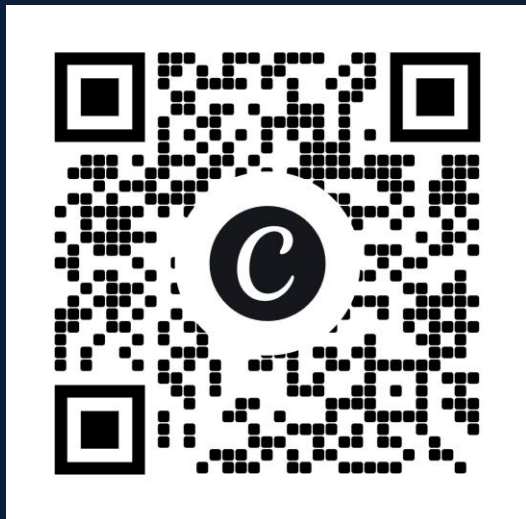


Academic credits

If confirmed by your degree programme

Contacts and registration

Places are limited: apply now.



Scan the QR code or use the link to apply
and upload your CV

<https://forms.gle/7gz1mGnBvJoTayjr5>



Registration deadline: 20 September 2026



Contacts: · mfgpt.team@class.it - comunicazione@soft.it



Privacy: the data collected through the form will be processed solely for the selection and organisation of the Hackathon, in compliance with the GDPR.

FOLLOW THE UPDATES ON OUR CHANNELS



[@milanofinanza.classcnbc](https://www.instagram.com/milanofinanza.classcnbc)



[Milano Finanza](#)
[Softlab S.p.A.](#)



www.milanofinanza.it/
www.mfgpt.milanofinanza.it/
www.soft.it/softlab-spa/

MILANO
FINANZA

Classeditori

Softlab

Google