

# *Participant Guide*



CONNECTED SERVICES  
**HACKATHON**

APRIL 22-24 - DETROIT



<b>SWX Connected Service Hackathon</b>	<b>3</b>
<b>The Challenge</b>	<b>3</b>
<b>What am I playing for?</b>	<b>4</b>
<b>When and Where?</b>	<b>4</b>
<b>Accommodation</b>	<b>5</b>
<b>Agenda</b>	<b>6</b>
<b>Judging Criteria</b>	<b>7</b>
<b>Technical:</b>	<b>7</b>
<b>What should I bring?</b>	<b>8</b>
<b>Stellantis SWX Connected Services Hackathon Team</b>	<b>9</b>
<b>Where can I go for additional information on the program?</b>	<b>10</b>
<b>Good background and information</b>	<b>11</b>
<b>Who can I contact if I have questions regarding anything?</b>	<b>12</b>





# SWX Connected Service Hackathon

Welcome to Stellantis' first ever software focused Hackathon! We are excited that you chose to participate in this three day, adventure packed weekend. We are hoping that this program will allow you to gain experience in identifying problems, ideate solutions, and execute plans of action. During this program, you will have ample help and direction if needed.

## The Challenge

Gamification of driving. Think out of the box to combine data from the car, from the mobile devices or from the cloud to create applications that can gamify safe driving, green driving with peer to peer competitions.

The various areas of gamification can be in

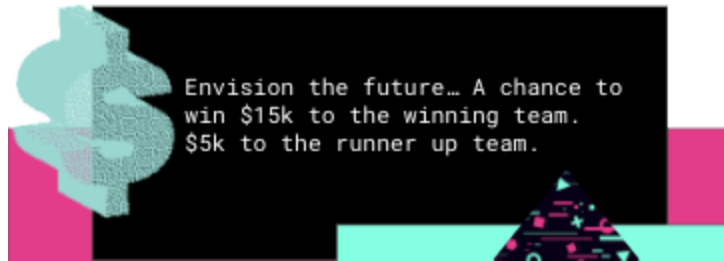
- A) Safe Driving (harsh braking, forward facing threats recorded from phone, etc)
- B) Green driving (acceleration, fuel consumption, etc)
- C) Carbon Footprint (grams per passenger – km, promoting more occupancy)
- D) Cost (Gas station connect – by choosing the lowest cost of fuel)
- E) Sharing (Enabling peer to peer ride sharing, counting points based on that)
- F) Productivity (Minutes of official calls in the car, etc)
- G) Entertainment (Minutes of using car to view content)
- H) Performance (Who touched fastest acceleration)
- I) Adventure (G-Force reached)

\*Gamification would imply creating apps that can spark a competition between people or make the driving experience more engaging.





## What am I playing for?



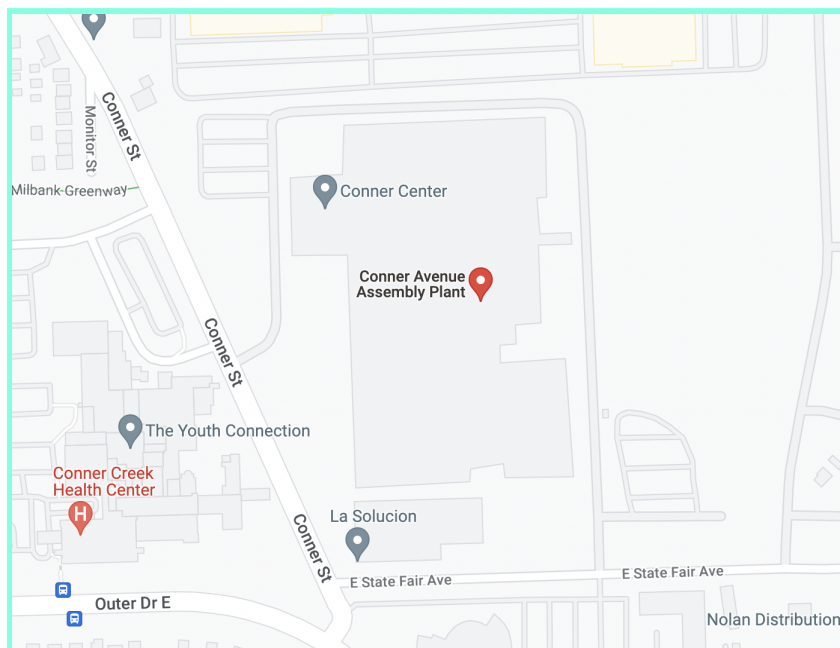
## When and Where?

Friday, April 22 - Sunday, April 24

The event will take place at the [Conner Center](#) in Detroit Michigan. This former assembly plant was the home of Viper and Prowler production.

### [Conner Center](#)

[20000 Conner St, Detroit, MI 48205](#)





## Accommodation

All teams will be given 3 hotel rooms, with double beds for Friday and Saturday night. Confirmation numbers will be provided later.

**[Courtyard by Marriott Detroit Warren](#)**  
**[30190 Van Dyke Ave, Warren, MI 48093](#)**





# Agenda

## Friday: DAY 1

- 3:00 PM Registration opens
- 5:00 PM Opening Kickoff
- 6:00 PM Dinner
- 7:00 PM Official Start
- 10:00 PM Conner Center Closes - Teams will be sent back to the hotel.

## Saturday: DAY 2

- 7:00 AM Conner Center Opens
- 7:30 AM Breakfast
- 1:00 PM Lunch
- 7:00 PM Dinner
- 10:00 PM Conner Center Vehicle Curfew - Teams are allowed to work overnight at Conner. Hotel is available if participants wish to return.

## Sunday: DAY 3

- 7:00 AM Breakfast
- 9:00 AM Pitch Sessions - Teams have 10 minutes to pitch their work & 5 minute Q &A
- 11:00 AM The judges retire to decide the winners
- 11:15 AM Prizegiving
- 11:30 AM Close

\*Additional agenda details will be available before the hackathon.



# Judging Criteria

## Technical:

- ☐ How much of the solution works vs theoretical ?
- ☐ Is the solution robust and scalable
- ☐ How technically impressive is the hack? Is the technical problem the team tackled difficult? Did you find a new use for, or leverage, an existing piece of technology? Did the technology involved make you go "Wow"?

## Product:

- ☐ Is it realistic?
- ☐ Level of innovation
  - Novel idea - Partially in the market today - Exists in the market today
- ☐ Will it make an impact on Stellantis Customers?
- ☐ Have you considered how customers will use the product?

## Judging criteria doesn't include:

- How good your code is. It doesn't matter if your code is messy, or not well commented, or uses inefficient algorithms. Hacking is about playing around, making mistakes, and learning new things. If your code isn't production ready, we're not going to mark you down.
- How well you pitch. Hacking is about building and learning, not about selling.
- How good the idea is. Again, hackathons aren't about coming up with innovative ideas. It's about building and learning. How well the project solves a problem. You can build something totally useless and as long as you're learning and having fun, that's a good hack! Sometimes a pointless project is one of the best hacks!

Participants are allowed to leverage whatever platform, service, language or provider that they choose/ have access to.



## What should I bring?

- ☐ Computer
- ☐ Chargers
- ☐ Mobile Devices
- ☐ Any necessary cables
- ☐ Comfortable Clothes ( This facility was an assembly plant so bring clothes that you will be comfortable in)
- ☐ Pillows/blankets anything you need to be comfortable
- ☐ Snacks or Energy Drinks ( Food is provided, but we know everyone has their favorite brain food and fuel)





# Stellantis SWX Connected Services Hackathon Team



Kirti Gedela  
Team Coordinator



Alex Burke  
Event Logistics



Lucas Romero  
Event Organizer



Peter Schwartz  
Team Coach



Austin Brey  
Team Coach



Raghu Sodha  
Team Coach



Andrew Baldino  
Team Coach



Charlie Cross  
Judge



Anna Quenon  
Judge



Vishnu Sundaram  
Judge

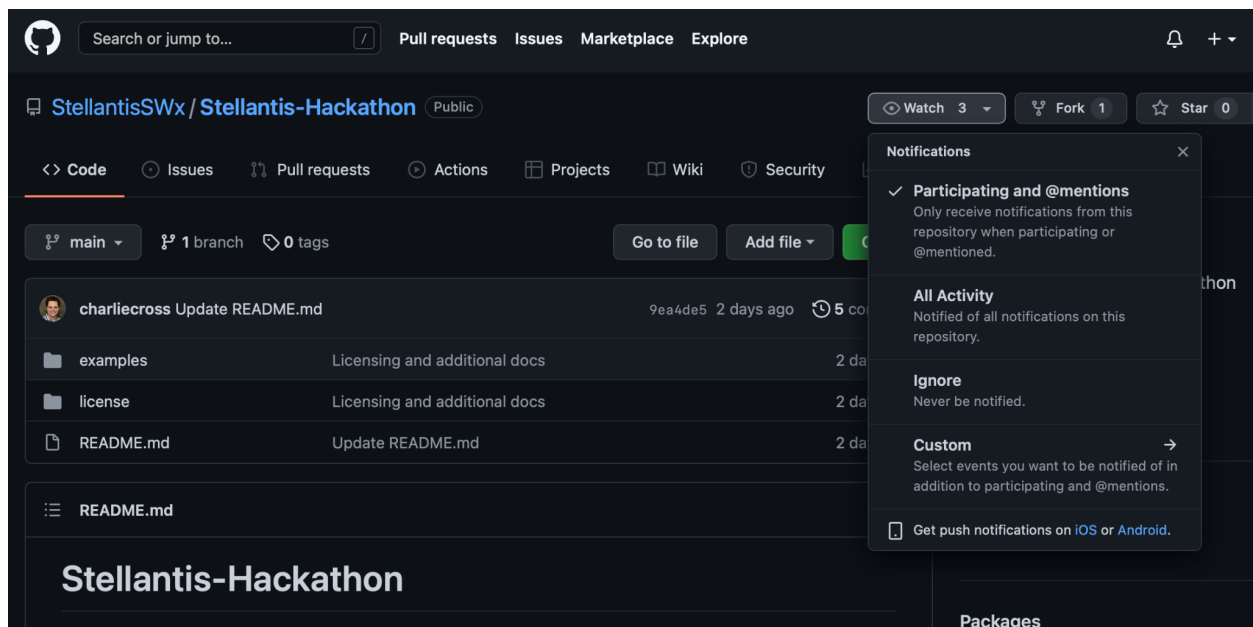




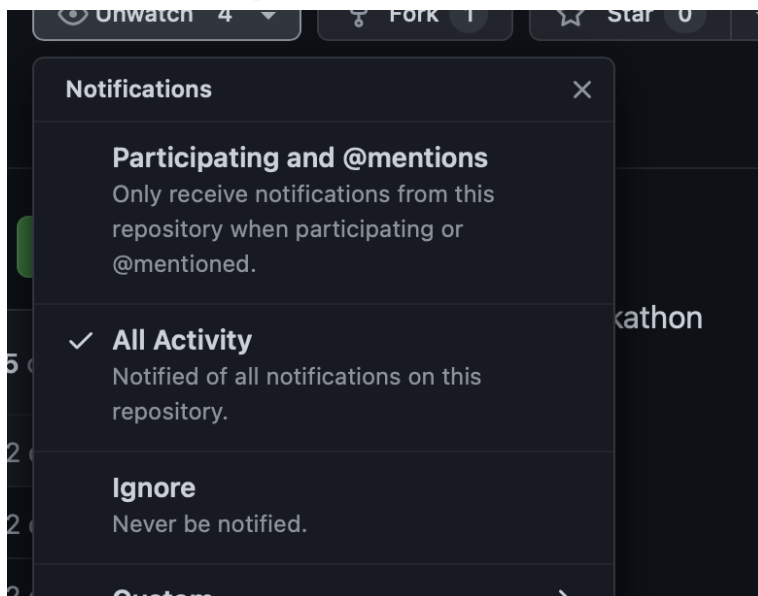
# Where can I go for additional information on the program?

Subscribe to our Github repository to stay updated on documents and information critical in helping you throughout the program. Instructions on how to stay notified on Github:

1. Go to: <https://github.com/StellantisSWx/Stellantis-Hackathon>
2. On the right hand side, click the down arrow next to “watch”



3. Click “All Activity”



Now you should be able to get notifications anytime there is a change to this repository

## Good background and information

Software Day 2021

<https://www.stellantis.com/en/investors/events/sw-day-2021>

## Who can I contact if I have questions regarding anything?



**Kirti Gedela**

**Email: [kirti.gedela@stellantis.com](mailto:kirti.gedela@stellantis.com)**

**Phone: 248-205-6063**





Each participant needs to complete the following [form](#) and attach a signed copy of the release below:

**STELLANTIS HACKATHON**

**PUBLICITY /INTELLECTUAL PROPERTY RELEASE AND CONSENT**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the undersigned, hereby grant to FCA US LLC and to its agents, licensees, divisions, parents, subsidiaries, affiliates, successors and assigns, and to other such persons and/or entities as FCA US may designate (all of the foregoing individually and/or collectively, “FCA US”), the right and permission to videotape, film, photograph and/or otherwise record me (individually and collectively, the “Footage”) and to reproduce, publish, distribute, display, broadcast, exhibit, and/or in any other way use my image, likeness, photograph, voice, musical performance, conversation and/or other sounds and/or picture as embodied in the Footage either alone or together with my real name (including nicknames), actual and/or paraphrased statements, signature, biographical information and/or any other information or attribute identifying and/or otherwise associated with me (collectively, “Persona”), in whole or in part, distorted, altered, modified and/or adapted in character and/or in form, alone and/or accompanied by other material, in any manner and without restriction of any kind, worldwide, in perpetuity and royalty-free, for any purpose whatsoever, including without limitation, for the purpose of advertising, publicity, merchandizing, promotion, trade and/or other marketing for FCA US in any and all media now known and/or hereafter developed (collectively, the “Materials”).

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I irrevocably waive any and all right to inspect and/or approve the Footage and/or any use of my Persona pursuant to this Release, including, but not limited to, any Materials using my Persona and/or any text, image and/or other creative elements that may be used in conjunction with my Persona. I understand that my Persona may be retouched, cropped, edited and/or otherwise modified in FCA US’s sole discretion. I acknowledge and agree that all right, title and interest in and to the Footage and/or the Materials, including without limitation all copyrights and trademark rights therein, shall be the sole and exclusive property of FCA US LLC.

I hereby release, discharge and agree to indemnify and hold harmless FCA US from and against all claims, actions, suits, losses, liabilities, damages, costs, expenses and/or fees (including, without limitation, counsel fees and disbursements) (collectively, “Claims”) arising out of and/or relating to the use of my Persona in accordance with the terms of this Release, including without limitation, any Claims for violation of the right of publicity and/or privacy. In no event shall I have any right whatsoever to enjoin the distribution and/or exploitation of my Persona and/or the Materials by FCA US.

I represent and warrant that: (i) I have the full right and authority to enter into this Release and to grant all of the rights and releases granted herein; (ii) the use of my Persona as contemplated by this Release will not violate the rights of any third-party, including, without limitation, any contractual commitments to any third party; and (iii) I have carefully and thoroughly read, understood and approved this Release before executing it, and I agree to be bound by all of its provisions.





This Release contains the entire understanding between me and FCA US regarding the use of my Persona, supersedes all prior agreements between us regarding this matter, and may not be modified except in a writing signed by both me and FCA US LLC. This Release shall be governed by the laws of the State of Michigan without regard to its choice of law principles. This Release will inure to the benefit of and will be binding upon each party's respective affiliates, successors, licensees, assigns, heirs and representatives.

I acknowledge and agree that I may be developing intellectual property at the Stellantis Hackathon ("Contest"). All intellectual property rights for such intellectual property I create, develop or provide at the Contest ("Submission") are and will be the property of FCA US and may be freely used by or on behalf of FCA US without additional consideration beyond my participation in the Contest. As such, I acknowledge and agrees that all drawings, data, ideas, inventions, discoveries, improvements and all works of authorship, whether or not patented or patentable, copyrighted or copyrightable or subject to other forms of protection, that are made, created, developed, written or conceived by myself, solely or jointly with anyone else, related to the Submission, including those which result from activities performed by myself in connection with the Contest, and whether or not with the use of FCA US's time, material, information or facilities (hereinafter referred to as "Intellectual Property") are and will be the property of FCA US. Any work of authorship created by myself in connection with the Contest will also be deemed a "Work Made for Hire" and will belong to FCA US. I agree to, and hereby do, assign, transfer and convey to FCA US, its successors and assigns, all right, title and interest in and to all such Intellectual Property. I agree to perform any act, including without limitation executing and delivering upon request any document, that FCA US may deem necessary, such as executing a specific assignment of title to any such Intellectual Property. I agree that all Intellectual Property supplied to FCA US will be, with respect to FCA US, free of any confidential relationship or restrictions on reproduction or use, notwithstanding any notice to the contrary appearing thereon. I represents that I have no agreement that will conflict with my obligations under this Agreement, that all drawings and works of authorship included in the Submission are original works created by myself, and that I am the original inventor of any inventions, discoveries, or improvements included in the Submission.

I am 18 years of age or older and have the right to enter into this Publicity/Intellectual Property Release and Consent and to grant the rights, assume the obligations, and agree to the other terms set forth herein.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_, 2022

Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Phone: \_\_\_\_\_

