

HACKMAKERS TOOLKIT



HACKMAKERS

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The secret sauce to managing a winning team

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Facilitating creative and innovative ideas

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Develop a strategic business plan

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A winning formula to structuring your presentation

Before you begin...

Make sure you are in the The Hacker Mindset by encompassing our core values.

**Innovating for Impact,
one hackathon at a time**



The Hacker Mindset

SPOT

STORY

In my experience... talking to my grandparents I found out that.. they were very concerned about having access to household needs So now I ... want to make sure the elderly are taken care of and well looked after

PEOPLE

Names of Team Members: Angela, Dave, Pat

- Purposes: Test an idea, build portfolio, develop new skills
- Passions: Sustainability, support for elderly, ecommerce
- Participation: FT? only on weekends? after work hours?
- Personal Development Goals: pitching, website development, learn tools

OPPORTUNITY

Vision Statement: A care-free world for the elderly

Initial Idea: A specialized platform tailored for those over 60 years so they can receive household goods in 4 hours or less in Australia

TEST

Assumption #1 - The elderly find it difficult to get to the supermarket (True)

Data Point #1 - Number of car licenses owned by seniors is minimal

Assumption #2 - Those over 60 years old use iPads (False)

Data Point #2 - Government gave 150 tablets to seniors in Australia to combat loneliness

BUILD

Goal during Hackathon: Build e-commerce website

Pitch Date and Time: 24th July at 8pm

Judging Criteria: Desirability, Feasibility, Viability, Creativity

Communication platform: Slack

Timeline/ Milestones:

Times

Friday PM
Saturday AM
Saturday PM
Saturday PM
Sunday AM
Sunday PM

Name: David

Rock up
Conceptualize idea
Confirm problem
Customer feedback
Scripting and filming
Presentation

Name: Sana

Join team
Customer Research
Confirm problem
Design Wireframe
Test User Experience
Working interface

Name: Janson

Complete SPOT
Find data & API
Confirm problem
Front-end build
Feature alignment
Created prototype

GO

GROWTH

- Customer - Those over 60 years old and do not own or drive cars
- Content - 'Get immediate access to household necessities!'
- Channels - newspapers, brochure drop offs, aged care centers, interest groups
- Call To Action - Download our app

OPTIMIZE

Horizon 1 - Onboard vendors

Horizon 2 - Expand to services

Horizon 3 - Subscription model



Rapid Ideation

EMPATHY

Persona: Bob, 40 years, Solutions Architect, Energy

SEE

"Now is the time to step up and become a leader"
"There's an opportunity to do more in renewables"

THINK

"Leadership's a goal of mine"
"Sustainability is always at the core of my work"

PAINS

Sick of doing the same work
Not visibility from leadership team

FEEL

Disengaged at work
Confident in his skills
Feels now's the right time for change

DO

Completes online leadership courses at home
Builds microgrid solutions for customers at work

GAINS

New challenge and environment
Ability to mentor and lead a team

DEFINE

I am... currently a father with grown up kids and have been working as a solutions architect as a company for 15 years

I am trying to ... make a career pivot to so that I can make an impact on the world

But... currently I work full time with no ability to be creative

Because...my work is very operational and technical

Which makes me feel... deflated at the end of the day

In a perfect world... I would be running my own business where I will be continuously creating renewable solutions to help customers be sustainable

TEST

Outline the Minimum Awesome Product you will be producing

IDEATION

THEME 1

Opportunity with renewable technology

ROUND 1

Artificial Intelligence
Machine Learning
Blockchain
Virtual Reality
Robotics
Automation

ROUND 2

Rock up
Conceptualize idea
Confirm problem
Customer feedback
Scripting and filming
Presentation

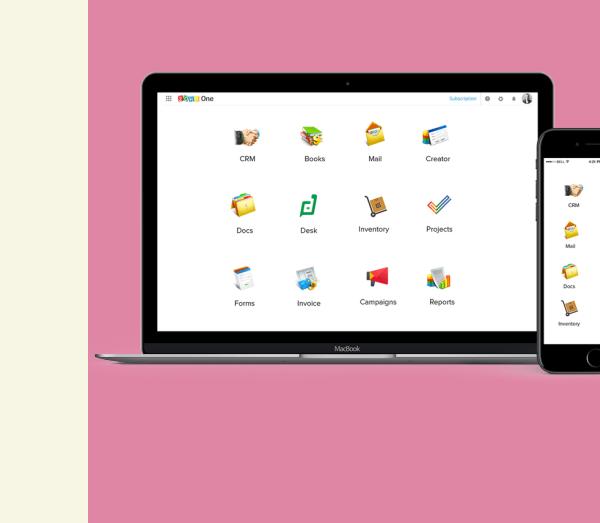
ROUND 3

Join team
Customer Research
Confirm problem
Design Wireframe
Test User Experience
Working interface

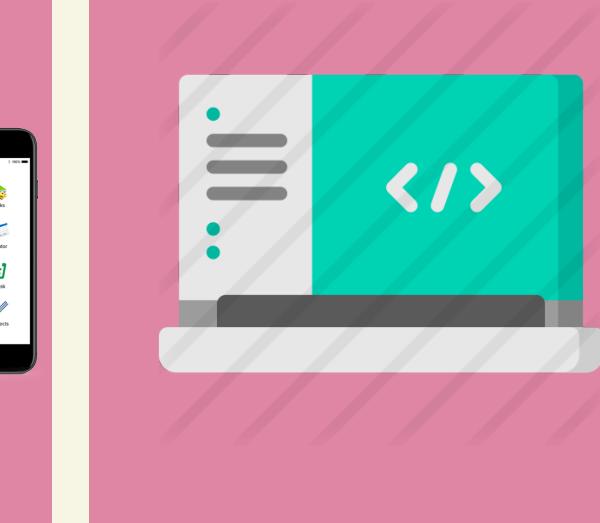
Timeline/ Milestones:

PROTOTYPE

FRAME 1



FRAME 2



FRAME 3



FRAME 4



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HACKMAKERS

Hacker's Canvas

PROBLEM

- Difficult to find a cab when you need it
- Minicabs need to be booked in advance
- Never know who is driving, and cars are often old and not in decent condition
- Cabs don't accept cards

EXISTING ALTERNATIVES

- Black and mini cabs
- Public transport
- Own means of transport

KEY BENEFITS

- Guaranteed fast pick up
- See who is the driver, rating, car plate and model
- Pay reasonable price directly from app automatically

TEAM TALENT

Both sold startups they cofounded for large sums

- Travis Kalanick - sold Red Swoosh to Akamai Technologies for \$19M
- Garrett Camp- sold StumbleUpon to eBay for \$75M

UNIQUE VALUE PROPOSITION

We allow Londoners to get from A-B in a comfortable, safe and reasonably priced ride by failing a car through an app in 1 click

CHANNELS

- PR
- Referrals (invite friend for discount)
- Outdoor ads

METRICS

- Apps installed
- Accounts created
- Journeys booked
- Money spent on trips
- User referrals

CUSTOMER SEGMENTS

- Young (18-24 year olds are 30%)
- internet savvy Londoners
- Tourists

EARLY ADOPTERS

- American tourists opening the app
- Wealth and busy professionals

COST TO DEVELOP

- IT infrastructure and development
- Marketing, PR, legal costs
- Drivers recruitment and management

REVENUE ROADMAP

25% of a fare based on route and idle time



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HACKMAKERS

Business Model CPR

CUSTOMER

Location

- Region - Online
- Culture - Earrings are fashionable
- Language - English

Industry

- Trends - Sustainable fashion, miniature figurines
- New Processes - Upcycled materials
- Innovative Products - 3D printers

Position

- Companies - customised branding at events, gifts for customers, quality products aligned with sustainability goals
- Individuals - sustainable designs, personalised gifts, online purchase

POSITION

Opportunity

Impulse shopping for Mother's Day, everyone purchasing online

X factor

Sustainable, 3D printed, customised

Your Strengths

Artist, 20 years in industry, own factory with 3D printers

Go To Market Strategy

Partnerships: eCommerce/retail platforms

Direct: own website

Education

3D printed gifts are sustainable and innovative
Miniature figurines are cool and fashionable

Network

Environmental Activists who enjoy tech

REVENUE

Model

- Project-based - customizations
- Transactional - Individual products
- Services - Personalizations
- Recurring - monthly jewelry boxES

Offer: Customized jewelry box sets

Price: \$50 each

Target Unit Sales: 100

Projected Revenue: \$5000

Measurement

- Revenue = \$5000
- Cost of Goods Sold = \$600 (materials)
- Gross Profit = \$4,400
- Operating Profit = \$400 (human resources)
- Operating Profit Margin = 80%

Pitch Like A Pro

DESIRABILITY

Persona

- Those who travel internationally
- Need to book a comfortable and secure place to stay
- Want to have a local and cultural experience when travelling

Problem

- Price: important concern for customers booking travel online
- Hotels: leave you disconnected from the city and its culture
- No easy way: to book a room with a local

Purpose

A web platform where users can rent out their space to host travellers

- Save money when travelling
- Make money when hosting
- Share culture with local connection A

FEASIBILITY

Customer Benefits

- Search by city
- Review listings
- Immediately book

Competitive Landscape

- VRBO: Offline and expensive
 - Couchsurfing: Affordable but offline
- Hostels.com: Affordable, online, best for singles**
- Air Bed & Breakfast: More affordable, online, for groups 2+, easy to use, profiles, incentives

Core Team

- Brian Chesky: Business Development & Brand
- Joe Gebbia: User Interface & PR
- Nathan Biecharcyk: Developer
- Michael Seibel: Advisor

VIABILITY

Revenue Streams

- take 10% commission on each transaction
- 10.6M trips with AB&B
 - x \$20 (average fee, \$70/night for 3 nights)
 - = \$200M Revenue

Roadmap

Looking for 12 months financing:

- \$500k Angel round
- 80k trips with AB&B (average \$25 fee)
- \$2M revenue over 12 months

Re-iteration

Air Bed and Breakfast's mission is to help create a world where you can belong anywhere and where people can live in a place, instead of just travelling to it



Join Our Community

Innovating for Impact, one hackathon at a time



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