



Innovate our customer experience!

Win a visit to our specialists in Älmhult

Are you a master's student in design, tech, or business?

Come build with us! Two days in Delft, real IKEA cases and a prototype by the end.

Apply by 13 May 2026. Teams of 4–6 (or solo—we'll match you). We're hosting in total 8 student teams.

[Sign up here!](#)

We're trying to make the IKEA customer journey smoother with AI – from “I need inspiration” to “it's in my living room.” Bring your curiosity, your laptop, and your best “what if...?”

Your mission

You will work on a real IKEA case (connected to our customer journey) and build a prototype that with AI improves our customer experience. Keep it simple, make it real.

- Would customers actually want this?
- Does it make sense for the business?
- Could it be built and operated?

What's in it for you

- 4 short webinars to get you warmed up.
- 2 days of hacking in our Delft store office, backed by IKEA experts.
- An IKEA business coach on your case.
- Pitch to an international IKEA jury and win!



The prizes (yes, it's good)

The winning team gets a hosted visit to our IKEA digital teams and labs in **Älmhult** and **Malmö**. (IKEA Museum + IKEA Hotel included).
For runner-up teams we have some prizes too.



Good to know

- **When:** 27 May 2026, 08:00–19:45 and 28 May 2026, 08:00–17:45.
- **Where:** Inter IKEA Systems international office, at the IKEA Delft store.
- **Who:** Master's students, teams of 4–6 (or solo – we'll match you)
- **Food:** Breakfast, lunch, fika (coffee and snacks) and dinner on the 27th.

Do I need to be a coding wizard?

Nope. If you can learn fast and prototype, you're good. AI tools help a lot –and we will be there to support you.

Want in? Apply by 13 May 2026 and tell us if you're solo or already a team.

Questions? Please feel free to send an email to mees.baas@inter.ikea.com

[Sign up here!](#)