

Hello!

DIAGEO
TECHNOLOGY
VENTURES



ef.

ef.

EF helps technical talent build
awesome startups

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Over 2 years we have built 20 startups now valued at >\$90m



What to expect this weekend



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Lots of building.

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Open APIs and tech support.



JAWBONE

dash

Glympse®

The logo for Carma, featuring an orange stylized letter 'C' with two wings extending from its top. Below the 'C', the word "carma" is written in a lowercase, orange sans-serif font. Underneath that, the tagline "Get there together" is written in a smaller, orange, italicized sans-serif font.

1pm today – technical support



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Try out some of the EF cohort's
latest products.



Great mentors and judges.

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The judges.



Ivan Menzes
CEO
Diageo

Nicola Mendelsohn
VP EMEA Facebook
Diageo Board

Syl Saller
Global CMO
Diageo

Richard Burn
Global Policy &
Public Affairs Director
Diageo

Anna Manz
Strategy Director
Diageo

The judges.



Shilen Patel
Founder
Independents United

Ashley Lumsden
Special Advisor to
Vince Cable

Henry Lane Fox
Partner
Founders Forum

Alex Loizou
CTO
Streethub

Leo Anthias
CTO
Kivo

Yummy food, drink and goodies.



Play with the EF cohort's products.



Saturday

9.30	Hack briefing
10.00	Idea pitching
10.45	Team formation
11.30	START!
11.30	Tech talks
12.30	Lunch available
1.00	API support available
2.00	Mentors available all afternoon
6.30	Dinner and drinks
12.00	Midnight feast

Sunday

9.30	Breakfast
10.00	Mentors available
12.30	Lunch
1.00	EF Workshop – turning your hack into a startup
3.00	Demos to technical judges
4.00	Finalists announced
4.30	Demos to full judging panel
6.00	Drinks



Couple of *helpful* rules

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If you are bringing in an existing idea, or piece of tech, you must build something discrete for this weekend.



You must be ready to demo at
3pm on Sunday. No excuses.

[Send slides if you need them]



Your stuff is your stuff – we take
no liability!



Look after the space and it will
look after you.



All night long?

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Picking the perfect idea

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Build a product, not a startup



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Check out the Facebook group for
more thoughts on this



Building a great hackathon team



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Not too big.

Focus on 2-6 people.

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Well balanced.

Make sure you have the skills to
build your vision.

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Focused.

Are you sure you all want to build
the same thing?

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Clear roles.

Does everyone know specifically
what they should be building?



Judging criteria

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Best Overall

- An easy-to-use tool that could help people drink responsibly
- Strong demo of product
- Most relevant to Diageo
- Scalable idea



Best Overall

Prize:

- Working lunch with CMO
- Pitch slot at Diageo Tech Ventures (with a £100k prize)
- Tickets to Royal Albert Hall event
- £200 amazon vouchers per member



Best Use of Technology

- The most ambitious product, technically
- The team will have taken some technical risks and pushed themselves to the boundaries of what they can achieve
- The product must have relevance to the theme of Good Night Hack

Best Use of Technology

Prize:

- Working lunch with CTO
- Pitch to Brent Hoberman
- £100 amazon vouchers per member



Audience Choice

- Audience vote
- Prize: Lunch with CIO, £50 Amazon voucher

Mentors' choice

- Most hard working individual
- Prize: \$100 of Uber credit, £50 Amazon voucher



Final pitches



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Have your demo set up and ready
to go.

Demos are hard to get right.



5 teams

6 minutes each

-

The problem you are solving

The solution (in non-tech terms)

Demo



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Let's get going

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Idea pitching

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You have 30 seconds

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45 minutes to form teams.

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