

ATTENDEE GUIDEBOOK HACKDFW 2019



We're thrilled to have you with us for this adventure called HackDFW. Get ready for the nebulous, wondrous, awe-inspiring, frustrating yet glorious, sweat gland-activating, heart-wrenching, this-sh*t-broke-and-I-worked-all-night-on-it feeling, addictively fun, painfully exhausting, "Aha's!", "What-ifs", light-bulb-over-your-head-popping, I-finally-got-this stupid-f&*&%king-code-to-work-after-six-hours-of-trying process of creating. It's gonna be a good one!

We call HackDFW the design-thinking hackathon of Dallas. Let's unpack what we mean by that. Design thinking is less about where you land than it is about the journey you took to get there. Learning new technologies, hitting dead ends at three in the morning, feeling like it's all falling apart, asking others around in search for an answer—that is what success at a hackathon looks like. Design thinking is also about acknowledging that every problem is tied to one or more human experiences and that we are not all properly equipped to address those problems alone. All of us are smarter than any of us. At HackDFW, we want to promote a culture of "we." We believe richness in a solution comes from a diversity of experience, both technical and human.

HackDFW is a place that welcomes mistakes and awards the risk-takers. An environment where experimenting is encouraged—better yet, required. An experience that teaches you how to fail earlier to succeed sooner. We ask, throughout this weekend, that you build on those imperfections and lean into the uncertainty.

This guidebook lays out a few things to help you navigate the attendee experience. We want you to have the best experience possible at HackDFW. If you feel like something is missing or not to your desire, please let us know how to address it. If you have any questions at any time, feel free to flag down a staff member. Welcome to HackDFW 2019!

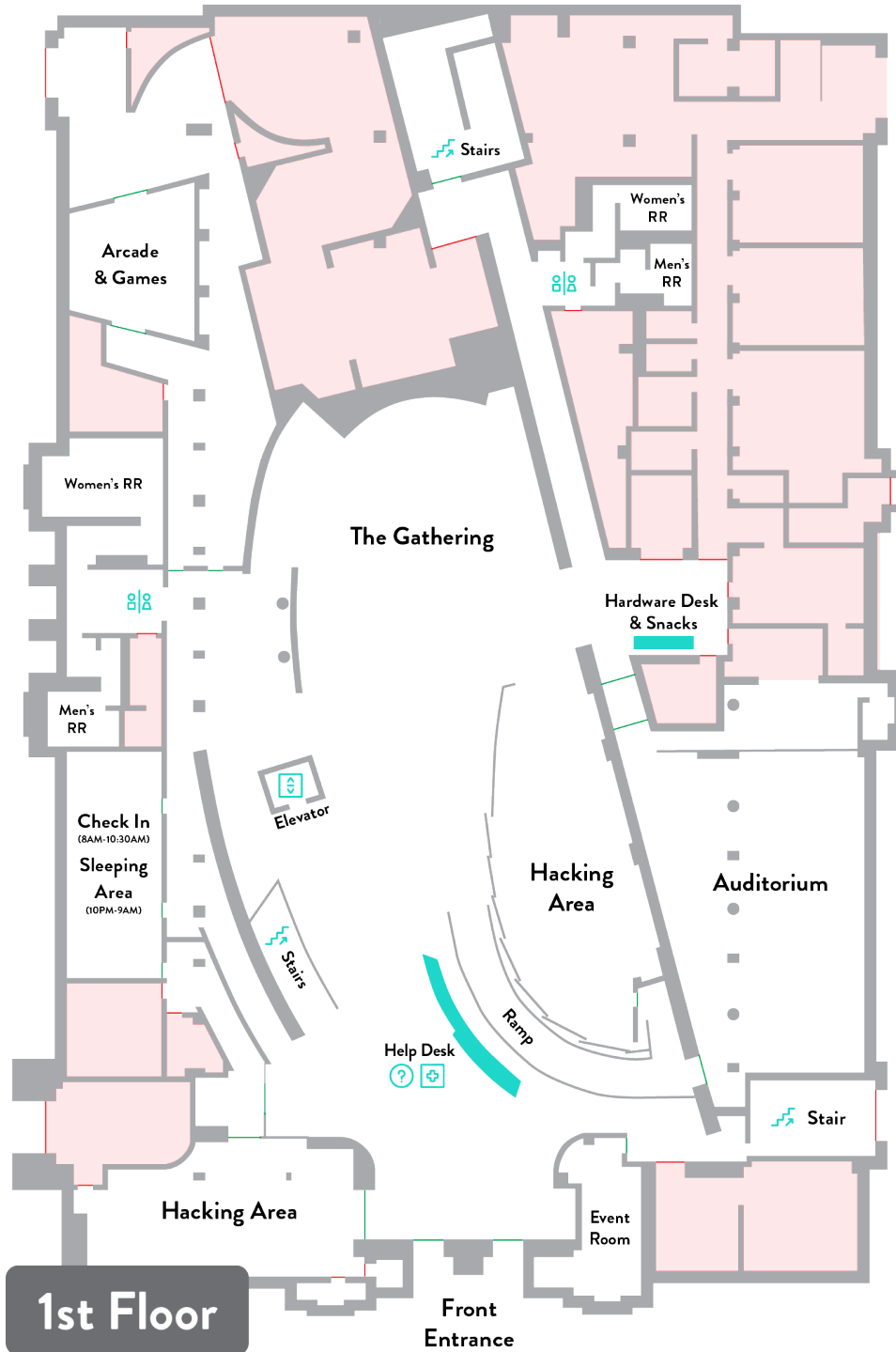
Design thinking taps into capacities we all have but that are overlooked by more conventional problem-solving practices—it is deeply human-centered and relies on our ability to be intuitive, to recognize patterns, and to construct ideas that have emotional meaning as well as functionality.

Tim Brown, IDEO






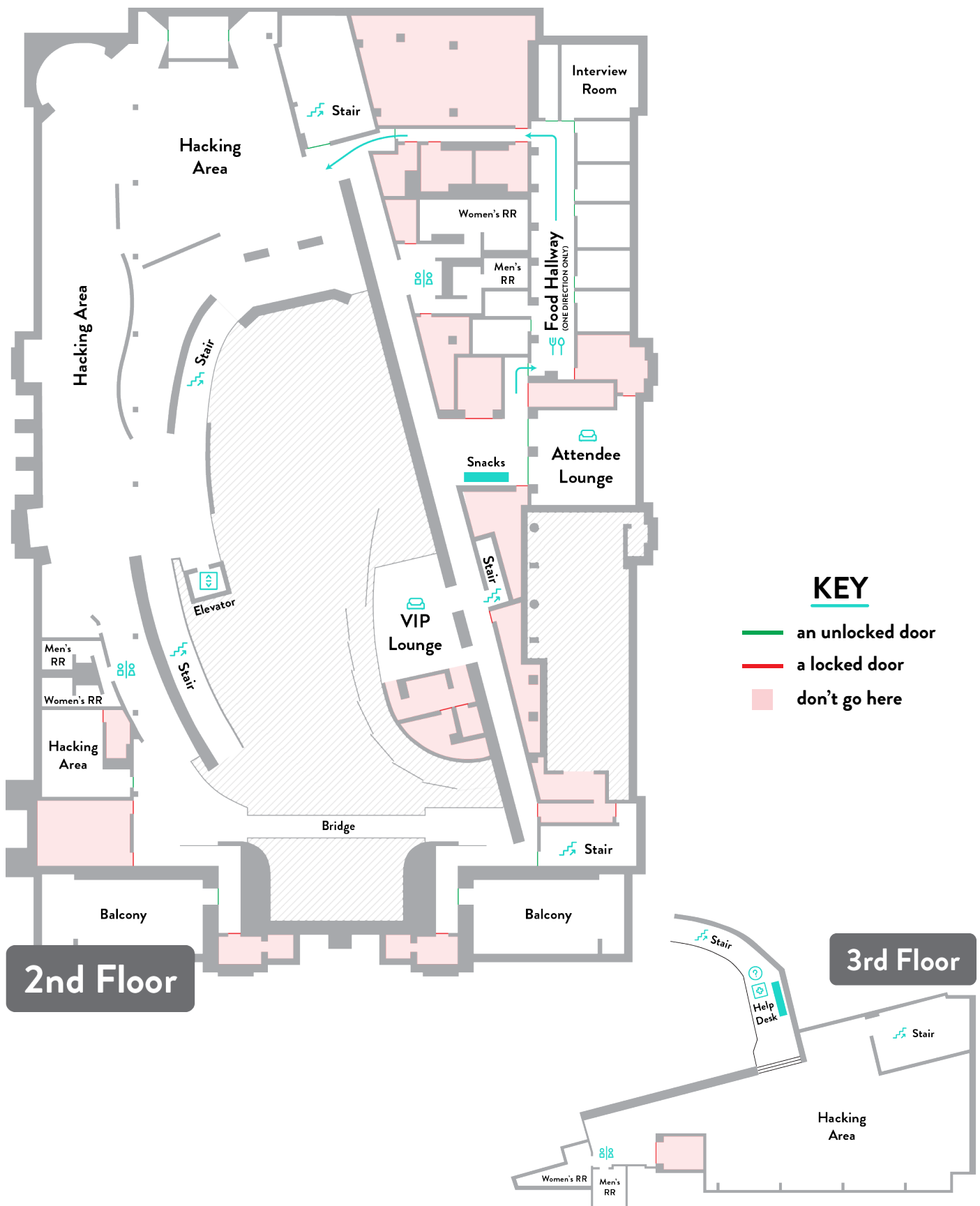


Venue Maps



KEY

-  an unlocked door
-  a locked door
-  don't go here





Schedule

Items in bold are particularly important for all attendees.

SATURDAY		
9:00 AM		Doors Open
9:00 AM	10:30 AM	Breakfast
9:00 AM	10:30 AM	Registration & Check-In
10:00 AM	10:45 AM	Opening Ceremony
10:30 AM	12:30 PM	Late Registration @ Help Desk
10:45 AM		Hacking Begins
10:45 AM	11:15 AM	Team Building Session
11:00 AM		Hardware Lab Opens
11:15 AM	11:45 AM	Ideation Session
11:30 AM	1:00 PM	Lunch
12:30 PM	1:15 PM	State Farm Workshop - Intro to Big Data
1:00 PM	3:00 PM	Photo Booth
1:30 PM	6:00 PM	Scavenger Hunt
1:30 PM	2:15 PM	Design Thinking Workshop
2:30 PM	3:15 PM	Diversity in Tech Panel presented by Impact House
3:30 PM	4:15 PM	Stages of a Startup presented by Impact House
4:30 PM	5:15 PM	OmniSci Workshop
6:30 PM	8:00 PM	Dinner
7:30 PM	8:00 PM	Treat Yo' Self! (Facemasks and Good Vibes)
9:00 PM	10:00 PM	Hot Bytes (a HackDFW parody of Hot Ones)
10:00 PM	11:30 PM	Late Night Snack
10:00 PM	11:00 PM	K-Pop Power Hour
10:00 PM	11:00 PM	Hackathon Organizer Meetup
11:00 PM	12:00 AM	Trivia

SUNDAY		
1:00 AM	1:30 AM	Bob Ross MSPaint Party
2:00 AM	7:00 AM	Quiet Hours
8:00 AM	9:30 AM	Breakfast
8:00 AM	8:30 AM	Yoga
8:30 AM		“How to Submit to DevPost” Video
9:30 AM		Submissions Due On Devpost
9:30 AM	10:00 AM	Pitch Workshop
10:15 AM		Hardware Lab Closes
10:30 AM		Hacking Ends
11:00 AM	12:00 PM	Expo - General Judging
12:00 PM	1:00 PM	Expo - Sponsor Challenge Judging
11:30 AM	1:00 PM	Lunch
1:00 PM	2:00 PM	Photo Booth
2:00 PM	3:45 PM	Final Presentations & Closing Ceremony
4:15 PM		Doors Close



Pre-Event Checklist/FAQ

We all hate that feeling you get when think you might have forgotten to bring something. Here's a short checklist to make sure your travels (and weekend) are stress-free.

- Laptop (or desktop as the case may be) and any accessories you need
- Any hardware or personal items you want to have for your project
- Comfy clothes for the weekend in general and a change of clothes for Day 2
- Toiletries
- Sleeping bag and pillow
- Printed copies of your resume
- Sweater/jacket/blanket/poncho/snuggie in case you get cold
- A government-issued ID
- Headphones
- Medication if needed
- Anything else you might bring on a weekend trip

What should I wear?

We usually see participants wear casual attire during the weekend and comfy shoes. You will be standing/walking around quite a bit as we encourage you to get out from behind your screens, roam the hacking areas, and converse with the other attendees and sponsors. As a general rule, don't wear anything that wouldn't be considered acceptable dress at school or work.

Also, don't forget a jacket if you tend to get cold. The forecast for Dallas on Saturday and Sunday will be mid-40s (low) to mid-60s (high) with 10-20mph winds. The venue, although heated, tends to get a bit colder at night.

What do I do when I arrive?

Parking

- Parking is available in [Lots 3A and 3C](#) (Esplanade Pl, Dallas, TX 75210) on opposite sides of the Washington Street entrance directly behind the venue.
- Parking is FREE the entire weekend. No parking pass is required.
- Make sure to lock your car doors and hide any visible belongings.
- We will have security that will be available to escort you to your car after dark. Come visit the help desk and we can make it happen.

If you took the DART...

The Green Line will drop you off right at the main entrance. The Women's Museum main entrance is on the immediate left after entering Fair Park.

Check-In

- Check-in starts at 9 AM. Follow the line and check-in with your name. We'll need to see a state-issued ID or government document that contains your date of birth. Please have it ready to go.
- If you are a minor, you must also have your **printed and signed** liability waiver with you. We do not accept electronic copies of the waiver. **If you do not have this form, you will not be allowed to enter. No exceptions.**
- If you have dietary restrictions, your Attendee badge should be **BLUE**. You should have declared it previously in your HackDFW application. If you forgot to do so, please let the staff member checking you in know. If you do not have any restrictions, your badge should be **RED**.
- Collect an Attendee badge and some stickers! Please keep this badge on for the entire event. This is how we keep track of who is allowed in the building. As the saying goes..."no badge, no service."
- After check-in, head to the hacking areas to grab your workstation for the weekend.

You're ready to go!

Grab some breakfast on the second floor, find a spot for your stuff, and go check out the sponsors! They're excited to meet you all! Sponsors will be distributed across all floors of the venue.

What about WiFi? What's the passcode? How do I get on Slack? I hear there's a live site. Where's that?

Check the backside of your badge! There's a wealth of information on there.
Reminder #2: Don't lose your badge!

What can I use Slack for?

Slack will be the fastest and easiest way to start direct contact with mentors (on #mentors), find new teammates at the beginning of the event (on #team-building), ask questions to HackDFW staff (on #helpdesk), and chat with sponsors (on individual sponsor channels). Announcements will be made on both Slack as well as over the PA system. Oh yeah, and you can also talk to your hundreds of fellow hackers. Almost forgot about that one. The Code of Conduct applies to Slack as well. Watch your language!

What's the Code of Conduct and Ethics?

HackDFW's code of conduct can be found [here](#). The TL;DR version: Be respectful. Harassment and abuse are never tolerated. If the event itself (namely "HackDFW 2019") is creating an unsafe, inappropriate, or uncomfortable environment, be it through the actions of the attendees, organizers, volunteers, sponsors, or otherwise any persons related to the event whatsoever, please report it to event staff in a timely manner.

I want to share my HackDFW experience with everyone I know!

We're aware that this is actually a statement and not a question. That's because we want you to share your HackDFW experience with others via social media! We are on Snapchat, Twitter, Facebook, and Instagram as [@hackdfw](#). Post/tweet/snap as much as you can and tag everything with [#HackDFW](#) and [#HackDFW2019](#)!

How do I get help from a mentor?

Mentors are excited to help guide you through your process of building. They are here to help you. If you don't talk to them they will be sad, and we don't want them to be sad.

There will be plenty of mentors present throughout the weekend. Some sponsor representatives are serving as mentors in addition to general mentors from the community. Mentors come from all sorts of backgrounds. They can help you with many things beyond code such as hardware design, visual design, pitching, or can just act a sounding board to bounce ideas off of. Even if you are not trying out a specific sponsor's challenge, you can still engage with that company's mentors for help. Sponsor mentors can often be found at their booths.

Ask mentors for help on the #mentors channel on [Slack](#) as well as [HelpQ](#). What is HelpQ? Great question! HelpQ is a ticketing system that allows you to post a ticket to all mentors and receive mentorship, no matter what kind of question or idea you have. Check it out, it's pretty intuitive: send a ticket, get help!

Who do I talk to about a travel reimbursement?

If you requested travel reimbursements prior to attendance, an email notifying you of your reimbursement would have been sent prior to the event. At this time, we will not be offering additional reimbursements.



The Attendee Lounge

The Attendee Lounge is a dedicated space on the 2nd floor for participants to hang out with each other and relax/rejuvenate/recharge. The attendee lounge will have couches, various board games, a pool table, a stash of snacks and drinks, and more. Remember that the lounge is a communal space. You are **not allowed** to set up shop there and use it as a hacking space. All hacking should be done in designated hacking areas.



At Night

Night time at HackDFW is always the best. Reason why? Because of Quiet Hours! From 2-7 AM, noise must be kept to a minimum throughout the entire venue to respect any HackDFW participants who want to catch some zzz's. There will be a designated sleeping room (same room as check-in) prepared with thin air mats for you to use. If you want to sleep, you have to use the sleeping room. Unless you prefer to sleep upright, we cannot allow you to sleep in a random spot or group chairs together to sleep on due to building code. We will have blankets, eye masks, and earplugs for you at the 1F Help Desk if you want them. The room will be set up for use by 10 PM. For those of you who are not early risers, we're keeping lights off until 9 AM. That gives you 30 minutes to submit your project if you haven't done so yet.

Per City of Dallas regulations, **minors will not be permitted to enter or exit the venue between 12 AM and 6 AM.** If you intend to stay overnight, you must remain inside at all times. This restriction will be enforced by security personnel. Minors will not be permitted to exit the venue after 12am.

If you are not a minor, you are free to come and go from the venue as you please at any time of day. Reminder #3: Don't lose your badge! You will need it to get back into the venue. If you need to leave in the evening, security would be happy to escort you to your vehicle to ensure your safety. If you arrived by DART, we highly suggest you use ride-sharing services like Lyft or Uber instead at night.



Bus Procedures

HackDFW is running select bus routes to/from Texas universities with routes to Houston, College Station, Austin, and the Rio Grande Valley. If you came on a bus, you can leave on that same bus. If you did not ride the bus to HackDFW, unfortunately, you cannot ride it back.

You must check-in with your school's designated bus captain before getting on the bus. Buses will depart no later than 5 min after the scheduled time of departure. At the end of HackDFW, you must check-in with your bus captain again before leaving Dallas.

If you are signed up for the wrong bus, or do not intend to come to the event or ride the bus, please let us know so we can adjust your RSVP.

Bus Captains

Bus captain contact information can be found below:

Brownsville Bus (UTRGV)

Antonio Adame
antonio.adame01@utrgv.edu
(956) 438-8893

Houston Bus (UH, Rice)

Abidemi Omoloja
abidemiomoloja@gmail.com
(281) 745-6647

College Station Bus (Texas A&M)

Angelo Yang (A&M)
angelo.r.yang@gmail.com
(512) 545-2025

Austin Bus (UT Austin)

Jay Butera
buterajay@gmail.com
(512) 921-4744

Bus Schedule

The buses are scheduled for the following stops (please arrive 15 minutes early to your stop):

	SAT DEPART	SAT ARRIVE	SUN DEPART	SUN ARRIVE
Austin	5:30 AM February 16th, 2019 Littlefield Fountain, UT Austin, Austin, TX	9:00 AM February 16th, 2019 Women's Museum, Dallas	4:30 PM February 17th, 2019 Women's Museum, Dallas	8:00 PM February 17th, 2019 Littlefield Fountain, UT Austin, Austin, TX
Houston	3:45 AM February 16th, 2019 4800 Calhoun Rd, Houston, TX 77004	9:00 AM February 16th, 2019 Women's Museum, Dallas	4:30 PM February 17th, 2019 Women's Museum, Dallas	9:45 PM February 17th, 2019 4800 Calhoun Rd, Houston, TX 77004
College Station	5:55 AM February 16th, 2019 Wisembaker Engineering Building, College Station, TX	9:00 AM February 16th, 2019 Women's Museum, Dallas	4:30 PM February 17th, 2019 Women's Museum, Dallas	7:30 PM February 17th, 2019 Wisembaker Engineering Building, College Station, TX
Rio Grande Valley	1:00 AM February 16th, 2019 1201 W University Dr. Edinburg, TX 78541	9:00 AM February 16th, 2019 Women's Museum, Dallas	4:30 PM February 17th, 2019 Women's Museum, Dallas	12:45 AM February 18th, 2019 1201 W University Dr. Edinburg, TX 78541



Who to Ask for Help

We want to make sure you are having the best hackathon experience possible. If there is any way we can make the experience better, please don't hesitate to reach out to us.

If you need help during the event, a HackDFW staff member will always be present at the Help Desk or a direct message away on Slack. All staff members will have the [STAFF] tag next to their name.

Staff members will also be walking around the venue at all times. They will be wearing STAFF badges. You will find staff in navy blue tees instead of the white t-shirt all of you will get!

Have a question but don't want to move? (Get up and walk around! Sitting too much isn't healthy!) Find us on Slack on the #helpdesk channel.

For post-event feedback and questions, your go-to gal is **Morgan Monzingo** (morgan@hackdfw.com).

If you experience an incident that may require emergency services, immediately contact a member of our security team.



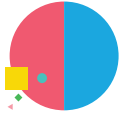
Hardware Checkout Process

HackDFW will have hardware available to loan during the event as well as soldering stations for electronics work. **The hardware lab opens at 11 AM on Saturday and closes at 10:15 AM on Sunday.**

A list of hardware can be found [here](https://bit.ly/2SMbavE) (bit.ly/2SMbavE). The hardware checkout is located on the first floor near the Gathering.

Hardware Lab Rules

- Hardware is on a first come first serve basis
- Please only take hardware that you will need.
- Please return hardware that you are not using so that others can use it.
- You must have a government-issue ID to borrow hardware. We will take your ID as collateral for the hardware you were loaned. You are fully responsible for any hardware you check out. No return, no ID back.
- Any hardware not in use for your demo during Expo should be returned by 10:15 AM. If you are not moving onto Finals, you must return your hardware by 2 PM when the closing ceremony and finals judging begins. Final call for hardware return is 3:45 PM.
- Hardware should be returned in full working condition with all of the originally included accessories and packaging. You will be billed for the replacement value of any damage or missing parts.
- We expect you to use consumables (i.e. resistors). These parts do not need to be returned. You will be told which items are consumables.



DevPost Process

You've spent an obscene amount of time and energy at the event. Now you want to show people why. DevPost is a project sharing platform that allows you to submit and showcase the project you created. We'll be using Devpost to keep track of submissions and challenges.

First, some links:

[How to Submit Video](https://bit.ly/2GE50Hq) (bit.ly/2GE50Hq)

[HackDFW 2019 DevPost](https://hackdfw2019.devpost.com) (hackdfw2019.devpost.com)

Second, some DevPost rules:

Submissions are due at 9:30 AM!!! Submissions must be in by this time. Late submissions will not be accepted. Keep in mind that a submission only indicates your **intent to participate** in expo judging. You can continue hacking and editing your submission up until 10:30 AM.

If you need help with submitting, find an organizer at the help desk or on #helpdesk! Do not leave it until the last minute.

In order to be eligible for prizes, you must submit your project to DevPost. Only one team member needs to submit the project. All team members must be added to the DevPost submission in order for them to be eligible to win a prize. Remember that you need to all be present at the event in order to win. You do not have to submit your code on DevPost, but it is strongly encouraged.



Judging Process

At HackDFW there are two rounds of judging. Judging starts with an Expo round, which is followed by a Finals round. Expo judging is the time where you get to showcase what you've built over the weekend. It will determine what teams go on to present during Finals judging.

What does Expo look like?

Expo judging is “science-fair” style. You will set up your project at your table and prepare for judges to come around. Each team will be assigned a table number.

- Your chat + Q&A with the judge should be **at maximum 3 minutes** in length. You can find tips on how to pitch effectively later in this document.
- Remember that expo is not just a pitch competition. Try to have a conversation with the judge. They are just trying to understand your journey of creation.
- Do not move/trade your assigned table without HackDFW staff approval.
- If you have a large project that can't fit at your assigned table, such as something that requires space for movement (i.e. VR), let the help desk know before 9:30 AM on Sunday. We will configure space for your project.

What happens after Expo is over?

Lunch! While you eat, the five finalist teams will be announced. These teams will get the chance to present on stage in front of our final judging panel and the rest of the attendees. **Teams moving on to finals need to attend a Finals Briefing in the Attendee Lounge from 1:15-1:30 PM.** All members of your team need to be present.

What Does Finals Look Like?

Five final teams will pitch in front of our VIP judging panel. The order will be communicated in the Finals Briefing. Teams will have reserved seating near the stage. Each team will get 5 minutes to pitch and 2 minutes for Q&A.

After all the finalists have presented, the finals judges will go into a secret back room and deliberate. After deliberation, the 1st place and runner up will be announced and will come up on stage, collect their prizes, and take pictures.



Pitching Tips

We encourage all teams to pitch, even if you feel like you have no chance of winning. You would be surprised how many teams that said they were not going to pitch because they “didn’t finish” the project, or lacked confidence about their project quality, and ended up going to the finals and even winning prizes.

The judges understand you only had 24 hours - they are not expecting production ready projects. Think of this as your first go, your minimum viable product (“MVP”), or really even a few steps before that. Your goal is to show that there is a problem, and you created some solution. And you did it in 24 hours. Go you!

Define your success! Only “one” team wins, but success can still be yours. Learn something new. Finish what you started!

Your Story

People tend to enjoy stories more than pitches. So engage your audience and pull them into your story.

The Tagline

Start off with a quick one sentence, your tagline.

“Our team is THE BASTER and we built an IoT device that helps you baste turkeys!”

The Problem

Now go deeper into the problem. The story method is not mandatory.

“Thanksgiving prep stress is probably worse than a quantum field theory final. Too many times we are left with a bird that is dry either because we forgot to baste the turkey or we left too much time in between basting cycles.”

Alternately you could try and pull in the judge to your story.

“Imagine sitting with all of your loved ones for a fantastic Thanksgiving dinner. The table looks perfect and you are starving because all day, this was the moment you were waiting for. You pick up your fork and knife and cut a piece of turkey. As the fork inches closer to your mouth, you think of all the things you are thankful for. When the turkey hits your tongue you die a little inside... It’s dry, like chewing on a leather belt.”

The Solution

Now tell them what your solution is. Give them insight... peel back the layers :)

“To help with this potential Thanksgiving day crisis, we made the best turkey baster ever.”

After explaining your high level solution, then go into the technical details of how YOU built something.

“We used a Raspberry Pi, a water pump, a heat sensor, and a humidity sensor to create a continuous basting fountain for your turkey. The sensors help us collect information like moisture and internal temperature in real time about our turkey and send that information to the raspberry pi to continue to pump baste through the water pump until you get your perfect turkey. If you have a Smart oven we have installed a feature to be able to have the oven cut off as soon as the turkey is done. We used Python to code the raspberry pi.”

The Demo

It is important to show them the demo. Be sure to have something to show off!

“Would you like to see a demo?”

Remember, you only have about three minutes with each judge! Move efficiently, communicate clearly, and don't get caught up on a particular screen at demo time. Have a backup plan if something goes down last minute (e.g., a video, or a description). Don't get caught staring at a login screen for 2 out of your 3 minutes! Depending on your project, you may choose to jump into the demo as you explain your solution.

The Q&A

They are not grilling you, they just want to understand your project better. Questions may be technical or non-technical.

Ten quick tips for giving a winning pitch

1. *Setup*

- Have working code loaded.
- Disable sleep mode & screen saver.
- Get your hardware ready.
- Swap wallpaper for a solid color (or to something minimal).
- Remove distracting icons.

2. *Play your role*

There should be three main roles in every team:

- Demo driver (clicks the buttons, keeps the happy path)
- Speaker (explains what's up)
- Everyone else: support (nod, point, smile, jump in only if absolutely necessary, and answer questions at the end, if there are any!)

3. *Speaker*

- Notes are fine, but don't script (a loose outline is fine, but you know your stuff, so just tell your story).
- Deliver your message authentically (you're showing off what you spent time on this past 24 hours).
- State your problem, explain your solution!

4. *Demo Driver*

- Keep everything on the happy, demo path.
- Keep the pacing right.
- Recovery gracefully.

5. *Support*

- Nod & engage.
- Eye contact; listen; and show excitement.
- Be prepared to answer questions.

6. *Practice*

- Practicing the pitch at least 5 times.
- Talk like it's real.
- Get feedback.

7. Relax

- You just made something awesome in 24 hours.
- Power nap, take a break, give each other high-fives.
- Put on your fresh clothes.
- You got this!

8. Judges

- They are human.
- Tell a story (they might not be technical).
- They're curious about what you made and the future potential of your creation.
- They will ask questions.

9. Speaking

- Speaking is a skill, it comes with practice.
- Smile. Be confident. Vary your speech.
- Avoid fillers ("um", "uh"); fill in with pauses instead.
- Keep hands out of your pockets (remove everything from your pockets).

10. Audience

- They believe in you and want to understand you!
- Take them on a journey and show value.
- Inspire and inform them!