

JUNE 2026 // AI MONTH

# AI Insurance Hackathon {Ethniki Insurance + Microsoft}

**30/6-2/7**

## What it is

The AI Insurance Hackathon is a **three-day collaborative event between Ethniki Insurance and Microsoft to build Proof-of-Concept (PoC) AI solutions for real insurance use cases by teams of young talent.**

The ultimate goal is for each team to present at the end:

- a **functional demo** in **Microsoft Copilot Studio and/or Foundry** of the solution
- a **pitch deck** that highlights its value for the insurance industry.

The structure is designed to provide **support and training on AI tools from Microsoft**, giving ample time for team development and strong support through **mentoring also from Ethniki Insurance**, and concludes with a final day featuring a results showcase & evaluation by judges from Ethniki Insurance and Microsoft with **an awards ceremony.**

## Who it is for

Anyone who wants to learn how business challenges are solved with AI and to gain expertise in Microsoft's AI tools.

Regardless of experience in programming, AI skills or relevant prior training, but with enthusiasm for artificial intelligence.

We welcome both technical and humanities backgrounds, as we know that the best teams come from different disciplines.

Participation is open **exclusively to individuals**, outside of any business activity, for the purpose of education and professional training. Places are **limited and a strict order of priority will be applied** based on availability.



# Topics

## **A. Next-Gen Personalized Insurance**

Challenge: Young customers see insurance as generic, complex and not personalized to their needs.

Goal: An AI-powered experience that understands the customer's lifestyle, recommends personalized products, dynamically adapts to life changes and leverages Microsoft Copilot for communication & recommendations.

## **B. Insurance for Gen Z**

Challenge: How do we make insurance relevant for ages 25–30?

Goal: micro-insurance, subscription models, gamification, mobile-first experience, TikTok/Instagram engagement ideas.

## **C. AI Personal Insurance Advisor**

Challenge: A Copilot that explains insurance products simply and in a personalized way.

Goal: conversational AI, customer profile understanding, recommendation engine, simplified insurance language.

## **D. AI Prevention is the best cure**

Challenge: How does insurance help you avoid the problem before it happens?

Goal: health nudges, driving behavior insights, smart home alerts, preventive AI notifications.

## 5+1 reasons to take part

### 1. Hands-on experience with Microsoft's AI tools

Hands-on development of solutions in Copilot Studio and Foundry, producing a functional PoC.

### 2. Training & mentoring from experts

Guidance from Microsoft on the AI tools and from Ethniki Insurance on the insurance industry.

### 3. Get to know the insurance industry up close

Solve authentic business challenges with direct impact.

### 4. Networking in interdisciplinary teams

Collaborate with new talent from technical and humanities backgrounds.

### 5. Awards & recognition

Evaluation and awards by judges from Ethniki Insurance and Microsoft.

### +1 A complete project for your portfolio

You leave with a demo and a pitch deck that highlight the value of your solution.

# When and where

## Venue

 Glass Hall

**Ethniki Insurance Conference Center**

103 Andrea Syngrou Avenue,  
117 45 Athens

## Dates

| Day       | Date         | Time        |
|-----------|--------------|-------------|
| Tuesday   | 30 June 2026 | 10:00–18:00 |
| Wednesday | 1 July 2026  | 10:00–18:00 |
| Thursday  | 2 July 2026  | 10:00–16:30 |

# How to register

## Register here

AI INSURANCE HACKATHON  
{Ethniki Insurance + Microsoft}  
Registration form – Fill in form



Or scan with your  
phone.

# Thank you.