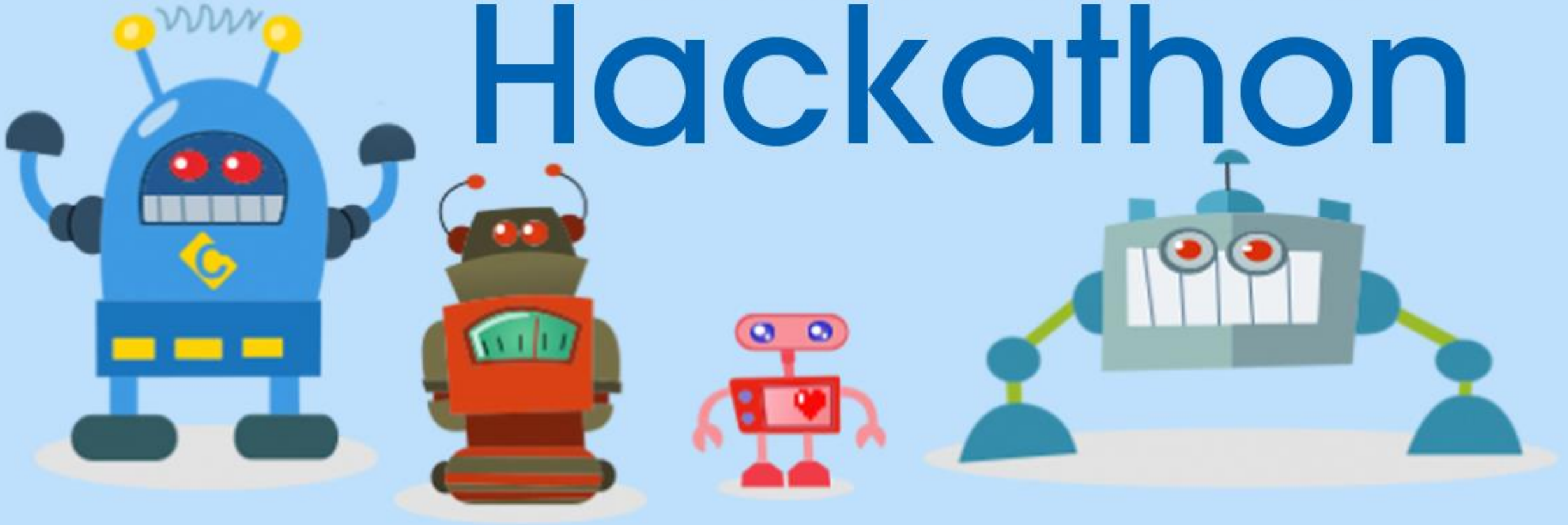


# 10 TIPS FOR A SUCCESSFUL Hackathon



Here are 10 Tips to help you have the best possible  
hackathon experience:



### **Build Your Team Early**

Get to know each other & brainstorm together, which will save you a lot of time the day of the event.



### **Make a Plan**

Sketch out what your goals are & how you think you'll achieve them to give you guideposts as your project develops.



### **Brainstorm Strategically**

Keep your focus on one or two main problems you'd like to solve, you're more likely to come up with a workable solution.



### **Don't Get Too Grandiose**

Stay focused on what you can actually achieve in the time you have.



### **Make a Plan**

Sketch out what your goals are & how you think you'll achieve them to give you guideposts as your project develops.



### **Don't Get Too Grandiose**

Stay focused on what you can actually achieve in the time you have.



### **Be Adaptable**

Be willing to pivot if the idea needs working over or if the tech capabilities aren't what you expected as you go through trial and error.



### **Teamwork Reigns**

Each person should be clear on what their task list is, but be willing to help each other out.





## **Have a Workable Demo**

At least one element of your idea should be operational by the time you speak to the judges.



## **Communicate Clearly**

Ask for help if you need it. Speak up if you see an obstacle or have an idea for a solution.



## **Presentation Matters**

The best idea in the world won't get any attention if no one understands what it is, what it does or who should



## **Don't Forget to Have Fun!**

Make new friends, learn new skills, brainstorm creatively and help solve problems that face women around



# TOP COUNTRIES IN 2018

For Public and Internal Hackathons



North America  
**1511**



United Kingdom  
**519**



Australia  
**335**



Germany  
**326**



Canada  
**247**



France  
**195**

PUBLIC  
HACKATHONS

VS  
2018

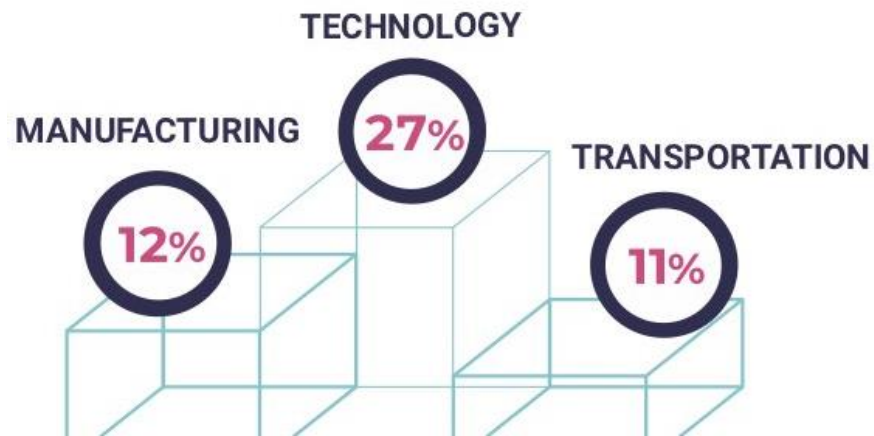
INTERNAL  
HACKATHONS

64%

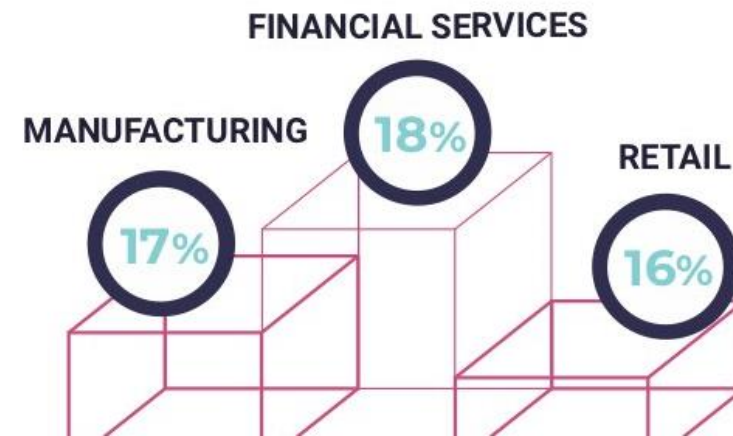
36%

## TOP INDUSTRIES IN 2018

### PUBLIC HACKATHONS



### INTERNAL HACKATHONS



# TOTAL HACKATHONS IN 2018

Public and Internal Hackathons

+30%

+26%

2016

3,450

2017

4,480

2018

5,636





# MAIN OBJECTIVES

FOR CORPORATES RUNNING HACKATHONS IN 2018



## PUBLIC HACKATHONS



Recruit top talent



Collaborate with startups



Launch new products and services



# PARTICIPANT STATISTICS

## TOP PROFILES FOR PUBLIC HACKATHONS

DEVELOPERS

**38%**

ENGINEERS

**18%**

DATA  
SCIENTISTS

**9%**

MARKETERS

**6%**

# TOP DEVELOPER LANGUAGES



JavaScript

**26%**



Java

**22%**



C/C++

**13%**



Python

**11%**

## TOP TECH EXPERTISE



AI

**21%**



VR/AR

**16%**



IoT

**12%**



Security

**11%**



Blockchain

**9%**



# STARTUP HACKATHONS

Startups compete to create solutions to a set challenge, with the aim of entering into a business relationship with the most promising team.

## THE BENEFITS?

- An efficient method to scout suitable startups for companies
- Tap into the expertise of startups
- Obtain mature prototypes





# RECRUITMENT HACKATHONS

A format calling on target profiles allowing companies to test skills, network and hire talent.



## THE BENEFITS?

- Recruit top talent
- Enhance employer branding
- Test skills in a unique setting

# HACKATHON AS A PROCESS

An internal operation to encourage creativity, apply innovative processes and launch solutions while leveraging the expertise of employees.

## THE BENEFITS?

- Cross-collaboration within an organisation
- Foster intrapreneurship
- Improve work processes



# WHO goes to HACKATHONS?

NEWBIES  
**30%**

went to a

**Hackathon**  
for the **FIRST TIME**  
LAST YEAR



VETS

**70%**

went to a

**Hackathon**  
before they were **COOL**



**11%**  
female



**89%**  
male

**2%**

over **54**

**16%**

**35** to **54**

**61%**

**25** to **34**

**21%**

**18** to **24**

**1%**

under **18**



# WHY do people go to HACKATHONS?

86%

Learning



82%

Meet People



38%

Change the world



28%

Win prizes



27%

Free Pizza



26%

Build a product



21%

Glory



20%

Find a Team



17%

Get Hired



13%

Attract Investors



# TOP 3 REASONS

why attendees believe there are more  
**HACKATHONS**

**Increased  
awareness**



of APIs



of technology



of Hackers

