Participant Info Pack
contact: hacklbs21@gmail.com

1. Schedule

(all the scheduled sessions are GMT time)

Friday		
Time	**Duration**	**Event**
7:00 PM	30min	How to form good team and best hackathon practices
7:30 PM	4 x 5min	Networking Session - Breakout rooms
7:50 PM	20 min	Q&A Session

Saturday		
Time	**Length**	**Event**
9:00 AM	1 h	Kick-off by Entrepreneurship Club & Introduction from partners - Hackathons UK

		/ MLH / BCG
10:00 AM	/	Release the Google Form for the team creation
10:00 AM	/	**START OF HACKATHON**
1:00 PM	30 min	Mini game - Slideshow Karaoke
4:00 PM	30 min	Mini game - MLH's Hackers Hangout (Networking activity)

Sunday		
Time	**Length**	**Event**
9:00 AM	15min	Day 2 Kick-off
9:15 AM	/	**HACKATHON CONTINUES**
12:00 AM	30min	Info session: Criteria for the submission/ how to make a professional video
1:00pm	30 min	Mini Game - UK Hackathons Pictionary
5:00 PM	/	**END OF HACKATHON/ Submission deadline**

2. Challenges

a. Main Challenges (total cash prize of 3k and coffee chat with BCG DV)

👩 **Empowering Women - FemTech Startup Challenge - PRIZE 1 000 k**
Want to be the torch bearer of Women empowerment?
Build a solution for day to day problems faced by women or envision a path breaking innovation to empower women.

🌱 **Build a Better World - Sustainability Challenge - PRIZE 1 000 k**
Are you passionate about building a better world? Build a solution to achieve one or more UN Sustainable Development goals.

💰 **Hackers Paradise - Open Challenge - PRIZE 1 000k**
Follow your passion!
Build a solution for the problem you are passionate and driven to solve, be creative and bring disruption.

b. Our partners' mini-hacks and awards

EchoAR - Build the best AR/VR application using the echoAR platform -
For FREE access to use platform here:
https://console.echoar.xyz/#/auth/register-hackathon?code=HackLBS

PRIZES:
1. A $50 Amazon gift card (per team);
2. 3-month free Business Tier access (per team member); and
3. Selected projects will be featured on our "Inspiration" page
Participants MUST use the echoAR platform as part of their project to be eligible for a reward.

For any questions:
echoAR documentation: https://docs.echoar.xyz/
echoAR Slack support channel: https://go.echoar.xyz/join
echoAR GitHub page:https://github.com/echoARxyz

Best use of DataStax Astra Award

Apache Cassandra is one of the most widely used database technologies in modern computing with a proven track record of scalability. Just ask Apple, Netflix and eBay. Build a hack using DataStax Astra's Cassandra-made-easy service and gain in-demand skills along with a chance to win Blue Snowball Microphones for you and your whole team. It's easy to sign up with 5GB free and no credit card needed. Start becoming a Cassandra expert today!

Best Hardware Hack Sponsored by Digi-Key Award

Using your preferred hardware or hardware emulator, build a hack for your chance to win a Grove Beginner Kit, with embedded Arduino Uno compatible board and 10 pre-wired modules. We select two winning teams for this category and each winning team member will receive a prize!

Best use of Google Cloud Award

Build your hackathon project with a suite of secure storage, powerful compute, and integrated data analytics products provided by Google Cloud. See full list of products here: g.co/cloud. Each winning team member will receive a Google Branded Parkland Academy Backpack.

Best Domain Name from Domain.com Award

Register a .tech, .space, or .online domain name using Domain.com during the weekend. Each team may submit one entry per person on the team. Each winning team member will receive a PowerSquare Qi Wireless Phone Charger and Domain.com Backpack.

Best Domain Name from GoDaddy Registry Award

GoDaddy Registry is giving you everything you need to be the best hacker no matter where you are. Register your domain name with GoDaddy Registry for a chance to

win a Hack from Home Kit! Each Kit contains wireless earbuds, blue light glasses, selfie ring light and a pouch for easy transport.

3. Joining the hackathon

Who can take part?

Any students of a UK university can take part

How to sign up as a participant?
- Register through our website https://hacklbs.org and click on "Register".
- Register as a participant on our Devpost Page. This platform will help us to manage submissions. Ensure that you complete your profile, as that will allow other team members to find you.
- Once accepted, join our Slack channel, which will be shared with you in the confirmation email. This platform is where you can connect and communicate with other participants, ask questions to the organising team, and where we will be sharing all important updates during the weekend. You can contact mentors and technical support on our Slack channel.

4. Finding a Team

How many people should be in a team?

Team size of 3 - 4 people

How can I find a team?

You can sign up with friends or colleagues as an existing team, or you can find others to connect with and form a team for the hackathon. We opened a Slack section on our channel for that purpose, which will be available for you from the 22nd Feb.

Here are several ways to help you find a team:
- Introduce yourself on **Slack** (in the *team-formation* channel) to let other participants know about you, your interests, your skills, if you have an idea, and if you are looking for a team.
- On **Devpost,** you can see the profile of other people who have signed up too. Reach out to people on Slack who want to work on the same challenge as you and have complementary skills.
- Join the **Networking Session** on *Friday at 7pm*

5. How does a *virtual* Hackathon work?

We are using a mix of digital tools throughout the hackathon:
- **Slack** for communications
- **Google Docs** to share information & resources
- **Zoom** for online events
- **Devpost** for project submissions

a. <u>Zoom</u>

We will be using Zoom for activities, workshops and announcements. Links to all Zoom sessions can be found in this document in "Summary of Links".

b. <u>Slack</u>

All participants of the hackathon, including mentors and partners, are invited to our HackLBS2021 Slack channel.

Sign up to Slack using the following format:
- For participants: Use first name (or name you preferred to be called) and last name.
- For mentors: Please have a user name of the following format: MENT - First name Surname
- For Hackathon organisers and moderators: Please have ORG - First name Surname

Please connect on Slack:

Please only introduce yourself in the **-team-formation** channel only to avoid chat messiness. Please use the reply function to reply to messages, so that the threads are clear. Announcements will be made on Slack in the -**announcements channel.**
Questions will be answered in the **-random** channel.This channel will be moderated from 9am-6pm on Saturday and Sunday.

For questions about your solution you can: (1) Book a time slot with your team on Sat or Sun,(ii) ask help in the **-mentors-advice** channel on Slack

c. __DevPost__

Register as a participant on Devpost

Participants should register on Devpost to be able to submit their project as a team by the end of the weekend.

d. __Support & Guidance__

We have provided a range of support to help you and your team, including:
- Get advice from a **mentor** on your theme, or topics like finance, campaigning, marketing, etc by booking a slot on the **Mentor Booking Sheet**
- **Slack:** make use of our Slack to ask questions on the appropriate channel
- All-day **support on Zoom**: https://zoom.us/j/96634259588?pwd=d2FqeGRwakVBeDhIbmh0d3NDbnhJdz09 Passcode: 2CyDQh

6. Mentors

How can I get advice on my solution from a mentor?

Go on the **Mentor Booking Sheet** here and follow the instructions on the "Participants READ ME" tab.

7. Summary of links

Website: https://hacklbs.org
Devpost page: https://app.slack.com/client/T01JJEXNZM1/C01JQDQCFSQ/details/pins
Slack:https://join.slack.com/t/lbshack2021/shared_invite/zt-mo6rk2jn-pwX9kiIjxihBHyrzzXZPyw

Online Events

All online events will take place on Zoom

- **Friday 7-8.20pm**: **Networking and Q&A session**

Join Zoom Meeting
https://london-edu-student.zoom.us/j/91035921754?pwd=UnF6UzdkbVVmdnV6SWxHcjRBVUVHQT09
Meeting ID: 910 3592 1754
Passcode: 192530

- **Saturday**

All-day support
Join Zoom Meeting
https://zoom.us/j/96634259588?pwd=d2FqeGRwakVBeDhIbmh0d3NDbnhJdz09
Passcode: 2CyDQh

1.00pm - UK Hackathon - game/ MLH game

Link:https://london-edu-student.zoom.us/j/94386226462?pwd=cy84ZVRyaDJDaWZYdTd3MnBlNjF3QT09
Passcode: 077278

4 PM: Workshop - Build & deploy your first website

https://london-edu-student.zoom.us/j/92401790049?pwd=d3R6Y1FCWWJVMzlMZWJCbkxJbUZyUT09

Passcode: 797157

- **Sunday:** 2nd Day of Hack

9.00am - HackLBS DAY 2 Kick off

Link:
https://london-edu-student.zoom.us/j/92688577759?pwd=RWhhNG9BVGJnK01IV3d6dzhnR0Za
UT09
Passcode: 099050

12:00 PM - HackLBS: Video creation/ submission workshop
Link:
https://london-edu-student.zoom.us/j/98335784311?pwd=dXNub09CeG1VbndMZkNPcG05d20z
QT09
Passcode: 442189

1pm - UK Hackathon mini-game Pictionary
Link:
https://london-edu-student.zoom.us/j/98467064698?pwd=R05RMjFTTTM5ekg5RVBuZ1JGQ1Fl
Zz09
Passcode: 875615

- **Monday 6.00-pm**: Winners Announcement

5pm - Winners announcement
Link:https://london-edu-student.zoom.us/j/94537144834?pwd=RzF4ODFaNCt4KzRwUHJZZDlr
VEVKdz09
Passcode: 077409

8. Resources & Tools to Hack

Here are some tools to help you communicate, manage, collaborate and design your project.
You do not have to use them but recommend you using those ones or others not listed to
support you during this hackathon.

Tools to communicate with your team
- **Google Meet** https://meet.google.com/
  **Free video meeting for up to 100p. Requires one organiser with a Google
  account.**
- **Zoom** https://zoom.us/
- **Whereby** https://whereby.com/
Video meeting & screen sharing for groups up to 4 people.
- **Talky** https://talky.io
Simple video chat and screen sharing for groups up to 6 people

Tools to for project management

- **Google Docs** https://docs.google.com
- **Trello** https://trello.com
- **Asana** https://asana.com/

Tools to ideate in collaboration

- **Google Jamboard** https://jamboard.google.com

Simple interactive digital whiteboard

- **Mural** https://www.mural.co
  Digital workspace for visual collaboration
- **Miro** https://miro.com/

Free Online Collaborative Whiteboard Platform

Tools to create a presentation

- **Google Slides** templates https://docs.google.com/presentation
- **Canva** https://www.canva.com/presentations/templates/
- **Epidemic sound** https://www.epidemicsound.com/ (Free music for the pitch)
- **Audacity** https://www.audacityteam.org/download/ (Free digital audio editor for noise cancellation)

Tools to prototype a website

- **Carrd** https://carrd.co (free with a .carrd.co subdomain)

Simple, free, fully responsive one-page sites for pretty much anything.

- **Softr** https://www.softr.io (free with a .softr.io subdomain)

Tools to prototype an app

- **Paper** Prototype
  - Free Printable iPhone 7 Templates
  - Free Printable Google Pixel Template
- Digital prototype
  - **Glide** https://www.glideapps.com
  - **Design Sprint Kit** - https://designsprintkit.withgoogle.com/ (UX/ UI & Wireframing)
  - Create an app from a Google Sheet in minutes
- **Figma** https://www.figma.com

Additional tools for UI design:

- **Coolors** https://coolors.co/ (colors scheme generator in HEX,RGB, etc.)
- **Namecheap** https://www.namecheap.com/logo-maker/app/new (Logo ideas creator)
- **Dribbble** https://dribbble.com/search/playlist%20tool%20app (App inspiration layouts)

9. Method for a Smooth and Successful Hack

How to ideate

- A guide to ideation techniques in Design Thinking (12' read) by CareerFoundry

The Design Thinking Process (source: Build Back Better Hackathon)

1. **Empathise**: For whom are you creating solutions? Empathy is crucial to a human-centered design process such as design thinking because it allows you to set aside your own assumptions about the world and gain real insight into users and their needs. Seek to gain a deep understanding of the problem you're trying to solve through the lens of the stakeholders you want to benefit.
   -      Consider   Extreme   vs   Mainstream   stakeholders: https://www.designkit.org/methods/extremes-and-mainstreams
   - Research: https://www.designkit.org/methods/secondary-research
   - Determine which stakeholders you want to focus on and develop personas for them, find people and/or experts who represent those personas, and interview them to challenge and/or confirm your assumptions, better understand what their real challenges are, and potentially uncover opportunities for intervention.

2. **Define**: Sift through the information you've gathered, analyze your observations, and synthesize them into a purpose statement to properly frame the core problem you will address and how you will approach it. You can use the Impact Ladder Worksheet to create a Logic Model; use the Purpose Wheel to guide your value proposition; or simply fill in the blanks: "We aim to [impact you want to create] by [approach you will pursue] for the good of [stakeholders/beneficiary]."

3. **Ideate**: Now, unleash your creativity! The information and insights you gathered from the first two phases provide guideposts for you to start thinking "outside the box": Through the lens of your purpose statement, brainstorm alternative ways to solve the problem for your stakeholders, refine your strongest ideas, and identify which solution is the most feasible and potentially viable to pursue.

4. **Prototype**: It's time to bring your idea to life. This is an experimental phase, so don't let perfection get in the way of progress: Create a quick, scaled-down version of the solution with the minimum features that will enable you to get real feedback from

stakeholders. You want to see how they use your prototype, so you can use your observations and their feedback to improve your solution.

5. **Test**: While this seems like the last step in the process, consider this more of a mode that you will continuously return to as you iterate and improve your solution. The closer your solution gets to product-market fit, you can develop a roadmap for its ongoing development, sustainability strategy, and scalability.

10. Submission Steps

For your submission to be considered, your team should submit your project through Devpost and follow the following instructions:

1) Build and submit your prototype on Devpost
You need to show proof of a prototype for this hackathon. The prototype can be anything you want it to be, as long as it succeeds in showing what your product goal is (e.g. design, clickable prototype, video of an app on a simulator). To show proof of your prototype, you must upload it on Devpost with a separate link to your pitch. Please also add proof of coding if you have coding.

We accept:
- **Link to your prototype** (e.g. Link to your website/app, link to your Figma workspace)
- **File of your prototype** (e.g. PDF, JPEG etc)
- If the above is not possible you can upload a demo video - without speaking - of your prototype (1min max); however, it is not recommended.

2) Submit a link of a 2-3-min video pitch of your solution on Devpost. Please upload your pitch video on Youtube and make sure you save the *Visibility* to "Public". Copy the link of the Youtube video and share it on Devpost when submitting your project. We will only accept a Youtube link of your video

You can decide to include visuals or proof of your prototype in your pitch (not mandatory, but recommended), but you must upload your prototype separately. The pitch submission requires to have at least one of your team members to speak about your product. That means that your pitch presentation needs to have a voice over. You are welcome to show your faces, but it is not required. You need to submit the link of your pitch video through DevPost. The format of your pitch is for you to decide. Here are some suggestions:

1. Zoom recording
2. PowerPoint with voice over
3. Prezi with voice over
4. Video of you speaking

11.   Judging Criteria, Winners & Prizes

Hack LBS 2021 will choose 3 winners for each theme:

1. Empowering Women
2. Sustainability
3. Hackers' Paradise: hackers are open to build any type of ideas and are not restricted to a particular theme

The winners will be announced on March the 1st 2021.

The criteria we are using to assess the solutions are:

			Very Poor <-----	Intermed iate			Very Strong ---->
			1	2	3	4	5
BUSINESS IDEA	*Product-Market fit*	Is the product truly innovative/differentiating in the market? Is the underlying problem truly addressed and valuable to market audiences (extended research, interviews, …)?	Not making sense	Somewh at making sense, but very weak	Somewha t making sense	Clear, but not yet kicked-o ff	Clear, and already on verifying process
	Business Model	Will the busi089ness idea generate revenue and profit in the future? Would the unit econo mics make sense?	Not stated, or not making sense	somewh at making sense, but very weak	somewhat making sense	Clear, but not yet kicked-o ff	Clear, and already on verifying process

DELIVERABLES	Execution & Design	Did the team put thought into the **user experience (UX)** ? How well **designed is the interface (UI)**? How well developed the product (from a technical perspective) ?	Not much	some effort, but very weak	some effort	well-exe cuted with some defects	well-exec uted with excellent UI/UX
	Presentation & Pitch	How clear was the **message and content**? How would you **score the visuals** ? How **exhaustive** was the presentation in terms of covering all relevant points ?	Not much	some effort, but very weak	some effort	well-exe cuted with some defects	well-exec uted and visually pleasing