



Overall: PlayLab is a unique 8-week program within our internship, where you'll collaborate with Microsoft to develop innovative digital products. Experience a full project lifecycle, tackle real challenges, and accelerate your growth

Core Program:

- **Name:** PlayLab (24 March – 23 June)
- **Kick-off Date:** 24 March 2025
- **End Date:** 23 June 2025
- **Duration:** 8 weeks
- **Part of:** 6-month internship program
- **Type:** Innovation Challenge
- **Organizer:** Tiger Tribe (HEINEKEN)
- **Partner:** Microsoft

Participants:

- Teams of 5 interns
- Young talents

Focus Areas:

- Digital Products
- Artificial Intelligence (AI)
- Customer/Consumer Experiences

Key Activities:

- Prototyping and building (creating Proof of Concepts - POCs)
- Teamwork and collaboration
- Solving real-world business challenges from HEINEKEN
- Project lifecycle: Briefing to pitching

Goals/Outcomes:

- Accelerated professional growth for interns
- Winning team receives a trip to Singapore for the awards ceremony at Microsoft's Experience Center.

Key Themes:

- Creativity and innovation
- Practical application of technology
- Real-world problem-solving
- Intense, fast-paced learning

Essentially, PlayLab is a program designed to give interns a high-intensity, hands-on experience in developing innovative digital solutions for real business problems, with the potential for significant rewards.