Presenting at GoCode Colorado - Semi-Finals

Last Updated: 3/19/19

Make a Video for Semi-Final

Your team is required to include a video presentation in its semi-final submission. Semi Final submissions are due on 4/15/2019 at 5:00 pm for the Western Slope and on 4/22/2019 at 5:00pm for the Front Range.

This video will consist of one or more team members using the screen video capturing software Loom to record an explanation of your submission that uses the powerpoint template for submission. For the judge's benefit, please stick to the format that is established in the powerpoint template.

Submission_Instructions_LoomVideo_Semi-FInal
Submission_Guidelines_Semi-Finalists
SubmissionTemplate_GoCodeColorado_2019.pptx

Product Track: How to Pitch

1. Problem Identified
   a. Articulate why the problem need to be solved.
   b. Why would a BDM use your product or analysis?
2. Business Decision Maker
   a. Have you tested your product/analysis/idea with potential users?
   b. Describe the Target Audience, and explain any market testing your team has done.
3. Competition
   a. Teams should clearly show how their product is new and different from what is currently available.

      b. Are there any competing products, and if yes, how is yours different?
4. Impact
      a. What impact does the product have on the identified problem?
      b. Explain how your product provides helps solve a real problem for a Business Decision Maker.
5. Implementation
      a. Explain how well-suited the tool is to supporting the BDM's discovery of the data, and the effectiveness of the market ready tool in aiding the BDM in gathering information from the data.
      b. Is the tool functional, logical, sustainable, scale-able, and has a well designed user experience?
      c. Teams must explain their MVP or path to MVP.
6. Datasets
      a. List all datasets used in your product/analysis
      b. What data is and is not from CIM?
      c. How has your team added value to the data?
7. Data
      a. Add value up the scale of data use: increasing accessibility, combination, analysis.
      b. Provide a clear and concise conveyance of the use of data and the value it adds to the product..
8. Results
      a. How did your product turn out?
      b. ** Provide screenshots of your results or final product. Explain or show any progress you've made on design and creation, and what steps you'd like to take next. This helps judges evaluate your ability to implement your idea.

Analytics Track: How to Tell a Data Story

1. Problem Identified
      a. Problem statement, hypothesis, and/or the specific question driving the analysis.
      b. How would a BDM benefit from your analysis?
2. Business Decision Maker
      a. Who is your target industry and BDM?
      b. Illustrate the how the use your analysis will provide useful insights.
3. Existing Alternatives
      a. Analytics Track teams should speak to the competitive advantage that their BDM receives from the insights gained through their analysis.
      b. Is there an existing way that BDMs can leverage the information, and if yes, how does your solution provide greater value?
4. Impact

    a. What impact does the data analysis have on solving the problem or answering the question?

    b. Describe how the analysis seeks to address a problem Business Decision Makers currently experience.

5. Implementation
   a. Show how useful the analysis result is to the BDM's problem, clearly identify how the analysis provides a solution to the BDM's issue.
   b. Is the analysis is accurate, repeatable, and does it produce a degree of confidence in the info provided? Is the analysis complete? What special expertise is required to implement it?
   c. Teams must explain how further resources could advance the analysis and insights.

6. Datasets
   a. List all datasets used in your product/analysis
   b. What data is and is not from CIM?
   c. How has your team added value to the data?

7. Data
   a. Add value through the trifecta of: effective storytelling, combination, appropriate analysis.
   b. Provide a clear and concise conveyance of the use of data and how it leads to the resulting solution.

8. Results
   a. What are the results of your analysis?
   b. ** Provide screenshots of your results or final product. Explain or show any progress you've made on design and creation, and what steps you'd like to take next. This helps judges evaluate your ability to implement your idea.