

DEVPOST



Internal hackathon template and planning kit

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Introduction



Designed for forward-thinking organizations eager to foster innovation and collaboration within their teams, this planning kit has **everything you need to start setting up your hackathon**. Whether you're aiming to solve pressing business challenges, foster a culture of innovation, or boost team morale, this document will help you navigate the hackathon planning, execution, and post-event stages.

Use these templates and resources to help structure your hackathon, prepare participants, and run a successful competition.

Streamline and scale your hackathons even further with [Devpost for Teams \(DFT\)](#), our all-in-one internal hackathon platform

You'll save time planning and managing your hackathons with its built-in templates, participant registration, judging features, project gallery, and reporting.

[Book a demo](#) to see it in action! Run seamless internal hackathons with DFT's all-in-one platform.

Internal hackathon template

Use this template to help plan your internal hackathons

1. Hackathon Description

Give an overview of the hackathon in 2-3 sentences. Get people excited to join by sharing key event details and highlighting the impact their contribution will have.

Provide additional context by including the strategic rationale of why you're running the hackathon.

Example

- *Generative AI tools are taking the world by storm. From senior engineers to marketing interns, these technologies are ready for use and are quite accessible.*
- *With the sheer power of AI, we can venture into new possibilities that will transform our business—will you join us?*

2. Audience

Who do you want to participate in the event? Give context as to who your hackathon is best suited for.

Example

Calling all developers, product teams, coding aficionados, and tech enthusiasts!

3. What to Build

Describe what participants will need to build. If your hackathon has multiple tracks, share what's required in each track here.

Example













- **Ideas** — *In the idea track, pitch a creative and potentially impactful use case for AI within our company. No technical build is required for this track so spend more time on the explanation.*
- **Technical** — *In the technical track, build a tool, integration, or minimum viable product for our company to use AI in a helpful way.*

Set up your entire hackathon in just minutes on [Devpost for Teams](#)

Create hackathon

Select a template from the list below, or [start from scratch](#)

STANDARD TEMPLATES

-  Generative AI Hack **NEW**
-  Idea Hack
-  Product Hack →
-  Bug Smash
-  Skillup Hack
-  UX Hack
-  Visual Design Hack
-  Docathon Hack
-  DevOps Hack
-  SOC 2 Hack
-  OKR Hack
-  Start from Scratch

Product Hack at Product Demo

WHY

Would your team benefit from taking time to relentlessly focus on your solutions that solve real customer problems in a time bound, collaborative way?

Help us to understand how to improve our product for years to come

What to build

Brainstorm, design, and build new product features that have the potential to

1. Re-engage existing customers
2. Improve onboarding for new customers
3. Increase our competitive advantage
4. Generate new revenue opportunities

Need help? Reachout to members of your team, or better yet reach out to

What to submit

Submit your solution to the Product Hack at Product Demo

Run seamless internal hackathons with DFT's all-in-one platform

- **Centralized platform** to manage your entire hackathon
- **Clearly organized details** so participants know exactly what to build
- **Participant registration is built in** and takes less than a minute

4. What to Submit

Explain what needs to be included in project submissions.

Example

For the idea track, submit a presentation deck that explains what you are proposing, what problem it would solve, how it could work, and any other information to sell your idea. For the technical track, submit a URL or screencasts of your functional project.

5. Final Presentation

Share what happens after the submission deadline. Will everyone need to present or only the finalists?

Ex. Projects will go through the first round of judging on June 3 to narrow it down to the top three finalists. The finalists will be announced on June 4 and will have the opportunity to present their projects in the Town Hall Meeting on June 5. The judges will then select the first, second, and third-place winners.

6. Judging

List who will review the project submissions and how they will be evaluated.

7. Additional Details

Provide links to all applicable resources to help participants during the hackathon. Check out the Resources Checklist included in the Planning Kit for more examples of what to include in this section.

Streamline the process

Streamline the process for judges (and yourself as the organizer) by using a hackathon platform with built-in judging features. **Talk to our team** to see how much time DFT can save you in your next internal hackathon.

Sample schedule for an in-person hackathon

Keep participants on track by highlighting important dates and deadlines.

June 1	Hackathon kickoff Intro session, start forming teams, and submissions open
June 2	Workshop: pitch & demo tips Learn best practices from the Sales leads
June 3	First round of judging Offline submission review
June 4	Finalists announced
June 5	Finalist pitches and judging
June 5	Winners announced!

DFT's built-in schedule keeps participants engaged

- Highlight key event dates & deadlines
- Deadlines shown in local time zones to avoid confusion
- Pre-schedule communications to remind participants about upcoming deadlines

Compose custom announcement

Recipients *

Registrants of this hackathon (3)

Subject line *

New keys for ACME API

Message body *

Normal



B

I

U

Link

Unlink







Image

Hey Team!

We've published new API keys for all registrants! Please [click](#)

Showcase all submitted projects in the DFT Project Gallery long after the hackathon has ended

- Easily search and filter through all submitted projects
- Allows participants to keep building on their ideas
- Share the Project Gallery as inspiration for your next hackathon

PROJECTS		PEOPLE		Create project	
Search projects		FILTER			
		Theme		Region	
		My projects		Open	
		Specialties needed		Skills needed	
3 results	STATUS	TITLE		TEAM	TEAM BUILDING
	Idea	AI-Assisted Virtual Assistant			OPEN
	Idea	Smart Meeting Scheduler			OPEN
	Idea	Automated Expense Tracker			OPEN

Resource checklist

What to provide participants in your hackathon

For Inspiration 💡

- ❑ Examples from past hackathons
- ❑ Project ideas list for inspiration
- ❑ Sample code
- ❑ Specific problems to solve (optional)

To help build and submit 🚀

- ❑ Relevant datasets—either specific datasets you'd like them to use or public datasets
- ❑ Prompt engineering resources (for AI hackathons)
- ❑ Instructions on how to submit project—especially if you aren't using a dedicated hackathon platform

For security 🔒

- ❑ Security policies and clear instructions on using data securely (especially for AI hackathons)

Get more project submissions with Devpost for Teams

Create hackathon

Select a template from the list below, or [start from scratch](#)

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- Product Hack** →
- Bug Smash
- Skillup Hack
- UX Hack
- Visual Design Hack
- Docathon Hack
- DevOps Hack
- SOC 2 Hack
- OKR Hack
- Start from Scratch

CUSTOM TEMPLATES

[+ Create new](#)

Product Hack at Product Demo

WHY

Would your team benefit from taking time to relentlessly focus on you solutions that solve real customer problems in a time bound, collabor

Help us to understand how to improve our product for years to come — j

What to build

Brainstorm, design, and build new product features that have the potenti

1. Re-engage existing customers
2. Improve onboarding for new customers
3. Increase our competitive advantage
4. Generate new revenue opportunities

Need help? Reachout to members of your team, or better yet reach out to

What to submit

A brief presentation deck and a prototype




Final presentation

Each team presents online to the whole company. 5 minutes max

- Built-in templates allow participants to spend more time building and less time structuring their submissions
- Registrants can easily find teammates by skillset

Keep everything organized with a centralized platform

Store all resources, hackathon details, projects (and more!) in one place — and share it with participants using just one link.

	Idea	AI-Assisted Virtual Assistant
	Idea	Smart Meeting Scheduler
	Idea	Automated Expense Tracker

Project categories

REGION

North America | EMEA | APAC

THEME

Workplace Productivity | E-commerce Innovation | Education Transformation

Criteria

👤 Customer Value: Think outside the box and innovate!

💡 Business Impact: Show how your solution makes a difference.

🚀 Tech Innovation: Stay true to the spirit of AI innovation

SCHEDULE

Timezone: EDT

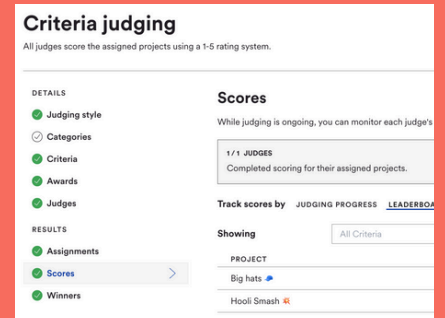
Mar 27, 2024 02:30pm	Registration and Welcome Breakfast Let's get this party started!
Mar 28, 2024 09:00am	Elevator Pitch Meeting Have an idea? Need to find one? Come pitch your ideal
Mar 29, 2024 09:00am	Opening Ceremony and AI Keynote Hear about the latest trends in AI
Mar 29, 2024 10:00am	Team Formation and Ideation Workshop
Mar 30, 2024 09:00am	Submissions open
Mar 30, 2024 12:00pm	Product Demos and Pitch Preparation
Mar 31, 2024 09:00am	Submissions deadline
Mar 31, 2024 01:00pm	Final Presentations Get the popcorn ready 🍿
Mar 31, 2024 04:30pm	Awards Ceremony and Closing Remarks

Sample hackathon judging rubric

Pro Tip 💡 Choose 3 of these judging criteria to help participants focus their projects

Criteria	1	2	3	4	5
Potential impact <ul style="list-style-type: none">How big of an impact could the project have on the company?How big of an impact could it have beyond the company?					
Quality of the idea <ul style="list-style-type: none">How creative and unique is the project? Does the concept exist already? If so, how much does the project improve on it?Is it an application that would encourage a user to use it more than once for its benefits? <i>(if applicable)</i>					
Implementation of the idea <ul style="list-style-type: none">Includes how well the participant executed the idea.					
Technological implementation <ul style="list-style-type: none">Does the project demonstrate quality software development?Does the project thoroughly leverage the required tool?How is the quality of the code? <i>(if applicable)</i>					
Design <ul style="list-style-type: none">Is the user experience and design of the project well thought out?Is there a balanced blend of frontend and backend in the software? <i>(if applicable)</i>					

Streamline the project evaluation process with Devpost for Teams



Judging and scoring are built into the platform so judges can view, assess, and award great projects—all in one place.

Provide a better judging experience for judges and organizers with DFT

- Criteria-style judging allows judges to score projects within the platform
- Assign projects to judges to help them stay organized
- Compile scores and award projects from within the platform

Pre-hackathon workback schedule

This sample schedule is based on a four-week planning schedule. Depending on your organization, this process could be done much faster or take much longer.

To get your hackathon running as quickly as possible, [talk to our team of hackathon planning experts](#). They can help you streamline managing the entire competition.

Time until launch	Pre-launch tasks
4 WEEKS	<ul style="list-style-type: none">Familiarize yourself with the hackathon platform and test out features that will make a successful hackathon (e.g., announcements to engage with registrants)Kickoff with all the hackathon stakeholdersFocus on key details: your organization's goals for the hackathon, what metrics to track, event dates, who can participate, what themes to build around, event location (in person, online, hybrid?), judging criteria, and prizesSource judges early and make sure they are available during your judging dates
3 WEEKS	<ul style="list-style-type: none">While full legal rules are not always necessary for internal hackathons, find out early if you need to include themPost internal comms to get the word out about the hackathon
2 WEEKS	<ul style="list-style-type: none">Plan relevant engagement sessions to run during the hackathon like kickoff webinars, team-building sessions, and technical or subject matter expert talksAssemble resources to help participants get up to speed quickly during the hackathonDraft the hackathon page/event copy with graphics, schedule of events, and key details for participantsShare the draft site for internal feedback with your hackathon stakeholders
1 WEEKS	<ul style="list-style-type: none">Pre-schedule communications to publish during the hackathon to remind participants of events and due datesEvaluate the upcoming needs after the submission deadline and during the judging periodCreate a post-hackathon survey for your participants
LAUNCH	<ul style="list-style-type: none">Launch 🚀Message all of your potential participants and encourage them to register

Hackathon reporting framework: Key metrics to track

Measure the results that truly matter

Congratulations on running your internal hackathon! This framework will help you identify the key metrics to track to accurately measure the success of your event and show off your hard work.

Fundamental metrics

There are a few fundamental metrics to track when assessing the success of your hackathon. These help set the baseline for your next event. They are:

- Number of participants + participation rate
- Number of projects submitted
- Compare registrants vs. number of people who submitted projects
- Number of projects submitted per category
- Identify winning projects

However, while important, these metrics don't always show the bigger picture.

Enhanced metrics to impress your boss

The reality is that measuring the success of your hackathon is about more than the static numbers. Instead, it's about measuring the overall long-term, actionable impact this event has on your company.

This comes down to:

- **Comparing results over multiple hackathons**
- **Measuring engagement and the overall impact on your teams**
- **Qualifying hackathon wins**

See on next page

Want to spend less time creating wrap-up reports?

[Book a demo](#) to see how Devpost for Teams makes it easy to highlight the impact of your hackathons.

Show how the hackathon helped your company

- Save or earn money
- Save time
- Delight customers

Compare results to accurately gauge success

Using a benchmark to measure your results against will help you gauge the success of your hackathon. Include these in your final reporting:

- **Results compared to your original goals**
- **Growth compared to your last similar hackathon**
- **Registration question answers compared to post-hackathon survey results**

Asking participants to answer questions while they're registering is a great way to get a baseline metric. You can use a platform like DFT to easily set this up and review the results.

Measure engagement and impact on teams

Hackathons inspire creativity, boost employee morale, enable cross-team collaboration, and foster a culture of innovation. Include these in your final reporting to help measure your hackathon's impact:

- **Team dynamics**, such as:
 - Participants new to hackathons
 - Teams created with members from multiple departments
 - Participation by location
- **Conversion rates** of participants who became submitters
- **Engagement** through event attendance: How many people joined tech workshops, team building sessions, etc.

Pro Tip 💡
Showcase winning projects to emphasize your hackathon's impact

Judge: Bertram Gilfoyle

PROJECT	Customer Value 🍷	Business Impact 🍷
Big hats 🍷	★★★★★	★★★☆☆
COMMENTS		
nice hat		
Hooli Smash 🍷	★★★★★	★★★☆☆
COMMENTS		
Hooli didn't see this coming		

Store, sort, and search through all projects in the DFT Project Gallery, where they're permanently documented. [Book a demo](#) to learn more.

Qualitative wins

Hackathon results are about more than the numbers. Include these in your final reporting to show the bigger picture:

- Quotes from judges
- Future plans for winning projects
- Feedback from participants
- A link to view all submitted projects after the hackathon
 - 👉 You never know what a project submission could inspire. Ensuring projects are accessible gives participants the chance to keep iterating and enables other employees to learn from them too.

A better way to manage your internal hackathons

Save time running your hackathons with Devpost for Teams—from registration and team building to collecting and judging submissions. See how to streamline and scale your hackathons with ease.

Acme Innovate-a-Thon 🚀

🔧 Product Hack 👤 4 people

🕒 Apr 07 - Apr 10, 2024 | Hackathon completed

[View all projects](#)

Show hackathon details in one place

🚀 Join Us in Revolutionizing Our Product: A Hackathon for Innovation and Growth!

★ What We're Looking For:

Brainstorm, design, and develop new product features with the potential to:

- Re-engage our existing customer base
- Streamline onboarding processes for new customers
- Enhance our competitive edge in the market against Hooli
- Identify and seize new revenue opportunities

💡 Need Inspiration?

Collaborate with your team members or, better yet, partner with a colleague you haven't worked with before to bring fresh perspectives to the table.

📁 Submission Requirements:

Submit a concise presentation deck along with a functional prototype showcasing your ideas and solutions.

🎤 Final Showcase:

Each team will have a maximum of 5 minutes to present their projects to the entire company in an online format.

🏆 May the Best Innovation Win! 🌟

- Winners chosen based on creativity, impact, usability, presentation, and alignment.
- The future belongs to those who dare to dream big and think differently!
- Join us and be part of the revolution at Acme Innovate-a-Thon!

Project requirements

🖥️ Presentation slides

🔧 Prototype

Show participants and potential participants exactly what they need to build

Project categories

REGION

North America | EMEA | APAC

THEME

Workplace Productivity | E-commerce Innovation | Education Transformation

Create a clear schedule with key dates mapped out



3 registration questions

[👤 Invite coworkers](#)

ORGANIZERS

Bertram Gilfoyle



Action Jack Barker



SCHEDULE

Timezone: EDT

Mar 27, 2024 02:30pm	Registration and Welcome Breakfast Let's get this party started!
Mar 28, 2024 09:00am	Elevator Pitch Meeting Have an idea? Need to find one? Come pitch your idea!
Mar 29, 2024 09:00am	Opening Ceremony and AI Keynote Hear about the latest trends in AI
Mar 29, 2024 10:00am	Team Formation and Ideation Workshop
Mar 30, 2024 12:00pm	Product Demos and Pitch Preparation
Mar 31, 2024 01:00pm	Final Presentations Get the popcorn ready 🍿
Mar 31, 2024 04:30pm	Awards Ceremony and Closing Remarks
Apr 07, 2024 09:00am	Submissions open
Apr 10, 2024 09:00am	Submissions deadline

PROJECTS

PEOPLE

Store and access all projects in the same place

Hackathon complete!

Search projects

FILTER

Theme

Region

My projects

Open

Specialties needed

Skills needed

3 results	STATUS	TITLE	TEAM	TEAM BUILDING
	Submitted	AI-Assisted Virtual Assistant		CLOSED
	Submitted	Smart Meeting Scheduler		CLOSED
	Submitted	Automated Expense Tracker		CLOSED

Create hackathon

Select a template from the list below, or [start from scratch](#)

Use this template

STANDARD TEMPLATES

Generative AI Hack

NEW

Idea Hack

Product Hack

→

Bug Smash

Skillup Hack

UX Hack

Visual Design Hack

Docathon Hack

DevOps Hack

SOC 2 Hack

OKR Hack

Start from Scratch

CUSTOM TEMPLATES

+ Create new

Product Hack at Product Demo

WHY

Would your team benefit from taking time to relentlessly focus on your product? Use this template to spark innovative solutions that solve real customer problems in a time bound, collaborative event and you will see amazing results!

Help us to understand how to improve our product for years to come — join us in this hackathon to enhance our product!

What to build

Brainstorm, design, and build new product features that have the potential to:

1. Re-engage existing customers

2. Improve onboarding for new customers

3. Increase our competitive advantage

4. Generate new revenue opportunities

Need help? Reachout to members of your team, or better yet reach out to a colleague you haven't worked with before

What to submit

A brief presentation deck and a prototype

Final presentation

Each team presents online to the whole company. 5 minutes max

Built-in templates allow you to set up a hackathon in just a few clicks

Criteria judging

All judges score the assigned projects using a 1-5 rating system.

DETAILS

✓ Judging style

✓ Categories

✓ Criteria

✓ Awards

✓ Judges

RESULTS

✓ Assignments

✓ Scores

✓ Winners

Scores

Export data

While judging is ongoing, you can monitor each judge's progress and track how projects are ranked once scoring is finished.

1 / 1 JUDGES

Completed scoring for their assigned projects.

2 / 2 PROJECTS

Scored by all assigned judges

Track scores by

JUDGING PROGRESS

LEADERBOARD

Showing

All Criteria

PROJECT	AVERAGE SCORE	COMMENTS
Big hats	4.25 View	1 View
Hooli Smash	3.50 View	1 View

Keep things organized, streamlined, and seamless for judges

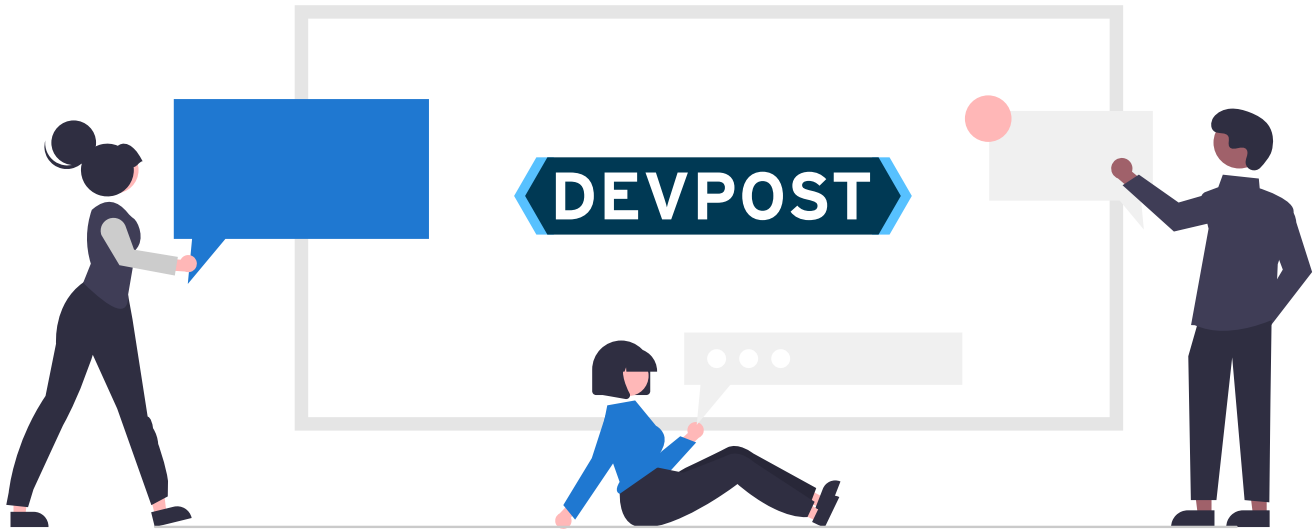
Judge: Bertram Gilfoyle

✓ 2/2 complete

PROJECT	Customer Value	Business Impact	Presentation	Tech Innovation
Big hats	★★★★★	★★☆☆☆	★★★★★	★★★★★
COMMENTS	<div>nice hat</div>			
Hooli Smash	★★★★★	★★★☆☆	★★☆☆☆	★★★★☆
COMMENTS	<div>Hooli didn't see this coming</div>			

The criteria-based rating system makes it easy to compile scores across judges and projects

Contact Us



www.devpost.com
info@devpost.com
212.675.6164

Ready to run your next great hackathon? We're here to help!

Devpost for Teams (DFT) is your all-in-one solution for seamless internal hackathons. From registration and team formation to submission collection and judging, DFT makes it easy to manage every step of your event in one place.

Whether you're planning a company-wide hackathon or scaling your existing events, Devpost for Teams simplifies the process so you can focus on innovation, not logistics.

Let's make your next hackathon a success—[contact us today!](#)