Hackathon at HKUST 2015
Information Session

hackUST
hackUST 2015

When: 28th-29th March (Sat-Sun)
Where: Engineering Common, 2/F, HKUST
What: A 24-hour coding competition
Who: YOU!

Coders, designers, business students, entrepreneurs... etc.
Stuff for today

- Team composition
- Hackathon competition rundown
- Prizes
- Judging criteria
- FAQ
- Team formation
Pre-hackathon activities

Arduino workshop  3D Design Software Workshop

Dialogues with NGOs
Kairos Society Hong Kong: How To Pitch Your Business

Kairos Society Hong Kong
Friday, 20 March 2015 from 18:00 to 21:00 (HKT)
Hong Kong, Hong Kong SAR China

Ticket Information

<table>
<thead>
<tr>
<th>TYPE</th>
<th>END</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Admission</td>
<td>23h 22m</td>
<td>Free</td>
</tr>
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</table>

Who's Going

Connect to see which of your Facebook friends are going.

Share Kairos Society Hong Kong: How To Pitch Your Business

Email Share Tweet Like

24 people like this. Be the first of your friends.

Event Details

Pitching is a very important skill in the business world. It is very important to have a good product to sell, but it is also equally important how you sell it.

In this workshop Sindy Leung, an experienced Toastmaster and social leader will teach participants the elements of a successful pitch. Everything from how to engage your audience before you even utter a single word, to convincing them that your business is such a good idea to the point that they are lining up to invest.
Pre-hackathon activities

- 4 Workshops done, 1 upcoming
- 200+ registrations from 4 different Universities
  - You can still register!  
    http://HACK.UST.HK
- Secured a lot of red bulls and a coffee machine
Team formation

- Each team 3 to 6 people
- Recommend at least one coder in a team

Each team work on one project, but can adopt several themes/ideas in one project
Each person can only be on one team
## Event rundown

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fri, 6 pm</td>
<td>Last minute pitching/team formation session</td>
</tr>
<tr>
<td></td>
<td>Have a nice sleep!</td>
</tr>
<tr>
<td>Sat, 9 am</td>
<td>Check-in starts</td>
</tr>
<tr>
<td>Sat, 10 am</td>
<td>Event opening, brainstorm and refine your idea</td>
</tr>
<tr>
<td>Sat, 12 pm</td>
<td>Start coding!</td>
</tr>
<tr>
<td>Sat, night</td>
<td>Mini Challenges</td>
</tr>
<tr>
<td>Sun, 12 pm</td>
<td>Stop coding! Judging starts</td>
</tr>
<tr>
<td>Sun, 4:30 pm</td>
<td>Closing Ceremony</td>
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</tbody>
</table>
The more important event rundown

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL time</td>
<td>Infinite amount of Snacks, Coffee, Red Bulls, you name it.</td>
</tr>
<tr>
<td>Sat, 12 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>Sat, 6 pm</td>
<td>Big Dinner. Pizzas? Burgers? Healthier stuff? Like our fb page and tell us what u want to eat!!!</td>
</tr>
<tr>
<td>Sat, night</td>
<td>Mini Challenges --&gt; Prizes! (midnight snack what!?)</td>
</tr>
<tr>
<td>Sun, 9 am</td>
<td>Breakfast</td>
</tr>
<tr>
<td>Sun, 12 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>Sun, 4 pm</td>
<td>Afternoon Tea</td>
</tr>
<tr>
<td>Sun, 4:30 pm</td>
<td>More prizes!</td>
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Themes

- Tencent Charitable Apps
  - Apps that can help people in need

- Entrepreneurship
  - Solutions that solve problems and have market value
  - Quite open and free on the topic
  - Software (website, apps, etc.) / Hardware

- Apps for Women Consumers
  - Apps that cater for women consumers’ needs
Prizes

- Charitable App Awards
- Women consumers Awards
- Entrepreneurship Awards

After people’s voting in techShow
- Audience’s favorite

- Most creative / innovative
- Most fun
- Best presenters
- Best design
- Best technology
- Best Student related

- Most interesting video clip for HackUST 2015
# Judging process

There are two stages of judging. A closed 1st round and a public 2nd round.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>12:30 - 14:00</td>
<td>1st Round Judging</td>
</tr>
<tr>
<td>14:00 - 14:15</td>
<td>Short Break</td>
</tr>
<tr>
<td>14:15 - 16:00</td>
<td>2nd Round Judging</td>
</tr>
<tr>
<td>16:00 - 16:30</td>
<td>Tea Break + Networking</td>
</tr>
<tr>
<td>16:30 - 17:30</td>
<td>Closing Ceremony + Prize presentation</td>
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Judging process

1st Round: "Qualification Round"
- Each team present to a panel of 3 judges
- Each team has max. 3 min.
  (preferably 2 min pitching and 1 min Q&A)

2nd Round:
- Selected teams present to all judges and participants
- 3 min for the pitch and for a quick demo and 2 min Q&A
Judging criteria

1. **Main idea**: How good is the product idea and how thoroughly have participants thought about their solution? Are they solving a real problem in an interesting way?

2. **Design / UX**: The user interface design, usability, and overall user experience of the system. Is the solution visually appealing and providing a seamless user experience?

3. **Technology / Implementation**: Implementation, the technology employed. Is the prototype a viable product?
Judging criteria

4. **Presentation**: Presentation of your solution to public

5. **Social impact**: Is there a charitable benefit? How big is the social impact?

6. **Business value**: Solution thought through from the revenue perspective, the perspective of investors, stakeholders, and customers.

7. **Value for Women consumers**: Identified a need specifically for women consumers
Some of our Mentors & Judges

RADICA
Grow eDatabase Value

Google

RS

MOTHERAPP

GOGO VAN
MOVE IT!

Morgan Stanley
FAQ

Q: I understand that we have to develop a prototype in the Hackathon, would PPT format and design visual be regarded as prototype or must require some form of programming / coding involved?

Q: Is it required that all team members must be UST students or we could also invite other non-UST members into the team?

Q: Are we expected to come in teams or we take the opportunity to form teams at the spot?

Q: Can I leave for exam during the competition?

Q: Intellectual Property Right?

Q: Can one team be working on two idea?
Wait... Don’t go yet. Pitching & team formation session after this!
Upcoming...
- Problems for ideas
- Survival guide of hackathon
- How to win
- More FAQs
- Lucky draw to win 500Gb HDD
...... and many more! Stay tuned!
Visit our website at: http://hack.ust.hk

Stay tuned at our FB page!
Team formation session arrangement

1. Those who have concrete ideas:
   - Come out and pitch!
2. Those who have mere idea only:
   - Raise your hand and tell people your high-level idea!
3. Those who don’t really have idea:
   - No worries! We will allocate areas in the room with themes and we all walk around to mingle! ;)

Pitching rules

You have 2 minutes to pitch this:
1. Who are you
2. What is your idea?
3. Why your idea?
4. What roles/people you will need?
Following Slides for PolyU only
Pitching + Team formation

**When:** 19th March (Tomorrow) 19:00
**Where:** HKUST LTE
**What:** Pitch your idea! or Listen to others’
Find people who share the same ideas!
HKUST Transport (South Gate)

**Bus**
- 91M Po Lam > HKUST
- 91 Clear Water Bay > HKUST

**Mini-bus**
- 11 Hang Hau > HKUST
- 104 Ngau Tau Kok > HKUST
HKUST Transport (North Gate)

Bus
- 91M Diamond Hill > HKUST
- 91 Diamond Hill > HKUST
- 792M Sai Kung > HKUST

Minibus
- 11 Choi Hung > HKUST
- 11M Hang Hau > HKUST
- 12 Sai Kung > HKUST
hackUST 2015 - Prizes

- Charitable App Awards
- Women consumers Awards
- Entrepreneurship Awards

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20 tickets left!