



digi.me

Hackathon tool kit

July 2018

Hackathon check list

Hackathon basic requirements:

Hack theme – name the hack

Defined challenges – what is the focus?

Prizes – developers like cool prizes as well as hard cash, tech and gadgets are popular and at least 3 prizes are recommended as well as a grand prize

Sponsors – industry sponsors and cool names here

Judges – Kudos for industry leaders and inspiring people

What type of hackathon?

Which is the right event type and audience for you

****Organised in-house****

powerful but resource intensive

Sponsored

organised by a third party and you sponsor a prize, mentor and help with the tech

Partner

complimentary partner either technology, SI, VAR or corporate

Attend hack

team enters a hackathon and concept is built using the digi.me SDK

Resource intensity:

**** Highly intense, previous hack experience recommended or work with hack event provider

*** Marketing and technical resource recommended

** Light touch marketing and some tech resource required either on-site or remotely

* Teams rock up and take part, some coding and design experience helpful

Resources

You'll need these elements!

Venue – must have good WiFi, a presentation area with projector and desk space for devs to hack. Nurture your hackers with a chill out area, plenty of good food and an endless supply of beverages

Project manager to run the event, **mentors** and **MC** keep event momentum and timings during event

Technical leads – we suggest 2 technical heads per 20 attendees

Use this ratio of tech support to devs attending event, they support the team onboarding digi.me's SDK and demo libraries and later in the hack to help design and coding issues like debugging.

Centralised **platform** to submit apps and concept assets

Marketing assets; event landing page, registration process, emails, blogs and social posting

Merchandising (hackers like swag) - t-shirts, caps, fidget spinners, pop sockets, pens and pads



Judging criteria

General rule; the bigger events require a more considered approach

The bigger events attract more developers however the criteria for judging the winners needs careful thought. It is important to have very clear judging criteria so who ever doesn't win can understand why and they don't get upset. A lot of decisions wind up being subjective. Also, having a 1st, 2nd and 3rd prize can alleviate some of these issues.

Fundability: How fundable is the idea? Is there potential for a sustainable business model?

Execution: How well was the project executed and explained? Did it work?

UI/UX: Beyond design, was the end-to-end user experience for the solution considered?

Originality: How original, creative or unique is the idea?

Scalability: How scalable is the solution? Will it make an impact?



Define a clear agenda

Ensure you allow enough time for team formations and practice demos

HackXLR8 DAY 1

Wednesday 13 June

- 09.00** Doors open
- 09.30** Welcome and Introductions
- 10.00** Idea Pitches (60 secs each)
- 10.30** Team Formation
- 11.00** Start of code
- 13.00** Lunch
- 13.30** Code, code, code!
- 18.00** Dinner
- 20.00** Leave site

HackXLR8 DAY 2

Thursday 14 June

- 08.30** Breakfast
- 09.00** Coding resumes
- 10.30** Technical tests
- 13.00** Coding ends
- 13.30** Final demos and judging
- 16.00** Winners announced

Marketing Comms

Best practice marketing outreach

Event outreach:

Post event on **developer specific marketing** on channels like hackathon.io, Reddit, DEVPOST and similar

Send invites and updates

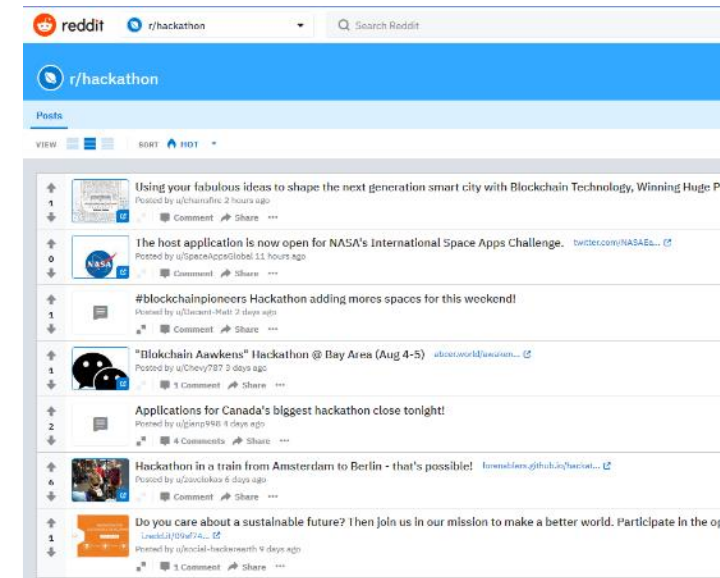
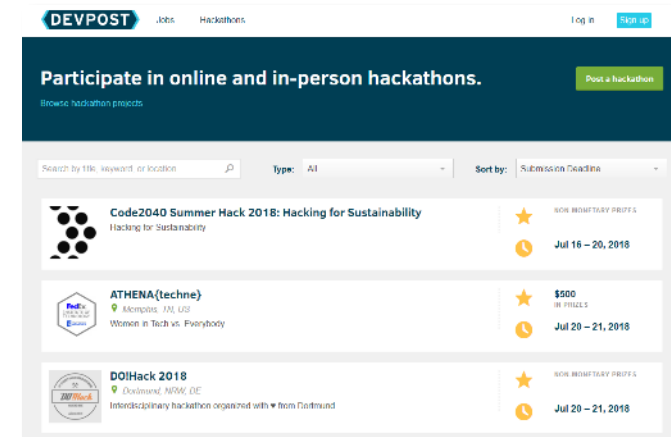
Email, blogs and social content to drive attendees to event

Registration process via Eventbrite or similar

Event Facebook page to answer questions

Hold Meetup events in the run up to the hackathon

Event follow up and showcase of concepts via social, blogs and PR where appropriate



Example materials

Landing page with event theme and challenges >>
<http://hackxlr8.bemyapp.com>



Give lots of helpful tips and clearly define the challenges and focus.

THE HACK

Hack in the City - London Tech Week

FOCUS ON

- IoT
- Smart Mobility
- GreenTech

CHALLENGE

Network and collaborate with Designers, Startups and Developers to create your Team

- The challenge is to create an app, prototype or develop a smart and idea around one of the HackXLR IoT, Smart Mobility and GreenTech
- Stay tuned as the challenges are announced soon!

WHO CAN JOIN?

- Developers
- Designers
- Data Scientists
- Marketers

WHY JOIN?

- Network with the industry's top companies
- Collaborate with talent across London ecosystem
- Maximum exposure at the heart of London
- Exclusive prizes for the winning team
- Complimentary TechXLR8 ticket and entrance to demos and conferences

Digi.me challenges

Build a cool innovative app using digi.me's CA platform with a focus on social, financial, health and wearables data as digi.me makes private sharing real. Develop an innovative solution that solves a critical challenge in IoT, green tech or smart mobility.



PARTNERS



Your life, your terms.

Digi.me lets you do amazing things with your personal data without compromising your privacy or security.

Resources provided

Developers – leave the data, privacy and consent hassle to us! Digi.me takes care of the hardest parts of normalising data from tons of sources – while providing industry-leading privacy, security and permission management. All you have to do is start innovating – and give users a good reason to share their data with you! Digi.me doesn't see, hold or touch user data.

[Geek out here](#)

CHALLENGES



digi.me

Digi.me IoT Challenge

Integrate IoT based apps that are powered by digi.me's CA private sharing platform. IoT raises some serious security challenges use digi.me to lighten the burden. To get you started these could be rewards based apps or concepts that enable better management of your IoT devices in home technology.



digi.me

Smart Mobility Challenge

Striving toward frictionless, automated and personalised travel on-demand, create a concept built using the digi.me CA private sharing. For example smart parking, ride-sharing, multi-modal journey planning or city analysis.



digi.me

Green Tech Challenge

A powerful tool in research and development digi.me CA can also aid social good and sustainability. You could reward populations for recycling, energy saving, or create a food waste recycling or reduction programme.

Outreach and event registration

Define the challenges, introduce the partners and judges, ask your network to amplify and showcase the prizes!



Emails and blogs

London Tech Week is here and we're ready for our next hackathon!



We're delighted to be sponsoring HackXR8, the official hackathon of London's famous and mighty Tech Week. Last year's event was really successful, featuring over 400 entrants, 13 final demos and three winners. This year's HackXR8 will take place over June 13 and 14 at ExCel London, focusing on the three themes of the Internet of ...

Dear <<First Name>>,

Thank you for attending the HackXR8 hackathon! We saw some really cool concepts created throughout the event. Congratulations to those who won prizes - it really was tough to decide with so many great ideas!

We'll be showcasing the event and the concepts in our continued marketing outreach that demonstrates the breadth of use Digi.me enables. Please send us your demos, and any supporting materials you wish to share, and we can of course reference you if you have an existing digital presence.

We'd also like to keep in touch with you to discuss the potential of developing apps to production via our partner ecosystem. Please email me to indicate your interest.

We'd love to hear your feedback on the event and using the Digi.me API, please join our [Slack channel](#) and stay in touch. If you'd like to become an Insider and test our latest product releases before they hit the streets you can [register here](#) - there are many prizes to be won!

A separate email will be sent to the winning teams explaining the next steps.

A huge thank you to BeMyApp for keeping us all on track!

Regards Josie
Digi.me Marketing Manager

Follow us:
Twitter [@digime](#)
Facebook [@digidotme](#)



Developer tools and SDK

Provide inspiration and how to use the tech

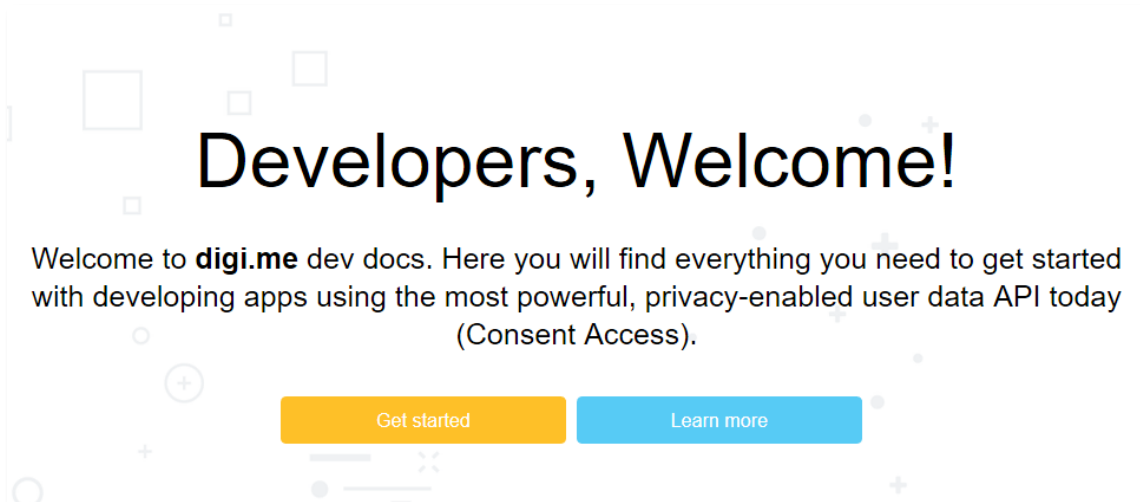
[Easy steps to use the digi.me SDK](#)

[Example apps and Iceland showcase](#)

[Apps powered by digi.me](#)

Join the digi.me Slack channel for developers:

<http://bit.ly/2mDr6P7>



Developers, Welcome!

Welcome to **digi.me** dev docs. Here you will find everything you need to get started with developing apps using the most powerful, privacy-enabled user data API today (Consent Access).

[Get started](#) [Learn more](#)



Build with **digi.me** using our Consent Access API

[Learn more](#)

3. Build and run on your device

Get hacking and have fun!

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Tech team

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