HACKATHON

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WHAT IS A HACKATHON?

HOW TO ORGANIZE A HACKATHON?

ONLINE HACKATHON TOOLS
We live in a very complex world
What is Hackathon?

Hackathon is an event gathering various **programmers, designers, businessmen** and other domain experts together to **intensively** collaborate on a project.
Hackaton Elements

1) Challenge
2) Idea Pitching
3) Team formation
4) Team mentoring
5) Coffee Breaks
6) Concept presentations
7) Final presentations and Jury decision.
8) Winners
1. DEFINING CHALLENGES
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- Organizer defines the challenge.
- Organizer: company, government, NGO, Hospital,
- Challenges must be clearly defined (!!!).
- Pre-Events are recommended for Idea generation.
- Meetings with Challenge owner before the event are recommended.
- (!!!!) Deciding on hackathon format and duration.
2. IDEA PITCHING
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◦ Anyone is invited to the stage to pitch the idea.
◦ Limited time for Pitching – max 2min.
◦ Every pitched idea is written on the Big Poster.
◦ Pitcher is defining needed experts for the team (coder, marketer, analyst, etc.).
◦ Any idea is good, no discussion, no questions.
3. TEAM FORMATION
3. Team Formation (Market)

◦ Everyone move to a large hall.
◦ Idea owner put up their posters on table or wall.
◦ Participants move around and talk to idea owner.
◦ Participants leave their VOTES with team they want to join.
◦ Ideas who do not at least 3 participants are canceled.
◦ Participants can change their Team Allocations.
4. TEAM FORMATION
4. Team Mentoring

- Teams reallocated to individual rooms (tables).
- Mentors are selected and invited before the event.
- Mentors can have different background but are interested to help teams with their experience.
- At opening Mentors are presented to all Participants.
- Teams can choose Mentors or Mentors choose Teams.
- Mentors do not have to be always with teams.
5. BREAKS
5. Coffee / Food breaks

- Need a lot of Food.
- Need a lot of coffee and drinks.
- Food and drinks available all the time (48h).
- Afterparty is recommended.
6. PRESENTATIONS
6. Interim presentations

- Team representatives meet mentors to report progress and practice Final Pitching.
- Interim presentations every 4-6 hours.
- Mentors (Judges) asking questions, giving advice on presentations.
- Teams can see progress of other teams.
7. FINAL PITCH
7. Final pitching

- 3-8min pitching.
- Presentations and demonstration are welcomed.
- One team member presenting the solution, other can be around.
- After presentation, Jury is asking questions
- All participants are present.
- After all the presentations Jury take a decision.
8. WINNERS
8. Closing session and winners

◦ Several prizes are needed (best business model, most innovative, most funny, etc.).
◦ Partner prizes – mentoring hours, incubation possibilities, further technical support.
◦ Money prize – small (max 5000 eur), travel to international events, seed investments.
◦ Goodies – t-shirts, cups, hoodies, etc.
ORGANIZING A HACKATHON

01 Define Core Information
02 Select Venue
03 Create a Team
04 Establish Alignment
05 Create a Detailed Agenda
06 Prepare Marketing Plan
07 Open Registrations
08 Prepare for Hackathon
09 Carry Out On-Site Preparations
10 The Hackathon
11 Capture Outcomes and Feedback
12 Follow-Up
1 – PURPOSE
1. Describe the context of the hackathon - Why is it necessary?
2. Define the hackathon objectives.
3. Define the hackathon theme.
4. Define the hackathon criteria of success.
5. Describe the steps following the hackathon.

2 – PRODUCTS
1. Describe the hackathon deliverables and the expected results by stage.
2. Describe how you will manage intellectual property.

3 – PARTICIPANTS
1. Describe the profile and number of participants, and how you will select them.
2. Define the jury.
3. Define the mentors.
4. Define the project team.

4 – PROCESS
1. Describe the main steps.
2. Prepare a retroplanning.
3. Define voting modalities.
4. Define the process and selection criteria for each stage of the hackathon.
5. Determine awards for winners.
6. Set the rules of the hackathon.

5 – PREPARATIONS
1. Describe how you will support Participants, Jury and Mentors.
2. Describe how you will communicate about the event both internally and externally.
3. Describe how you will facilitate each step.

6 - PRACTICAL
1. Prepare the website for the registration of participants.
2. Choose the video-conferencing and team collaboration tool (slack, microsoft teams, etc).
3. Choose a hackathon platform (devpost, aigorize, hackfest, etc).
4. If you have no budget for an online platform, Microsoft teams + online whiteboard (i.e. Miro) can be a good option.
5. Test technology.

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