

Litepaper: Match&Hack

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1. Executive Summary

A hackathon is a collaborative event that brings together multiple talents to create projects, solve problems and create innovative solutions in the form of a minimum viable product. They are meeting places where projects with concrete applications are born. In addition to learning more and more about web3 technologies, developing and applying their knowledge, hackathon participants can expand their network.

Developing a project from scratch requires a multi-talented team to best tackle the hackathon problem. However, finding the perfect missing piece for your team, or even getting started in the hacker world, can be difficult, daunting and sometimes even impossible. It's necessary to get all the participants involved in the same event together, well before the start of the hackathon, to give everyone time to find the perfect team member or members, and to familiarize themselves with the participants.

Match&Hack is the answer to this problem. Like LinkedIn, both expert and novice hackers can create an account to showcase their skills and participation in similar events. The application brings together all participants in the same event. So, before each hackathon, a hacker can browse the different profiles and like those he or she would like to join their team. If the selected hacker has also liked the hacker's profile, it's a match and the two hackers can get to know each other before the event.

The aim of the application is to help all hackers at the same event to get in touch with each other, and to integrate and/or build a team.

2. The problem

Many hackathons are organized around the world, bringing together hackers from all walks of life, all with the same objective: to build a project from A to Z using our partners' tools. Every year, ETHGlobal organizes more than 50 hackathons, welcoming over 70k members and enabling the creation of over 6,000 projects. A third of participants are new to the web3 world, and some are even taking part in this kind of event for the first time.

Taking part in a hackathon is entering the world of web3 and meet thousands of people, hackers and partners, beginners and experienced alike. Although the setting is friendly and supportive, it can be daunting, especially if you're a novice with little or no knowledge of the field. Many hackers have already embarked on their first hackathon, either with or joining a team of friends.

Also for more experienced hackers who have already taken part in this kind of event, finding or completing a team can prove difficult. Indeed, for the more competitive, building a project from scratch requires solid knowledge in many fields. For this reason, it's a good idea to have a multi-talented team, but also a team with common or similar interests, for better cohesion and performance.

A connection between hackers is therefore necessary, well in advance of the hackathon. Everyone should be able to familiarize themselves with all the participants in the same event, welcome a new member or join a team, all in line with their own values and needs.

3. The Solution

As an evolved version of LinkedIn specific for hackers, Match&Hack matches members of the same event to find the perfect hacker for a top-performing team. Swipe right if the hacker's profile is the missing piece to complete your project: if the hacker has liked you too, it's a match and you can get to know each other before the hack.

Match&Hack is a social network in the form of a website, with a backend based on Lens Protocol tools. Creating a profile and connecting to an account uses XMTP and Airstack technologies. Airstack is also used for API and data retrieval.

Like the contact suggestions on LinkedIn, Match&Hack highlights hackers who have taken part in the same types of events and hackathons, using the Proof Of Attendance Protocol principle. Random suggestions are also offered, especially for new hackers taking their first steps in the Web3 world and who have never taken part in this kind of event before.

4. How It Works

User Registration and Authentication:

- Authentication with Lens Protocol: Users begin their Match&Hack journey by authenticating themselves using Lens Protocol. This robust authentication system ensures the security and legitimacy of participants within the platform. It provides a trusted foundation for the entire Match&Hack ecosystem.

Building Your Hacker Profile:

- Creating a Detailed Profile: After authentication, users have the opportunity to create a comprehensive hacker profile. This profile acts as a digital representation of their skills, experiences, and preferences.
- Profile Customization: Users can customize their profiles by adding a profile picture, crafting a descriptive bio, listing their technical skills, specifying programming languages they excel in, sharing their GitHub profile, and detailing the types of partners they are interested in collaborating with.

Finding the Perfect Team:

- Matchmaking Interface: The heart of Match&Hack is its intuitive matchmaking-style interface. This interface simplifies the process of finding the ideal team members for hackathon participation.
- Browse Profiles: Hackers can browse through profiles of other participants, exploring a wealth of information to understand potential teammates better. They can view skills, experiences, badges, and other relevant details.

- **Initiating Communication:** When a suitable match is found, users can initiate communication through the platform. They can send direct messages, introducing themselves and discussing their mutual interests and goals for the hackathon.

Profile Verification:

- **Dual Verification:** Match&Hack ensures profile authenticity through a dual verification process. Lens Protocol and PolygonID are employed to verify user profiles. This double-layer verification enhances trust within the platform, ensuring that users are genuine participants in the hackathon community.

POAP Badges:

- **Recognition System:** To motivate and recognize hacker achievements, Match&Hack incorporates POAP badges. These badges are awarded based on past participation and wins in hackathons, showcasing a user's expertise and commitment within the community. Users can proudly display their badges on their profiles.

Secure Communication:

- **XMTP Messaging:** Match&Hack provides a secure environment for communication between hackers through XMTP's messaging platform. Users can engage in direct one-on-one chats or participate in group discussions. This secure communication fosters collaboration, knowledge sharing, and efficient team communication.

5. Marketing Strategy

Match&Hack's marketing strategy is designed to reach and engage the global hackathon community while ensuring sustainable revenue streams. Our approach encompasses several key elements:

- **Social Media Engagement:** We will actively leverage popular social media platforms, including Twitter, LinkedIn, Reddit, and Discord, to engage with the hackathon and developer communities. Through regular posts, engaging content, and partnerships with influential figures in the space, we aim to build a strong online presence and foster discussions about the platform.
- **Hackathon Organizer Partnerships:** Collaborating with hackathon organizers is central to our strategy. We will establish partnerships with prominent hackathon hosts, providing them with tools to integrate Match&Hack seamlessly into their events. This strategic alliance not only increases our user base but also creates a win-win situation where hackathon organizers benefit from improved team formation and participant engagement.

- **Content Marketing:** High-quality, informative content is crucial for educating and attracting both novice and experienced hackers. We will create blog posts, tutorials, and video content addressing topics relevant to hackathon success, team building, and blockchain technology. This content will not only serve as a valuable resource but also help drive organic traffic to our platform.

- **Hackathon Sponsorships:** We plan to sponsor select hackathons, gaining exposure to thousands of participants and organizers. Sponsorship will include branding, promotional materials, and exclusive access for Match&Hack users, creating an added incentive for hackers to join our platform.

Revenue Generation:

One notable aspect of Match&Hack is the innovative approach to revenue generation through ads. This model allows us to offer a completely free platform for users while ensuring the financial sustainability of the app. The use of POAP badges as a recognition system and gamification element remains a unique and motivating feature for users.

6. Product Development: Crafting an Innovative and User-Centric Solution

We are committed to continuously improving Match&Hack. Our development roadmap includes refining user profiles, enhancing matchmaking algorithms, and expanding platform features based on user feedback.

7. The Passionate Team

The members, including Maxime, Thomas, Nathan, Adam, and Mélanie, are a passionate group of individuals with diverse expertise and a common commitment to enhancing the hackathon experience and fostering collaboration within the WEB3 community.