



EUROPEAN YOUTH AWARD

ICNM - International Center for New Media
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Novi Sad, June 28, 2019

Young Serbian hackers help the paralysed and win trip to China

Fifty digital talents from seven nations met for a 48hours coding marathon in Novi Sad to create digital applications that improve healthcare. The two winners are a virtual reality eye tracking application and a smart medicine box – they're invited to join international events in Graz and Shanghai.

*"We saw a possibility to really change the lives of people, because this eye tracking technology was not really available a couple of years ago." explains **Petar Bojanic** why the new virtual reality application is going to improve the lives of people with full body paralysis. **Marko Savkovic** of HTC explains the decision by a jury of experts: "We were impressed by the solution they created overnight and feel that they could represent Serbia in a proper way at the global hackathon in China! We are even going to lend the eye tracking equipment to the team, to support them in their development."*

Three of the team members will be invited to join the global VR hackathon conducted by VRCORE in Shanghai, while the winning project Medox won an invitation to the EYA Festival in Graz, Austria as well as tickets to the EXIT Festival, next week!

*"When my grandfather was taken to hospital because he had taken his pills too late, I realized that many people have the same problem and that actually this can be solved. Our Smart Medicine Box reminds people to take their medicine in time and it can even notify relatives or healthcare nurses if a pill was taken at the wrong time. We hope to help a lot of people with Medox. The main feature of this device is their connection with the service platform on the web. The doctor and the pharmacist set up a pill box that would remind a patient when to take the pill, which pill to take and in which cell the pill is." **Vanja Stanic** explains how their team came up with the idea to develop a connected smart device and sums up their motivation: "We don't think that we can change the whole world, but that we could change one person's world."*

Jovana Joksimovic of the Belgrad lawfirm Stanic and Partners speaks for the jury when she says: *"We decided for Medox on the following reasons – the best pitch, it really helps a lot of people to get their medicine in time and has a good marketing potential."*

Before the coding and developing started, inspiration was provided by social innovation keynote speakers like **Damjan Damnjanovic**, a co-founder of the Health Tech Lab Belgrade, who also supported the participants as a coach: *"I have seen many inspiring ideas in this event, these new applications of VR are going to have an impact on the healthcare system. Many things have become possible because of the development of streaming and the 5G standards, that only a couple of years ago were unthinkable."*

The winning team was awarded during the OPENSocialLab international social innovation and will now submit their project to the European Youth Award (EYA) to become part of the European community of purpose driven entrepreneurs. Furthermore the team members are invited to the global VR hackathon conducted by VRCORE in Shanghai.

EYA is conducted by





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"It was important for us to co-organise the Social VR Hackathon to support the creativity and international networking of young people. Great ideas have been brought to reality in these three days. At the OPENSocialLab, the social innovation conference, many established players in the field have connected in Novi Sad!" **Katharina Zivanovic** explains why OPENS2019 invited EYA to conduct the social hackathon at the European Youth Capital.

"The intention of EYA is to motivate and connect young purpose driven entrepreneurs, who care about the positive social impact of their products. This is exactly what I see happening in this social hackathon. I want to thank our partner OPENS2019 and our sponsors for their vital support!" explains **Prof. Dr. Peter A. Bruck**, PhD founder of EYA, why the initiative conducts social hackathons in many places all over Europe.

The next possibilities to connect with the European community of purpose driven digital entrepreneurs is the Social Innovation Weekend in Sarajevo from September 19–22, 2019!

Learn more about the projects developed during SHack Novi Sad:
<https://eu-youthaward.org/shack-novi-sad-2019-over/>

Find Video Statements of Jovana Joksimovic & Marko Savkovic plus event photos:
<https://www.dropbox.com/sh/xu65a0rth7j0fml/AADefmDASVj8JDghB4TWMIXza?dl=0>

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Next event: Social Innovation Weekend from September 19–22, 2019

Apply online for the EYA contest until July 15, 2019

Website: eu-youthaward.org

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