

Nelly & Google Cloud AI Hackathon Proposal

This document outlines a hands-on, hackathon-style workshop. The goal is to build a working Proof of Concept (POC) using Gemini on Vertex AI to solve a real-world challenge relevant to Nelly's business.

1. The Goal

The purpose of this event is to move from discussion to action. By dedicating time to this hackathon, your engineering and product teams will work alongside Google Cloud engineers to build a tangible POC.

The proposed outcome:

1. The hackathon will help validate the business value of a specific GenAI use case on your own terms.
2. Your team gets hands-on experience with Google's AI platform.
3. The experiments will help us jointly identify the most valuable next steps.

2. Key Technical Details

- A core challenge designed to simulate your real-world problems with unstructured data and memory limits.
- A deep dive into Vertex AI & the Google ADK with some contextual awareness that you are using Claude's Bedrock SDK.
- A 2-day format that balances guided, hands-on learning with creative, open hacking time.
- Google will provide a "Participant Handbook" with all necessary resources to participate in the hackathon as well as guides on how to bridge the gap between TypeScript programming paradigms and the Python-based ADK.
- For our Core Challenge, Google will provision the necessary setup and management of GCP environments.
- For the "Bring your own challenge" we will advise on how to prepare your own GCP project as required.

3. A Partnership Approach: Before, During, and After

To get the most out of our time together, we propose a three-phase approach.

Phase 1: Pre-Event Onboarding & Alignment

- Scoping Session: A mandatory 1-hour virtual call one week prior. This is to scope the use case, understand the data, and handle technical prerequisites so we can hit the ground running.
- On-Demand Learning: We'll provide a short "Cloud Environment 101" video to cover the basics of the GCP console and services as well as AI resources on the hackathon topics.
- Clear Communication: A simple email sequence will keep everyone aligned on the agenda, challenges, and logistics.
- Preparation: Split the group into pre-defined teams before the event with POC's responsible for each team.
- Defined Roles: We will jointly define leads from both Nelly and Google for content, organization, and technical mentorship.

Phase 2: During the Event

- Ice breaker - create a flashy team name, logo and mission using Gemini
- Warm-up content: shared between Nelly & Google, including setting the business and technical scene, and motivating participants.
- Structured Support: We'll use dedicated channels (e.g., on Discord or Slack) for questions and schedule bookable sessions with our subject matter experts.
- Proactive Check-ins: Event leads will check in with each team to identify blockers and provide support.
- The event will conclude with a working session where each team documents their "Next Steps Action Plan", "Production Feasibility" and Learnings

Phase 3: Post-Event

- Send out a feedback form to participants to see where things could have run better.
- Pre-schedule a follow-up meeting for one week after the event to review developer sentiment and product opportunities

4. Hackathon Challenges

The event will feature two distinct types of challenges to accommodate different levels of technical readiness and business needs.

- **Challenge 1: Core Challenge (Unstructured Data):** A pre-built challenge focused on the complexities of unstructured data and memory constraints, providing a robust learning experience on the Google Cloud stack.
- **Challenge 2: Bring Your Own Use Case:** We encourage your teams to bring their own real-world problems. This is the most direct path to building something with immediate business value.

Proposal 1: The 1.5-Day Immersion

An extended format for deeper learning and more complex POC development.

Day	Time	Activity
Day 1	15:00 - 15:30	Welcome & Strategic Kick-off
	15:30 - 17:00	Deep Dive: Vertex AI & Google ADK
	17:00 - 17:15	Break
	17:15 - 17:30	Challenge Unveiling
	17:30 - 18:15	Team up, planning and environment setup
	18:15 - 19:00	Drinks/Dinner?
Day 1	09:30 - 12:30	Official start of Hacking
	12:30 - 13:15	Working Lunch
	13:15 - 16:30	Hacking
	16:30 - 17:00	Presentation Preparation
	17:00 - 17:45	POC Demos & Pitches
	18:00 -	Dinner & awards

Proposal 2: The 1-Day Intensive



A fast-paced format focused on rapid prototyping and validation.

Time	Activity
09:00 - 09:30	Welcome & Strategic Kick-off
09:30 - 10:30	Deep Dive: Vertex AI & Google ADK
10:30 - 13:00	Challenge Unveiling & Hacking Begins
13:00 - 14:00	Working Lunch
14:00 - 16:30	Final Hacking Sprint
16:30 - 17:00	Presentation Prep
17:00 - 18:00	POC Demos & Pitches
18:00 -	Dinner & awards

Next Steps & Confirmation Checklist

The next step is to schedule a brief meeting to align on the preferred format and confirm the details below.

Detail	Status	Notes
Are there any objections to the proposed dates of Dec 18, 2025 - Dec 19, 2025 ?	<div>📅 Date</div>	
Preferred Format (1-day or 1.5-day)	Pending	

Detail	Status	Notes
Are we aligned on the core technical challenges?	Pending	
Event Location	 Place	
Primary Contact (preferably technical) from Nelly who will help coordinate/define desirable format?	 Person	
Follow-up Meeting Schedule	Pending	
Are we looking to create teams and if so, would we be able to communicate with POC's for each team beforehand?	Pending	
Can you confirm the availability of a suitable room with A/V equipment?	Pending	
What are the options and budget for catering (lunch, dinner, coffee)?	Pending	
Is Discord or Slack the preferred communication channel for the event?	Pending	
Please share your thoughts on the hackathon format in terms of judgment criteria and prizes?	Pending	