

# Alternative Asset Management Hackathon

Event Participation Guide

13 March 2020

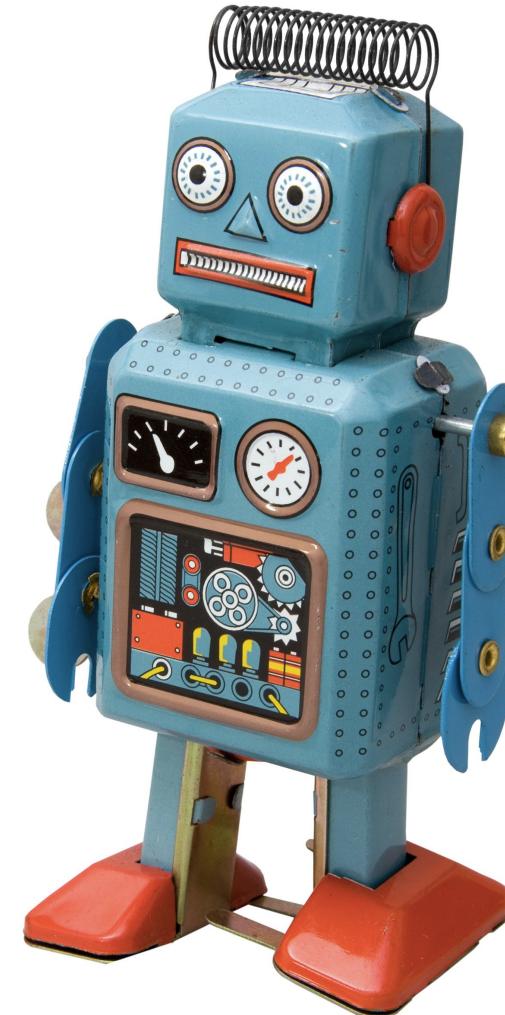


# Objective

1. Ensure all participants are clear on the goal of the Alternative Asset Management Hackathon
2. Ensure all participants understand how to participate in the hackathon

# Hackathon

- **Executive Summary**
- **Background & Context**
- **The Hackathon Mission**
- **Data Sources**
- **Timeline**
- **How to Participate**
- **Submission Guidelines**
- **Resources & FAQs**



# The main points about the hackathon are as follows:



## Mission

Pioneer a more scalable, data-driven approach to identifying private investment opportunities and determining certain facets of information about them



## Success Criteria

Individuals/teams will be evaluated on four things:

1. Creativity displayed
2. Quality of information
3. Quantity of datapoints
4. Their ability to explain their models/process



## Date & Location

Start: 0900 21 March  
End: 1800 22 March

Remote participation through:

1. GitHub
2. Slack

# ‘Alternative asset management’ means, in short, investments in private companies



## Examples

Examples of ‘alternative investments’ include:

1. Private Equity \*\*
2. Venture Capital
3. Hedge Funds
4. Real Estate



## The Challenge

Because this involved private companies, data in this space can be particularly difficult to obtain, clean, and use



## The Opportunity

There is a whole industry around this (the ‘alt data’ industry), and no-single group has found a clear and obvious strategy to solve this challenge

\*\* Focus of effort for this hackathon

# Individual / teams will seek investment targets focused on ten criteria:

**Mission:** Pioneer a more scalable, data-driven approach to identifying companies with the following characteristics:

1. Family owned businesses
2. Less than \$100M in annual revenue
3. Over 10 years old
4. Showing evidence of growth (revenue, employees, locations, etc.)
5. No institutional investors (mutual funds, hedge funds, etc.)
6. Over \$5M in bank debt
7. More than 20 employees
8. Located in an ‘economic opportunity zone’ in the United States
9. Has a regionally dominant brand
10. Operates in an under-served market

**Note:** It is not required to find business who meet ALL these criteria.  
Any combination, even one, is acceptable

To ‘jump-start’  
the event, some  
helpful data  
sources are:

<b>“Jump-Start” Data Sources</b>		
<b>Data Source</b>	<b>Contents</b>	<b>Comments</b>
USASpending.gov	Awards data for all federal contracts for the last twelve fiscal years	This is a good source of data whereby participants can quickly generate a list of a few thousand companies who meet growth criteria / locational criteria
<a href="https://datacatalog.usa.gov/search/type/dataset">https://datacatalog.usa.gov/search/type/dataset</a>	Lots of open source economic data about taxes at the federal, state, and local level	This could be a good source of info for persons seeking to identify economic development areas that are trending upwards
<a href="https://www.cdfifund.gov/Pages/Opportunity-Zones.aspx">https://www.cdfifund.gov/Pages/Opportunity-Zones.aspx</a>	Basic spreadsheet with all the economic development areas	Useful spreadsheet for the locations of all economic development areas
SEC Reg A Database	Has quarterly spreadsheets of each of the companies who have sought > \$5 million, but < \$50 million in investment	Good way to algorithmically find companies who have taken on \$5-\$50M in debt
SEC Form D Database	Has quarterly spreadsheets of each of the companies who have sought <\$5M in debt investment	Good way to algorithmically find companies who are taking on debt
IRS.gov	Has tax info by zip code for last 20 years	Good way to determine if a business of interest is in a growing areas, or a declining area, relative to its surroundings
SBA.gov	There is a ton of historical info here about small business disposition, lending programs, etc.	Relatively unexplored datasets in here. Difficult to access, but could be really useful
Data.gov	Has thousands of useful federal datasets (e.g. Small business registries, etc.)	Huge resource. Don’t be overwhelmed by this, but there are lots of datasets to pick from here that might be useful to you.

Note: Extracts from each of these data sets are included in the GitHub repo

**This will be a  
two-day remote  
event.**

**We will kick it off  
with a skype call  
at 0900 EST on  
21 March**

<b>Saturday, 21 March</b>		
0900 – 0930	Kickoff brief	Event kickoff brief on Skype (dial in link in the GitHub repo README file)
0930 - 1700	Individuals and work on the hackathon challenge	Coaching staff ‘office hours” on Skype. During this hour, the coaching staff will open a skype call for persons to join if they have any questions.
1700-1800	Open Q&A session	Coaching staff ‘office hours” on Skype. During this hour, the coaching staff will open a skype call for persons to join if they have any questions. (dial in link is in the GitHub repo README file)
<b>Sunday, 22 March</b>		
0900 – 1000	Open Q&A session	Coaching staff ‘office hours” on Skype. During this hour, the coaching staff will open a skype call for persons to join if they have any questions. (dial in link is in the GitHub repo README file)
1000 - 1700	Individuals and work on the hackathon challenge	Coaching staff ‘office hours” on Skype. During this hour, the coaching staff will open a skype call for persons to join if they have any questions.
1700 – 1800	Teams submit their work (through GitHub and/or Email)	We will kindly ask teams to wrap up their work and submit it by 1400 for the event coaches to review
1800	Event submission deadline	To be considered for the \$1,000 winning prize, teams must have work submitted by 1800
1800 →	Coaching staff reviews submissions	Coaching staff will go through each of the submissions to evaluate them along the four specified criteria.
<b>Monday, 23 March</b>		
1800	Winners Announced	The event winners will be announced via Slack and Email. The event coaches will contact the team/individual directly as well to facilitate the \$1K prize.

**The hackathon  
starts and ends  
on GitHub**

**(Demo of the Repo)**

**Teams /  
individuals will  
need to submit  
three things**

### **Submission Requirements:**

- 1. A list of companies** found that met the criteria outlined herein (excel, csv, tsv, or txt)
- 2. An explanation of the work performed** in accordance with the guidelines herein (word, PPT, html, markdown, or txt)
- 3. The code written & used to arrive upon the companies** found (in whatever language you used)

### **Submission Options:**

- 1. Creating and sharing a GitHub repo** is the primary means for sharing your work
- 2. Email submissions** to [hackathon@jackpotinsights.com](mailto:hackathon@jackpotinsights.com) are also accepted

# All the event links and FAQs are as follows:

**The event GitHub repo** contains all the information needed for the event, as well as instructions on how to ask the coaching staff for support

<https://github.com/Alternative-Asset-Management-Hackathon/Alternative-Asset-Management-Hackathon>

**The coaching staff** will be monitoring the event slack channel to answer questions

#alternative-asset-management-hackathon

**The event FAQ** is available on the Jackpot Data Science Group webpage

<https://www.jackpotinsights.com/>

**Direct inquiries** can be sent to

[hackathon@jackpotinsights.com](mailto:hackathon@jackpotinsights.com)

# Questions?

email: [hackathon@jackpotinsights.com](mailto:hackathon@jackpotinsights.com)

Slack: Alternative-Asset-Management-Hackathon

