UTKALHACKS 2.0
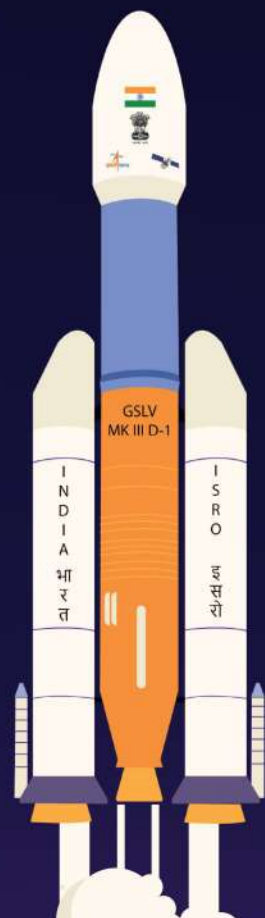
Sponsorship Prospectus

Organised By:

Emisha

www.utkalhacks.tech

TODAY'S HACKATHON SYSTEM IS BROKEN!

- Nothing useful hacks are being created at a hackathon – the lack of time, direction and objective, fuels the creation of Vaporware.

- Participants tend to focus on the shiny thing, but they don't necessarily follow that up with a delivery model that will truly transform their initiative.

- The problem is that the **organizers** running hackathons haven't changed what is behind the curtain in the way of resources, methods, processes and tooling. Which is why half the time ideas fall off the side of the desk after an event.

A NEW FRAMEWORK FOR UTKALHACKS

We have developed a unique framework for our Hackathon. Our Hackathon is divided into four milestones.

- **HackWeek** - A month long Bootcamp season

- **SprintDay** - A day of ideation and prototyping

- **HackDay** - The inception of new innovation

- **PitchDay** - The D-day

WHAT IS HACKWEEK?

HackWeek is a month long season where we organize a lot of Workshops and Bootcamps in various colleges in **Bhubaneswar** related to various topics like:

- UI/UX
- Frontend Development
- Backend Development
- Deployment and DevOps Basics
- Blockchain 101 Workshop
- Introduction to ML & Data Science

WHAT IS SPRINTDAY?

SprintDay is all about working on the problem statement, brainstorming and prototyping before jumping into solving the problem.
On **SprintDay** teams will collaborate with **UI / UX Designers** and will begin working on their ideas on site. We will invite some expert mentors who will conduct a **Design Sprint** that will help them understand the problems first, develop their idea and the prototype. Most of the of **SprintDay** is about understanding the problem and developing prototypes.

WHY SPRINT DAY?

At a typical Hackathon, it's often observed that people often start working on those problems which are not even problems and end-up wasting time on those projects which are not at all viable.

ACTIVITIES IN A SPRINTDAY?

It's generally a five-step process:

- Map out ideas and choose a target
- Sketch Competing Solutions
- Decide on best
- Build a realistic prototype
- Test with mentors and members

"Solve the surface first, the surface is important"

HACKDAY - THE INCEPTION OF A NEW INNOVATION.

The **second** and **third** day will be considered as, HackDay where participants will actually start working on the prototype that they have designed on SprintDay.
And at the end of third day they'll deliver a practice pitch of their hack, and receive feedback on their presentation before delivering a final pitch to a panel of judges.

PITCHDAY - THE D-DAY

The **fourth** day of the Hackathon is known as the PitchDay where shortlisted teams will be invited to deliver the final pitch to a panel of judges and win cash prizes and pilot opportunity with VC partners.

GLIMPSE FROM
UTKALHACKS 1.0

200+ ATTENDEES

7 BOOTCAMPS
Conducted in
7 COLLEGES

GLIMPSES FROM
UTKALHACKS 1.0

HACKDAY
120+ ATTENDEES

GLIMPSE FROM
UTKALHACKS 1.0

Prashant Biswal
Evangelist, Startup Odisha

Swosti Mishra
Executive Director,
TIE, BBSR

Nirmal Hota
Project Lead,
Mindfire Solutions

Tadit Dash
Microsoft MVP,
TEDx Speaker

Surya Narayan Barik
R&D, Processmap

Priyabarta Pati
Software engineer,
Kare4U Healthcare

Jayanti Mohapatra
Founder, Manikastu

Rashmi R. Sahu
Sr. Mission Associate,
Startup Odisha

Karan Shaw
Tech Lead,
Nextright Pvt. Ltd

HACKDAY
15 SPEAKERS & JUDGES

BRANDING AVENUE
(SOCIAL MEDIA SHOUT-OUT)

Emisha @emishacommunity · 07 Mar ⌄
Team Emisha is super excited to announce @github as the Platinum Sponsor for #UtkalHacks.
GitHub brings together the world's largest community of developers to discover, share & build better softwares.
Check out github.com
#github #opensource #hackathon

SPONSOR
GitHub

💬   🔁   ♡ 12   ⤴   ᯤ

Emisha @emishacommunity · 07 Mar ⌄
Talent is everywhere, the opportunity is not! Our awesome platinum sponsor @devfolioco aims to solve this by helping organisers host #kickass #community hackathons and enabling a thriving developer ecosystem around excellent products!

Devfolio

💬   🔁   ♡ 10   ⤴   ᯤ

Emisha @emishacommunity · 07 Mar ⌄
Using @elastic services is like having your own Mission Control, only Better. ❤️
As an open source company, they focus & invest heavily to build products that best meet users' needs and in building a strong community.

Our #emisha community happily welcomes them on board!! 🙏

SPONSOR
elastic

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Emisha @emishacommunity · 15 Mar ⌄
Excited 🤩 to announce @TiEBhubaneswar as one of our Association Partner for UtkalHacks. 🎉 🎉
TiE Bhubaneswar is fostering and building an eco-system for young entrepreneurs of Odisha.
#hackathon #utkalhacks #getemisha

TiE
BHUBANESWAR
FOSTERING
ENTREPRENEURSHIP

💬   🔁   ♡ 10   ⤴   ᯤ

BRANDING AVENUE
(ON-STAGE SHOUT-OUT)

BRANDING AVENUE
(PARTNERED WORKSHOPS)

Figma
workshop

mongoDB.
workshop

MLH
workshop

Crowdsource
workshop

COMMITMENT TO DIVERSITY.

We're trying to encourage female students and differently-abled people to join our communities, learn, create and share their experiences.

COMMITMENT TO SHARE LOVE.

Last year our team visited a nearby orphanage to conduct an small talk session about computer science and interacted with the young curious minds. One of our happiest moment from UtkalHacks.

GitHub

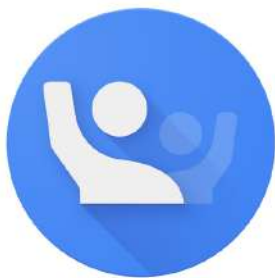Startup Odisha

TiE
BHUBANESWAR
FOSTERING
ENTREPRENEURSHIP

ATLASSIAN

Devfolio

CLOUDFLARE

Matic

mongoDB

unity

Sketch

elastic

MLH localhost

.tech

JET BRAINS

THE Bounties NETWORK

NISSIN TOP RAMEN™

SPONSORSHIP TIERS

	$500	$700	$1000	$1500
Logo on Website	✓	✓	✓	✓
Social media shout-out	✓	✓	✓	✓
Offline promotion (Poster & Banner)	✓	✓	✓	✓
Promo video shout-out		✓	✓	✓
Blog post shout-out		✓	✓	✓
News letter promotion			✓	✓
Partnered Workshops			✓	✓
On-stage promotion			✓	✓
Logo on T-Shirt				✓
On-Site Booth				✓

OTHER SPONSORSHIP OPPORTUNITIES

MEDIA SPONSORSHIP

We're looking for media partners who can finance or secure media coverage by paying for an advertisement in a local paper, cover the cost of putting up a billboard, publisize our event through their social media channels, write an article in a publication or even publish a blog post about our Hackathon in their blog or website.

BENEFITS

- Brand recognition in printing materials and on website
- Logo in banner

IN-KIND SPONSORSHIP

We're looking for In-Kind Sponsorship who can donate Products, Services, API prizes, Food & Bevrages, Venue, T-shirts, Stickers, Sippers and other swags to be raffled out in our Hackathon.

BENEFITS

- Brand recognition in printing materials and on website
- Logo in banner

CUSTOM SPONSORSHIPS

Let's work together to unlock a unique opportunity for your brand! Contact us today to discuss your business objectives and we'll build a sponsorship package that will help you achieve your goals.

LET'S PARTNER UP!
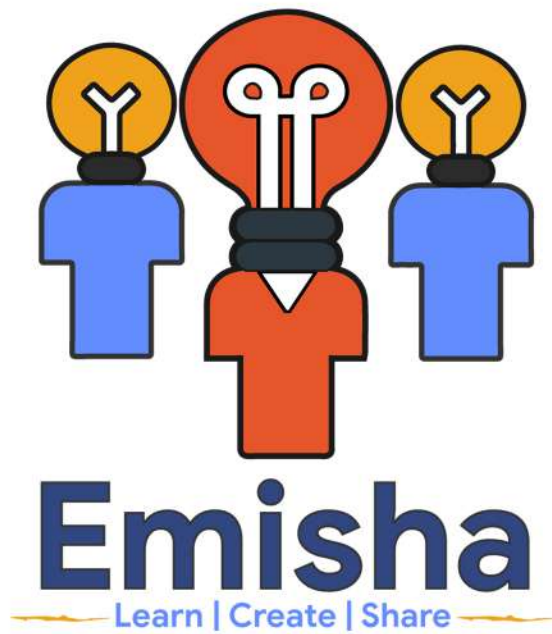
We'd love to work with you.
Here's where you can reach us.

✉

contact@emisha.community

www.emisha.community

Emisha
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