**🛠️ Annual Company Hackathon 2025 – Full Event Brief**

**📅 Dates:** July 15–17, 2025  
**📍 Location:** Hybrid (Company HQ & Remote Access)  
**⏰ Duration:** 48 Hours  
**🎯 Theme:** *"Innovate with Impact: Building the Future with Internal APIs"*

**🧠 Event Overview**

The Annual Company Hackathon is a flagship innovation event designed to bring together employees from across departments to collaborate, experiment, and build transformative solutions. This year’s hackathon will run from **Tuesday, July 15 at 10:00 AM to Thursday, July 17 at 12:00 PM**, offering a 48-hour window for teams to ideate, prototype, and present their projects.

The 2025 theme, *"Innovate with Impact"*, emphasizes the use of our internal APIs to create tools, applications, or enhancements that can drive real value—whether for internal operations, customer experience, or future product lines.

**👥 Eligibility & Team Formation**

* Open to all employees, including full-time, part-time, interns, and contractors.
* Teams can consist of **1 to 5 members**.
* Cross-functional collaboration is encouraged—engineers, designers, analysts, marketers, and operations staff are all welcome.
* A **Team Formation Mixer** will be held virtually on **July 10 at 4:00 PM** to help individuals find teammates.
* Participants can register solo and request to be matched with a team via the Hackathon Portal.

**🧰 Available Resources**

Participants will be provided with:

* **Internal API Access**:
  + User Profile API
  + Analytics & Metrics API
  + Notification & Messaging API
  + Permissions & Access Control API
  + Product Catalog API
* **Hackathon Dev Environment**:
  + Pre-configured cloud workspaces
  + Sample datasets
  + API documentation and SDKs
* **Support Channels**:
  + Dedicated Slack workspace (#hackathon-2025)
  + Live Q&A sessions with API owners
  + 1:1 mentorship slots with senior engineers and product managers

**🏆 Prize Categories & Awards**

A total prize pool of **$15,000** will be distributed across the following categories:

1. **🏅 Most Innovative Solution** – \$5,000  
   Awarded to the team that demonstrates the most original and forward-thinking idea.
2. **🔧 Best Use of Internal APIs** – \$3,000  
   Recognizes the most effective and creative integration of our internal APIs.
3. **📈 Highest Business Impact** – \$3,000  
   For the project with the greatest potential to improve internal workflows or customer outcomes.
4. **🎤 Best Demo & Presentation** – \$2,000  
   Honors the team with the most compelling and well-delivered demo.
5. **🗳️ People’s Choice Award** – \$2,000  
   Voted on by all employees during the final showcase.

All winners will receive:

* Digital certificates
* Company-wide recognition
* A feature in the internal newsletter and intranet
* Optional fast-track to productization via the Innovation Incubator Program

**🧑‍⚖️ Judging Panel & Criteria**

The judging panel will consist of senior leaders from Engineering, Product, Design, and Strategy. Projects will be evaluated based on:

* **Creativity & Originality** (25%)
* **Technical Execution** (25%)
* **Impact & Feasibility** (25%)
* **Presentation & Storytelling** (25%)

Bonus points may be awarded for:

* Cross-departmental collaboration
* Accessibility and inclusivity features
* Sustainability or ethical considerations

**📅 Event Schedule**

| **Date** | **Time** | **Activity** |
| --- | --- | --- |
| July 10 | 4:00 PM | Team Formation Mixer (Virtual) |
| July 15 | 10:00 AM | Kickoff Ceremony & API Briefing |
| July 15 | 12:00 PM | Hacking Begins |
| July 16 | 3:00 PM | Midpoint Check-In & Mentor Feedback |
| July 17 | 12:00 PM | Submission Deadline |
| July 17 | 2:00 PM | Demo Showcase (Live & Streamed) |
| July 17 | 4:00 PM | Awards Ceremony & Closing Remarks |

**📢 Registration Details**

* Registration is open from **June 15 to July 10**.
* Sign up via the Hackathon Portal.
* Teams must submit:
  + A working prototype or demo
  + A 3-minute video presentation
  + A short write-up (max 500 words) describing the problem, solution, and impact

**💬 Communication & Support**

* Join the **#hackathon-2025** Slack channel for announcements, team matching, and support.
* Live support will be available 24/7 during the event via Slack and Zoom.
* Mentors will host **office hours** on July 15 and 16 from 2:00–4:00 PM.

**💡 Inspiration from Past Hackathons**

* *2024 Winner:* **PulseCheck** – A real-time employee sentiment dashboard using the Analytics API, now in pilot with HR.
* *2023 Winner:* **AutoRoute** – A smart ticket routing system for customer support, now integrated into our Helpdesk platform.
* *2022 Winner:* **EcoTrack** – A sustainability tracker for internal operations, now part of our ESG reporting tools.

**🧭 FAQs**

**Q: Can I work on an idea I’ve already started?**  
A: No. All work must be started and completed within the 48-hour window.

**Q: Can I use third-party APIs or tools?**  
A: Yes, as long as the core functionality leverages our internal APIs.

**Q: What if I don’t finish my project?**  
A: Submit what you have! Progress and potential are also considered in judging.

**Q: Will projects be considered for production?**  
A: Yes. Winning and high-potential projects may be fast-tracked for further development.

Let’s build something amazing together. See you at the hackathon!