

Tech meets entrepreneurship: the coding school 42 Switzerland comes to St.Gallen

How can entrepreneurial ideas and technological excellence come together effectively in interdisciplinary teams? This is the central question of a joint hackathon hosted by 42 Switzerland and HSG Entrepreneurship, taking place from May 14 to 16, 2024 in St. Gallen.

Six selected start-ups from the HSG incubator will team up with 15 tech talents from 42 Lausanne and Zurich. Over the course of three days, they will co-develop digital prototypes and explore new forms of collaboration – with the goal of learning from each other and growing together.

A Pilot Project for the Future

“This hackathon is more than just a creative format – it’s a proof of concept for a potential long-term partnership between HSG Entrepreneurship and 42 Switzerland,” explains Cristina Bucher, Director of 42 Zurich. “If this experiment is successful, it could eventually lead to the establishment of a dedicated 42 Campus in St. Gallen for start-ups.”

The focus is not on competition or end products, but rather on teamwork, diversity of perspectives, and real-world application. Participants bring different methodological approaches – from entrepreneurial thinking to technical implementation – and complement each other in agile teams.

An Experiment with Vision

The hackathon serves as a pilot initiative to evaluate the potential of a sustained collaboration – with the vision of positioning St. Gallen as a hub for hands-on tech education and entrepreneurship.

The results will feed directly into 42 Switzerland’s strategic development. “Our goal is to locally anchor the bridge between education, innovation, and start-up ecosystems – and St. Gallen would be the perfect place for that,” adds Bucher.

About 42 Switzerland

42 Switzerland is a private, non-profit tech education initiative with no formal entry requirements. Training is based on peer-to-peer learning and real-world projects. The first campus in Lausanne already counts over 750 students. The Zurich campus is set to open in 2026.

About HSG Entrepreneurship

The [HSG Entrepreneurship](#) programme introduces the university community to the many facets of entrepreneurship and promotes technology-oriented and knowledge-intensive startup and innovation projects. Our students, researchers and employees receive support in a variety of ways: through relevant courses, student initiatives or very specific offers from our entrepreneurship centre at the HSG.

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