**Hackacity Guidelines**

In this document, we've compiled relevant information and resources to organize a Hackacity hackathon.

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**1. About Hackacity**

A hackathon that mends to test big data and **promote its use to develop solutions that will have an impact in the city**, but also **foster collaboration** between stakeholders. For 24 hours, participants get together to **develop solutions for challenges faced by the citizens, using data provided by the city.**

**Hackathons** are development marathons where multidisciplinary groups get together to solve a problem or develop products. These events are action-driven. In the end, the participants are expected to present functional products, even if not ready to go to the market. Hackathons usually last for 24 hours and are excellent opportunities to attract talent to unexplored areas.

It all started when 7 GRAUS wanted to get the tech community of Porto together to create interesting technological solutions and ignite a co-creation mindset. The Municipality of Porto has embraced a policy strategy aimed at applying measures for the implementation of Smart City principles. The city is becoming a living lab and big data is being generated. It would be important to test this data and use it to improve the quality of life in the city.

**About 7 Graus**

A company from Porto that develops websites and creates quality content aimed at responding to the content needs of Internet users worldwide. Established in 2004, it has a team with wide experience, combining strong technical expertise with attractive content, anticipating trends and creating a network with some of the most popular websites in Portugal and Brazil.

Hackacity was born from these efforts, proving that synergies will help the city to become a tech, innovative and creative entrepreneurial space.

**WHY?**

**Big Data + Smart Brains + Creativity = Big Smart Creative Solutions**

78% of European citizens live in cities. Linking and upgrading infrastructures, technologies and services in key urban sectors in a smart way will improve quality of life, competitiveness and sustainability of our cities.

**WHY FI-WARE & Open Platforms?**

**2. General Information**

**Website**

There’s a general website that connects all the Hackacity events taking place:

**hackacity.eu**

Every Hackacity has a dedicated website to showcase the Agenda, Judges, Prizes, Organizers, and to provide proper recognition to the program Sponsors.

These websites are provided by 7 Graus and Porto Municipality. As such, their logos are always present in each version.

**2.1 Pitch line**

When approaching potential participants, partners, universities, sponsors and media it's very important to have a prepared pitch to quickly explain what the event is.

**Recommendation:**

Hackacity is a hackathon that mends to test big data and **promote its use to develop solutions that will have an impact in the city**, but also **foster collaboration** between stakeholders. For 24 hours, participants get together to **develop solutions for challenges faced by the citizens, using data provided by the city.**

**3. Team and operations**

**3.1 The team**

The team should have between 3 to 6 members, with different backgrounds, profiles, experiences and skills.

We recommend each team to have members working on the following areas:

- Team leader

- Finances/Sponsorships/Partnerships

- Logistics

- Content

- Community/Participants Management

- IT

Note: A member can be responsible for more than one area.

**3.2 Task line**

This chronological summary glosses over the basic tasks involved in organizing a Hackacity.

**2,5 months out:**

* **Venue & Date finalized**
* **Sponsors**: Get in touch with potential sponsors.
* **Partners**: Contact local organizations that might have an interest in helping:
  + Chamber of Commerce
  + Entrepreneurship Associations
  + Incubators & Accelerators
  + State Technology Associations
  + University professors
  + Universities and their entrepreneurship departments
  + Department Of Economic Development (and other relevant government offices)
  + Local bloggers
  + Other events that promote entrepreneurship as well
  + Innovation and tech organizations (municipal, educational, philanthropic, etc)
* **Prizes**: Decide prizes to 1st, 2nd and 3rd place
* **Judges**: 4 people must be contacted to be part of the judges.

**2 Months Out:**

* **Website live:** including agenda, Prizes and Judges.
* **Community**: Start getting involved with other local startup and tech events and meetups to introduce Hackacity.
* **Applications**:  Might be live as the website is launched.
* **Social Media**:  To be activated.

**1,5 Months Out:**

* **Social Media**: Time to really start generating buzz about the event.
* **Marketing**: Put together and contact a list of people to reach out to that would be willing to help promote the event.
* **Production and Decoration**: to confirm at this point.
* **Extra activities confirmation**

**One Month Out:**

* **Merchandising**:  All orders need to be placed a month out, at a minimum.
* **Participants**: Confirm the participants as they register.
* **Food**: Time to confirm food providers.

**2 Weeks Out:**

* **Participants:**Follow up with the participants to guarantee everyone is on board.

**The Final Week:**

* **Follow up on Judges**
* **Follow up on catering and all the logistics**
* **Participants:**Follow up with the participants to guarantee everyone is on board.
* **Presentation materials**: You should collectively have a basic intro deck for the first day prepared.

**4. Logistics**

**4.1 Venue**

A hackathon requires lots of energy and focus from the participants, but also from the organizing team. A stimulating and vibrant venue can help accomplish the goals of the event. Here you have some tips:

**General conditions**

* A polyvalent space with capacity for at least 60 people: working areas for several teams;
* For the kick-off and final presentations, you must have an auditorium or room with capacity for at least 80 people.

**Schedule**

* It is recommended a venue with the possibility to be open all night long as the program as a non-stop schedule.

**Conditions and materials**

* White or black board and markers or chalk;
* Wireless access;
* Speakers and projector;
* Blank sheets, post-its and pens;
* Power plugs for personal computers.
* Comfortable chairs!

**4.2 Food and Snacks**

A hackathon is very demanding, so participants need to have moments to refill their levels of energy. We recommend you to have permanent drinks and snacks station, where participants can drink a coffee, tea, juices, have some healthy snacks and fruits. Make sure you provide good quality food.   
Lunch / Dinner / Supper and Breakfast must take place according to the schedule.

**4.3 Hosting the program**

As a host, you will have to:

* Welcome the participants in your event. Make sure they feel welcomed, comfortable and have all the tools and resources to have a great experience;
* In the beginning of the program, you need to make a presentation about Hackacity. Make sure to mention the agenda, what is expected and when.
* You may be flexible but it is very important to keep on schedule.
* You need to predict some changes to the agenda and technical difficulties, and it is very important to know how to deal with it;
* Whenever you have to change the program, make sure you announce it and everybody understands the change;
* As a host you have an important role promoting networking between participants. Introduce everybody, make sure everyone is comfortable and happy.

**5. Technical Requirements**

**5.1 Internet**

Internet connection must be strong enough to guarantee a stable connection to the amount of participants you’re willing to receive.

**5.2 Big Data and APIs**

**6. Promotion/Marketing**

There are several ways to get your event out there and to make it be noticed.

**6.1 Social Media**

Nowadays it's cheap and easy to promote an event using social media/web 2.0.

**6.2 Offline Groups**

There are a lot of opportunities in the offlline world to spread the word around. You can find bellow some examples of offline groups you can partner with:

**Organizations**

* + Student Unions
  + Entrepreneurs Clubs/Entrepreneuship Cells
  + Local Groups of International/National Student Organizations (eg [AIESEC](http://www.google.com/url?q=http%3A%2F%2Fwww.aiesec.org%2F&sa=D&sntz=1&usg=AFrqEzct-UmkrGettIapi8wi6vmvZdqnVA" \t "_blank), [VWI,](http://www.google.com/url?q=http%3A%2F%2Fwww.vwi.org%2F&sa=D&sntz=1&usg=AFrqEzdcRFCBrYh20lIQ-938eXrnytKp-g" \t "_blank) [AEGEE](https://sites.google.com/a/startuppirates.org/knowledge/), BEST)
  + Meetups with Entrepreneurs and Programmers (find some near to you searching for your city on [Meetup](http://www.google.com/url?q=http%3A%2F%2Fwww.meetup.com%2F&sa=D&sntz=1&usg=AFrqEzfKj0pu0poBJHJ5yyupvW7GSS5RVg" \t "_blank))
  + Incubators/Science Parks
  + Coworking spaces

In these groups you might find people who are potential participants (or connect you with those people) and that's why we highly recommend you to connect them asking for promotion through email or, ideally, for a opportunity to do a presentation (even if it lasts only 5 minutes).

In a way to encourage this organizations to promote the program in their networks, you might consider to offer promotion in your materials as partners.

**6.3 Media**

You have to find a way to stand out and be noticeable by the press. The most common thing is to write a Press Release and send it to the press, hoping that they will contact you. For that to happen the Press Release has to be accurate, straight to the point, creative and catchy.

Send a **Press Kit**to the Media. It must include:

* A Press Release
* The logo
* Some photos

You should call to the newspaper in order to get the email of the most suitable person, otherwise you’ll get ignored because they won’t bother to forward the email (most of them, at least). And after you send the PR, call them again to make sure that they really read it!

**6.4 Other events**

In some cities there are a lot of events where you can promote Hackacity. Find below some examples of types of events where you can do it:

* Conferences or Round-tables about technnology, innovation and entrepreneurship (find some, using [Startup Digest](http://www.google.com/url?q=http%3A%2F%2Fstartupdigest.com%2F&sa=D&sntz=1&usg=AFrqEzdn12_J10Pgb9G73Yi8Lmm3MlcC2Q" \t "_blank))
* Meetups with programmers (find some near you, by searching for your city on [Meetup](http://www.google.com/url?q=http%3A%2F%2Fwww.meetup.com%2F&sa=D&sntz=1&usg=AFrqEzfKj0pu0poBJHJ5yyupvW7GSS5RVg" \t "_blank))

You should try to look for partnerships with some of these events/organizations. The main goal can be to have the opportunity to spread the word around the participants by sending a promotion email or, ideally, by doing a presentation (even if it just lasts for 5 minutes). In exchange the organizers ask for mutual promotion.

**7. Sponsors & Partners**

**7.1 Sponsors**

Costs might be covered through sponsorship if needed.

Sponsors will have exposure on the local Hackacity website only.

**7.2 Partners**

Partners can add value by providing things like:

* helpful software/applications for the process of developing the projects;
* access to acceleration programs;
* general services.

**7.2 Prizes**

It is important to have a winner in the end of the program to stimulate the commitment and a healthy competition between the teams.

**Which prizes?**

Examples:

* Financial prizes;
* Gadgets;
* Access to an accelerator;
* Mentoring and Consultancy;
* Access to specific software tools.

**8. Finance**

**8.1 Financial Management**

**How much should I charge for the participation?**  
The participation in Hackacity must be free of charge.

**How much money do I need from sponsors?**

The money that you need from sponsors depends on the program you want to organize. We recommend to ask for budgets to cover all the expenses and then look for sponsors to cover the predicted costs.

**What kind of expenses will I have?**

Here are a few examples:

- Marketing & Promotion Materials

- Meals

- Venue

- Office Supplies

- Merchandising (T-shirts, pens, etc)

- Gifts for guests

- etc

**9. Agenda**

**9.1 Generic Agenda**

**6:00pm** Check-in

**6:30pm** Opening session

**6:45pm** Ideas pitch (90sec) and team formation

**7:30pm** Dinner

**8:00pm** Time to work

**1:30am** Supper

**2:00am** Work

**8:00am** Breakfast

**12:30pm** Lunch

**1:30pm** Final sprint

**6:00pm** Time to pitch (3min)

**7:30pm** Winners announcement and farewell beer

\* Permanent drinks and snacks station

**9.2 Extra activities**

It’s important to keep the motivation and the energy among the participants. Make sure you have some energizers like a dancing class, yoga, games etc. These activities should happen no more frequently than every 3 hours.

**10. Judging**

**10.1 The judges**

**The importance of judges:**

Having judges evaluating the final presentations on the last day is a great way to provide additional, valuable feedback to teams. It’s also important to select the winners.

**What makes a good judging panel?**

* You must have a variety of people on your panel: people responsible for the provided technology and sponsors, for instance.

**How many judges should you invite?**

Between 3 to 5 people so you have a diverse panel.

**The first contact with the judges:**

* Make sure the judges understand the event and what you want from them.
* Encourage them to give valuable advice in addition to just asking questions.

**At least 1 week before the final:**

* Send them:
  + The schedule and their guidelines.
  + The judging criteria

**10.2 Judging Criteria**

* Does the project use the provided data?
* Is the solution technological and innovative?
* Is the prototype functional?
* How much did the project evolve during the hackathon?
* Does the team have the capacity of taking the project further? There’s a possible business model for the product?

**11. Participants**

**11.1 The Profile**

Coders, designers, business managers, creative people;

Technical skills, ability to develop technological products;

Ages between 18 and 40.

**11.2 Register**

Register should start at least 1,5 months before the event and must close at least 3 days before.

People register through the website. The registration must require information as:

* Full name
* Birth date
* E-mail
* Phone number
* City / Country
* Education and Expertise
* Facebook / LinkedIn URL

After receiving the registration, you must send an email confirming the participation.

As participation in this event is for free, make sure you follow up with the participants till the event to guarantee the minimum no-show rate possible.

**11.3 Team Formation**

In the schedule you can find a time to pitch. Some people already bring ideas to develop, others don’t. People who have ideas must pitch to the audience in 90 seconds. Make sure you have a person taking notes about every idea and stick them to the wall. Give people time to discuss the ideas and create teams between 3 to 5 elements.

  

**11.4 Participant Manual**

Create a Booklet to deliver to the participants, it might be in digital format.

The Manual should have:

* Information about Logistics
* Information about the data provided and how to deal with it
* Prizes
* Judges

**12. The Next Day**

**12.1 Checklist**

* Publish all photos and videos on Facebook, Flickr and/or Vimeo;
* Finalize the program budget;
* Pay all bills and send all invoices;
* Send thank you emails;
* Return any materials or other resources;
* Get feedback from all participants;
* Produce a final report.

**12.2 Getting feedback**

As in any event, it is important to have feedback from the participants to understand the value of our efforts. After the event, send a feedback form to everyone with questions such as:

(Rate 1 to 5)

* Did Hackacity match your expectations
* The quality of the API’s
* Adequacy of the venue
* Adequacy of the meals
* Comments

As a platform to support your surveys to get feedback from participants, we recommend using the [Forms from Google Docs](http://www.google.com/google-d-s/forms/" \t "_blank). It's a very easy to use platform for surveys and it's free.

**12.3 Final Report**

After collecting the feedback from participants, it's always good to publish a report.

It may include:

* A brief description of the event (Interesting numbers about it, agenda...)
* Testimonials from participants
* List of all the guest that you had in your program
* Links to your content (Videos, photos, social media, presentations...)
* Links of Media coverage
* Sponsors & Partners

**13. FAQ**

**13.1 Teams that already have a technology can participate?**

It’s important to make sure that all teams start from scratch.

**13.2 What should the teams build?**

Tech solutions using the data provided. It might be an app for mobile, web, desktop, a game... In the end teams must have a prototype, even if not totally functional.

**13.3 The intellectual property of the project developed during the hackathon belongs to whom?**

We recommend that it must be clear it belong to the participants.