

hack.init()

Program Prospectus

250 Participants

Shanghai, China | July 1 - July 2



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Introduction

What is a hackathon?

"Hackathon" is a portmanteau of "hack" and "marathon", in which "hack" stands for innovation instead of its alternate reference to computer crime. It is an event for computer programmers, software developers, engineers, graphic designers, interface designers, and project managers to collaborate intensively and create feasible solutions targeting daily issues. Normally, a hackathon would last from one day to a week, with participants working around the clock building prototype for their projects.

What is hack.init()?

hack.init() is China's premier youth hackathon and the first high school hackathon that promotes inclusivity and cultural diversity. We are bringing together 250 brightest minds across the country to Shanghai for a 24-hour, nonstop feast of creativity, collaboration, and rapid learning. Unlike traditional hackathons, hack.init() accepts a majority of high school students along with a significant portion of the university freshmen.

We pay special attention to the following three communities:

- Local high school students: As high schoolers, we understand how fearful it is to take the first leap into the world of hackathon. "Hack", being an intimidating world, often scares off our fellow classmates. In the past few years, student advocacy groups in Shanghai have already laid down groundwork in promoting STEM education and awareness. Students from local schools are well-empowered in STEM more than ever. With our robust local school network, we are confident to deliver our message loud and clear: "this hackathon is for everyone; all you need to bring is passion in learning and making."
- International high school students: For Shanghai is a city with cultural diversity, we also pay attention to international high schools, because high school hackathon is as well a rare resource for them. With team member's past experience in founding the International Hackathon Shanghai (IHS), we will bring together students from a diverse cultural to collaborate and to bond within our community.
- University freshmen: Before their times come, university freshman bear imperceivable potential in the future tech industry. We've seen hackathons with less collaborative environments where upperclassman are reluctant to have freshmen and high schoolers on their teams. University freshmen, however, can still be proven competent. To ensure a collaborative and inclusive environment at hack.init(), we will bring in university freshmen and offer them fair chances to fully investigate their potential. They can also serve to help others through working side-by-side with high school participants who either have great skills or an inquisitive heart.

Time

July 1, 2017 - July 2, 2017, a two-day event with 24-hour consecutive hacking time

Feature

This year, we are emphasizing on cultural diversity and fusion. From previous hackathons we organized, we have a record number of 1.4 : 1 male-to-female gender ratio (41.6% female participants). This time, we will aim for a 1-to-1 gender ratio. Additionally, by expanding the range of eligible students to undergraduates freshmen, we are emphasizing in the word "Fusion", where high school students and university undergrads can team up to tackle issues at hand and create feasible solutions.

Audience

For this edition's hack.init(), we are accepting students from 14 years old to 19 years old. This includes high school students (Freshman to Senior) and university undergraduates (Freshman only). All will sign liability waivers to ensure the integrity of this event.

The hack.init() Team

The masterminds behind hack.init() is a team of skilled high school students coming from various backgrounds to ensure the inclusivity and diversity of our event. Our Board of Directors is comprised of seven college and high school students at four geolocations around the world.

Technical Background

As active hackathon participants, our team includes members of the first ever China team at University of Pennsylvania's inaugural PennApps hackathon, representing China in one of the most prestigious hackathons in the United States and actively participating and organizing hackathons in Canada. Our team has participated in all college hackathons locally, including the inaugural Fudan University's HACKxFDU, New York University Shanghai's hack{Shanghai}, and the inaugural Microsoft's Eastern China's Penta-Hackathon.

With various Finalist Awards, distinctive prizes, and founding experiences of several hackathons, our team understands hackathon entirely. We understand what makes a good hackathon and how to make the most out of a hackathon. We believe that after all, it's the experience we had, the bonds we established, the progress we made, and the pride we gained from a hackathon that really matters the most.

Media Background

Incorporating Techomedia (Techo), the first student-run technology-oriented media service in China, we have a robust school network throughout Shanghai and beyond. Moreover, having an official account on WeChat, Techo have published 180 WeChat articles including technology news, "Subtitle" videos, interviews, and media reports about various hackathons we hosted or co-organized. As one of the most influential student media in Shanghai, Techo has an exceptional 2,000+ unique page view record. Besides online updates of our official account, Techo has also co-organized or reported several technology events on-site, such as Google App Inventor Contest, High School Hackathon Shanghai series, International Space Settlement Design Competition, International Hackathon Shanghai 2016, etc.

As a student media consisted of high school students focusing on technology and hackathons, Techo knows exactly what high school students are interested in. We believe that with Techo's experience and our complex inter-school network, Techo is more than competent in promoting the inaugural hack.init() event and get the attention and participation that this event deserves.

Past Experiences

The hack.init() core team has previously participated in the founding of all two existing high school hackathons in China, the High School Hackathon Shanghai series and the International Hackathon Shanghai. Additionally, members of our team also play an active part internationally, being a member of the Toronto Hacker Club, which also have various hackathon organizing experiences. This time, we combined with the sole goal of creating a large-scale, high-quality hackathon that would benefit not only our participants but also the tech industry.

The High School Hackathon Shanghai (HSHS) series

High School Hackathon Shanghai is the first high school hackathon in China. We believe that students, especially high school students, should have the same opportunity as undergrads given the fact that high schoolers can also excel in all fields. Established in February 2016, the High School Hackathon Shanghai Team has already held two hackathons with a total of 140+ participants.



International Hackathon Shanghai (IHS)

International Hackathon Shanghai (IHS) is the first hackathon in China for international students from middle school up to college. It strives to create a rapid learning opportunity mimicking college hackathons. An adult expert was assigned to each team in the wish of supporting hacker experiences for all participants, beginner or expert. In the first-year test run on Nov 11 - 12, 2016, it had attracted 40 participants and this number is expected to grow as hackathon rises in popularity among high school students.



The Toronto Hacker Club (TOHC)

The Toronto Hacker Club (TOHC) is a student-run organization aiming to promote computer science education for secondary school students throughout the Greater Toronto Area. In previous years, the Toronto Hacker Club has hosted three hackathons and three tech workshops alongside Mozilla, Google, Lighthouse Labs, and other influential technology companies. The club has also been awarded the "Building Community through Sciences and Technology Award" by the Toronto Youth Cabinet.



With our matured experiences in organizing the HSHS series and the IHS event, we are confident to bring hack.init() to the next level, benefiting regional youth community, promoting STEM further, and uncover new tech talents.

Pre-event Workshops

Workshops are a significant part of hack.init(). It is intended to be beginner-friendly, and therefore, we are hosting 8 workshops concentrating around Internet of Things, hardware, mobile application, software development, website development, and 3-D modeling. Starting from mid-June, most workshops will carry out before the actual hackathon event, while several ones might occur during the event.

Ruff Internet-of-Things Workshop (IoT)

Ruff is a JavaScript runtime specialized in IoT development. Ruff makes embedded coding easy and more efficient by providing HAL, asynchronous I/O and event-driven programming. With its corresponding hardware starter kit, Ruff has proven to be very popular and easy-to-use in a series of hackathons this year. For this workshop, we will invite engineers from Ruff to teach how to begin with developing Ruff and how to utilize Ruff kit in hackathon projects.

Arduino Workshop (Hardware)

Arduino is an open-source micro-controller kit for building digital devices and interactive gadgets that can sense and control objects in the physical world. It is one of the most commonly-used hardwares in the hackathon community for its easy-to-use features and universal C++ programming environment. For this workshop, we will invite senior Arduino users to guide participants to use Arduino as hardware to develop various projects as well as basic Arduino programming with C++.

Front-end Workshop (Web)

Front-end web development is the practice of producing HTML, CSS, and JavaScript for a website or web application so that a user can see and interact with them directly. Though hackathons are mostly about building a prototype and that the appearance doesn't seem to matter a great deal, a better front-end can always serve as great visual aids so as to improve the favorability of a product. Therefore, this workshop will be a crash course by our guest lecturer to get participants started on the front-end web development with HTML, CSS, and JavaScript.

Back-end Django Workshop (Web)

Django is an open-source web framework written in Python, which follows the MVT (model-view-template) architecture pattern. With Python used throughout, Django makes processing HTTP requests, rendering HTML pages, and communicating with databases much easier. Hence, there has been an increasing number of websites written in Django, and it has been widely used in hackathons. For this workshop, we will invite experienced web developers to teach how to build a website in Django in an efficient way.

Docker Workshop (Web)

Docker is a software containerization platform. It automates the deployment of applications inside Docker containers. Therefore, Docker guarantees that software will run in a lightweight, standardized, and secure environment, which facilitates software development greatly. Because of this, Docker is soon

popular in the hackathons, especially for web development. For this hackathon, we will invite senior web developers who use Docker to teach how to use Docker in a software development process.

Ionic Framework Workshop (Mobile Application)

Ionic is an open-source framework for mobile app development. Built on top of AngularJS and Apache Cordova, Ionic allows app developers to use web technologies like HTML and CSS, which greatly accelerates mobile app development. That is to say, you can build an Android app and an iOS app simultaneously! Therefore, Ionic is a lovely tool for hackathons. For this workshop, we will invite top ionic developers to teach how to develop mobile apps with the Ionic framework in a hackathon.

Android Development Workshop (Mobile Application)

Android is a mobile operating system developed by Google, based on the Linux kernel and designed primarily for touchscreen devices. In September 2015, Android has over 1.4 billion active Android devices worldwide. As one of the most popular mobile operating systems, Android is known for its easy-to-develop and its universality. For those reasons, native Android development using Java is one of the most commonly seen approaches in prototyping a product in a hackathon. For this workshop, we will invite Google Developer Experts and senior Android developers to teach fundamental Android development as well as Java.

CAD Modeling Workshop (3-D Modeling)

Hackathon is not just about programming and software. 3D modeling plays a huge part in the user experience design of a team's final product. In this workshop we provide a crash course as a brief introduction to one of the most widely used professional 3D modeling software, AutoDesk Fusion360. Step by step participants will acquire the necessary design skills to sketch their first 3D model.

Admission Policy

We thought carefully about the kind of community we want to build, and settled on three scores for each applicant. Reviewers will be asked to skip anyone they know personally, making these scores as objective as possible.

Skill

hack.init() is committed to helping beginners discover the joy of building, and we're planning an extensive mentorship system and workshop series for hackers just starting out. But for non-Shanghai hackers, we will place a stronger emphasis on technical/design skills. We believe our non-Shanghai hackers will be the fantastic mentors and standard-bearers for the hackathon community, and we know they will show off the amazing things can be accomplished in 24 hours.

Passion

Skill is impressive in its own right, but we looked for people who also demonstrate a real passion for making things. We want hackers who love to tinker, to invent new things, and to share them with the world. Moreover, we don't want to miss what we call the "pumped beginner" - the hacker who might not have years of experience, but is incredibly excited about building and is putting out tons of work. Excitement matters.

Community

Yes, hack.init() is a competition. But it's also a community, a group of people that comes together for entire weekend and beyond. We want to make sure everyone is, for lack of a better word, nice. Willing to help their neighbors out. Able to get into the spirit without focusing on prizes above all else. Not a jerk. We're proud of the vibe that emerged during the last few high school hackathon events we organized and founded, and we're amped to continue it this time.

Background

On a very fundamental level, we are seeking to build a culture that is inclusive and open, and that starts with tearing down structural barriers surrounding race, gender, etc. So, we especially look to include those from underrepresented backgrounds. We feel that it's important for us to mention that taking background into account should not be conflated with accepting people who are "less qualified" to be at hack.init(), or "lowering the bar" in any way. Instead, we are expecting a significantly larger application pool comparing to the total number of participants we are able to accommodate.

Sponsoring Information

Why Sponsor hack.init()?

High-Quality Audience

hack.init() is the country's premier youth hackathon. Our past participants include hackers who have received Regional Finalist Award of Google Science Fair, multiple hackathon participants, serial student entrepreneurs who have founded or worked for a few companies, and recipients of prizes from various ACM competitions. They come from over 10 cities across China, including all major metropolitans such as Shanghai, Beijing and Guangzhou. From prestigious high schools, previous hack.init() participants have discovered their hidden talents from the 24-hour immersive hacking experience.

Brand Recognition/Exposure

If you want to expand your influence and expedite your company's brand recognition, want to show off your company's awesome hardware or APIs, or just make more future leaders in the world of technology know about your company, you've come to the right place. Companies will love hack.init() because of its vast influence ad-wise. We have a six-figure page view along with partnerships with various media outlets. You will get all the exposure you want – a whole weekend with a huge concentration of innovators and potential future customers who are all looking for new things to try.

Talent Acquisition

High schoolers are a diverse and competent community. Among high schoolers in Shanghai, there are tech startup founders, million-yuan event organizers, media influencers with thousands of followers, and marketing interns for Silicon Valley tech companies. Hackathons give you incomparable access to top technical talent and we can proudly say that we attract some of the smartest people around. As one of the earliest hackathons in China, we have access to an unbelievably talented application pool, of whom we pick the most talented through a vigorous application process to come to hack.init(). We will share access of participant's resumes to eligible sponsors and partners. All sponsors are encouraged to negotiate internship or even full-time job offer with all participants.

Feedback/Adoption

Hackathons are the ideal environment to put your products to work. It allows real-time observation of potential real-life adoption of your product – the ultimate user testing. Watching hackers work on your product will become an invaluable part of your fine-tuning product functionality and documentation for a better user experience. Additionally, we provide a 300-person-strong user pool with innovative minds that test for robustness and scalability of your product. With add-ons such as stage time, API prizes, and limitless interaction with participants, we are determined to help you maximize these opportunities.

Sponsorship Tiers

	Kilo	Mega	Giga	Tera	Title Sponsor
	\$250	\$750	\$1,500	\$3,000	\$5,000 minimum bid
GENERAL					
Send mentors*	✓	✓	✓	✓	✓
Sponsor table	✓	✓	✓	✓	✓
Demo	1 min	1 min	2 mins	2 mins	2 mins
Keynote presentation		2 mins	2 mins	3 mins	5 mins
Tech talk			1	1	2
Customized lounge				✓	✓
Present prize on stage				✓	✓
Branded meal				✓	✓
Opening remarks				✓	✓
RECRUITING					
Distribute materials	✓	✓	✓	✓	✓
Receive hacker resumes	Post-event	Post-event	Pre-event	Pre-event	Pre-event
Send recruiters*			✓	✓	✓
Dinner with hackers				✓	✓
BRANDING					
Logo on website	✓	✓	✓	✓	✓
Award branded prize	✓	✓	✓	✓	✓
Swag in bag & your table	Swag bags	Bag & table	Bag & table	Bag & table	Bag & table
API directory	✓	✓	✓	✓	✓
Logo on t-shirt		✓	✓	✓	✓
Social media blast		1	3+	5+	10+
Post event email			✓	✓	✓
Co-Hosted by You					✓

* We understand there may be difficulties in getting to Shanghai on-site. However, we will try our best to provide remote access to the hackathon itself and all participants. Additionally, we will help distribute branding materials to our hackers on your behalf.

Past Sponsorships



蘑菇云创客空间
Mushroom Cloud Hacker Space



Manibus Facere



Concordia
INTERNATIONAL SCHOOL SHANGHAI
上海协和国际学校

Goabroad 无涯国际教育



为VR而生

MY MINI
FACTORY

GUARANTEED 3D
PRINTABLE



中国第一个“全制”开放创新实验室



YOUNG'S 培养

活动行



翎轩



xīn chē jiān



I U S E R M T

Current Sponsorships (as of February 13)

clarifai

.tech
Domain Names For The New Tech Revolution

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