Day 2 - Hackathon challenges

STAGE I: ANALYSIS

1. **Know your portfolio**
   15 min | Easy
2. **Classify and cluster**
   20 min | Medium
3. **Gaps and transfer candidates**
   20 min | Medium

STAGE II: DRAFTING THE CALL

4. **Learn from good calls**
   20 min | Easy
5. **Draft the call**
   20 min | Medium
6. **Review and design**
   20 min | Advanced

STAGE III: LAUNCHING THE CAMPAIGN

7. **Draft a persona profile**
   20 min | Easy–Medium
8. **Efficient action plan**
   30 min | Easy–Medium
9. **Call promo strategy in Notion**
   60 min | Advanced