



Pitching + Submitting Your Project

LA Hacks 2023



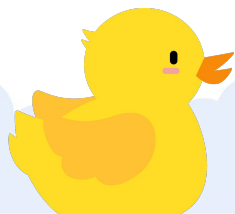
LA HACKS 2023



Attendance!

Best attendance will receive a prize
during the closing ceremony!

<https://tinyurl.com/lahacks23attendance>





judging

~~— scored based on devpost criteria~~

devpost

- video (2-3)
 - there's a pitch in the video
- github
- description
- la hacks user ids
- exactly one track
- as many company challenges as relevant

live pitching

- 11am to 12:30pm sunday
- must to be eligible for prizes
- floor will be rearranged based on track (at 10, so will have to move)
- live pitch / local demo (don't show video)

potential shark tank (brief)

- only for choosing top 3
- you'll find out after scifa, make sure to stick around
- still have to b there to find out attendance, track winners





Devpost Submission

<https://la-hacks-2023.devpost.com/>



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Devpost Submission Details

- Video REQUIRED (2-3 minutes)
 - Cannot go over 3 minutes
 - Upload to YouTube—allow time for upload
 - Pitch and demo IN VIDEO
- Github
 - We will check your commit history
- Devpost Descriptions
 - Project name, elevator pitch, about the project, etc.
- LA Hacks User IDs - all teammates
- Can only submit to ONE track
- Can submit to as many company challenges as applicable





Make a Devpost account!

DEVPOST

Hackathons

Projects

Search hackathons



Host a hackathon

Log in

Sign up

The home for hackathons

Build products, practice skills, learn technologies, win prizes, and grow your network.

Join the community



Find your next hackathon

Search hackathons



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Join Devpost

Find and participate in hackathons to improve your skills and win prizes

Already have an account? [Log in](#)

 **Sign up with GitHub**

 **Sign up with Facebook**

 **Sign up with Google**

 **Sign up with LinkedIn**

[or sign up with email](#)



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Floor Judging

Required for Prize Eligibility





Procedure

- Sunday 11 AM - 12:30 PM
- Floor will be split by track, so you will have to move
- Will be assigned a table number before 11AM will move to table and set up demo
- Judges will walk around and watch your pitches/demos
- Required to be eligible for prizes

Content

- Pitch verbally to judges
- Show a live demo of your project if possible
- Same content as video, but do not play video for judges





Judging Criteria

<https://la-hacks-2023.devpost.com/>





Judging Criteria

Originality

Does it do something entirely novel, or at least take a fresh approach to an old problem? This category will be based solely on the idea.

Impact / Usefulness

Impact lies in our hackathon's roots. We look for hacks that have large social impact. Is the hack impactful? Does it fulfill a real need people have? This category will be based solely on the idea.

Feasibility / Practicality

At LA Hacks, we look for new and original ideas, we want hackers to think outside the box, but we also want the ideas to be somewhat practical. Is this project feasible and practical in the next 3-5 years? This category will be based solely on the idea.

Technical Complexity

Is the hack technically interesting or difficult to develop? Is it a simple API mashup or is it a comprehensive effort that leverages advanced architecture, tough algorithms, and various libraries and languages?

Polish / Design

Clean and seamless hacks are hard to come-by. Is the hack usable in its current state? Does everything appear to work as intended? Does it deliver a beautiful experience? Is it mostly bug-free?

Relation to Track

How closely is the project related to the track that it is submitted to? Is the hack made directly for the track or is it just a loose fit?





Shark Tank Judging

1PM



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Shark Tank Judging

- Used to choose top 3
- Top submissions will be notified after science fair judging, so make sure to stick around
- Will still need to attend closing ceremony to find out overall winners, track winners, and attendance raffle
- Deliver pitch to panel judges on keynote stage in front of all hackers
- Perform live demo if possible
- Panel judges will ask a few questions





Pitching Tips





Plan, Practice, Present!





Understanding judging criteria & submission guidelines

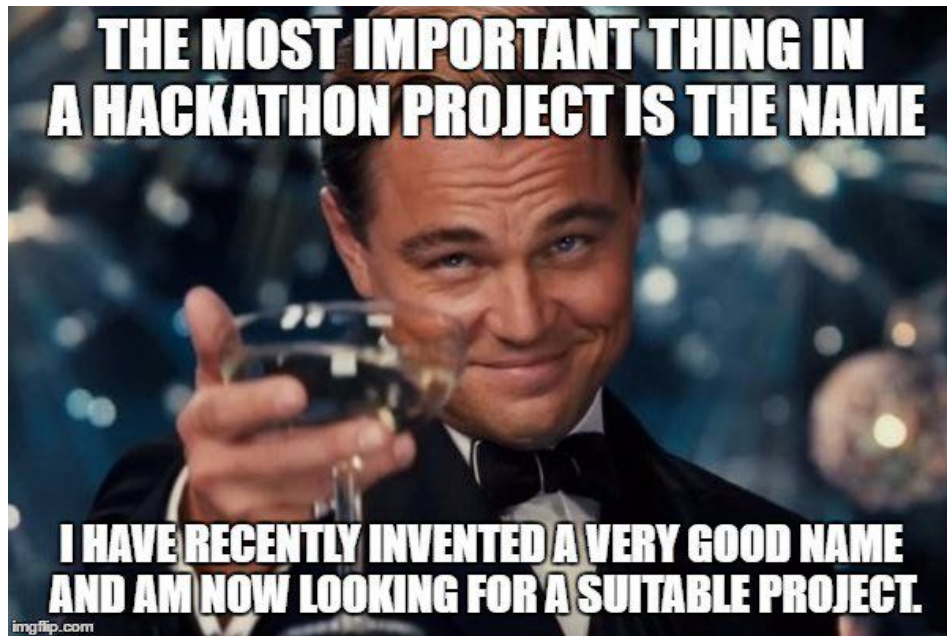
- Be aware of what judges are looking for
- Highlight how your project meets track requirements and demonstrates technical expertise





Simplicity, Creativity

- Name it something memorable, catchy and meaningful
 - Use puns, alliteration, changing the spelling of commonly used words, or shared meanings
- Try to capture the essence of your project's mission in your project name
- Be straightforward
- Be creative without compromising on clarity





Practice, practice, practice!

- Aim to finish your project at least **2 hours before the deadline** so you can put together a great pitch and have enough time to rehearse
- Divide talking points among teammates
- Sometimes it helps to have talking points written down on notecards
- Say your part out loud! Have a teammate practice with you!

when you finish coding
so you can close your
200 tabs





Demonstrations

- Simultaneous, or separate
- Demonstrate **notable project features** while speaking
 - Play to your strengths!
- Engage the audience (judges) as much as you can!



Mark Dalglish

@markdalglish

Developers during hackathon:
We built an entire application
in just 3 days.

Developers after hackathon:
Adding that icon is going to
take 3 weeks.



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Real world impact

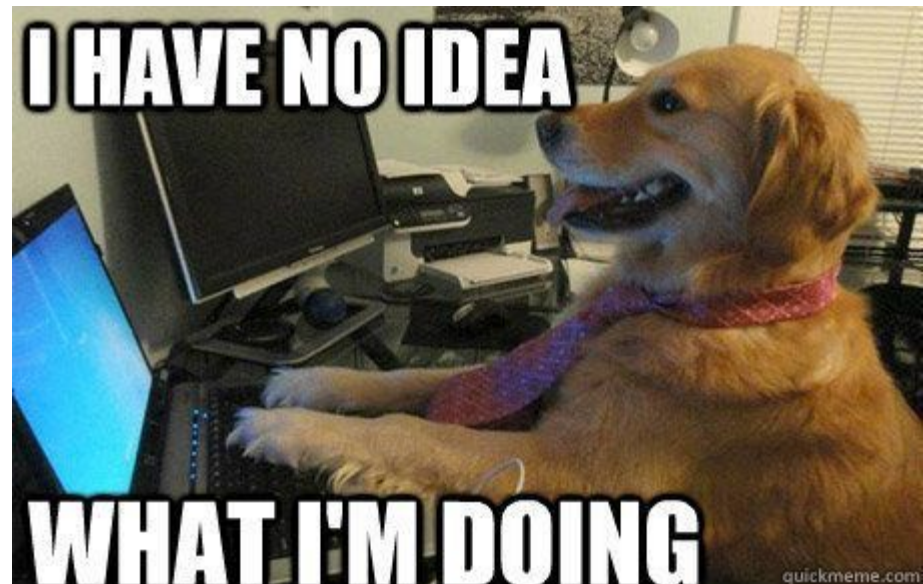
- Why does your project matter?
- What positive difference will it make?
- What does it hope to accomplish?
- Which populations/demographics will it serve?
- What is the scalability and scope?
- How pressing is the problem you are trying to tackle?





Answering questions

- Take a deep breath. It's okay to be nervous!
- Be respectful, courteous and confident.
- Speak clearly and steadily.
- If a judge asks a question you don't know the answer to:
 - **Technical:** Redirect to a team-member who has greater technical expertise in that field!
 - **Non-technical:** Answer it to the best of your ability and let the judge know this is something you look forward to exploring in the future





SUMMARY: Things to remember

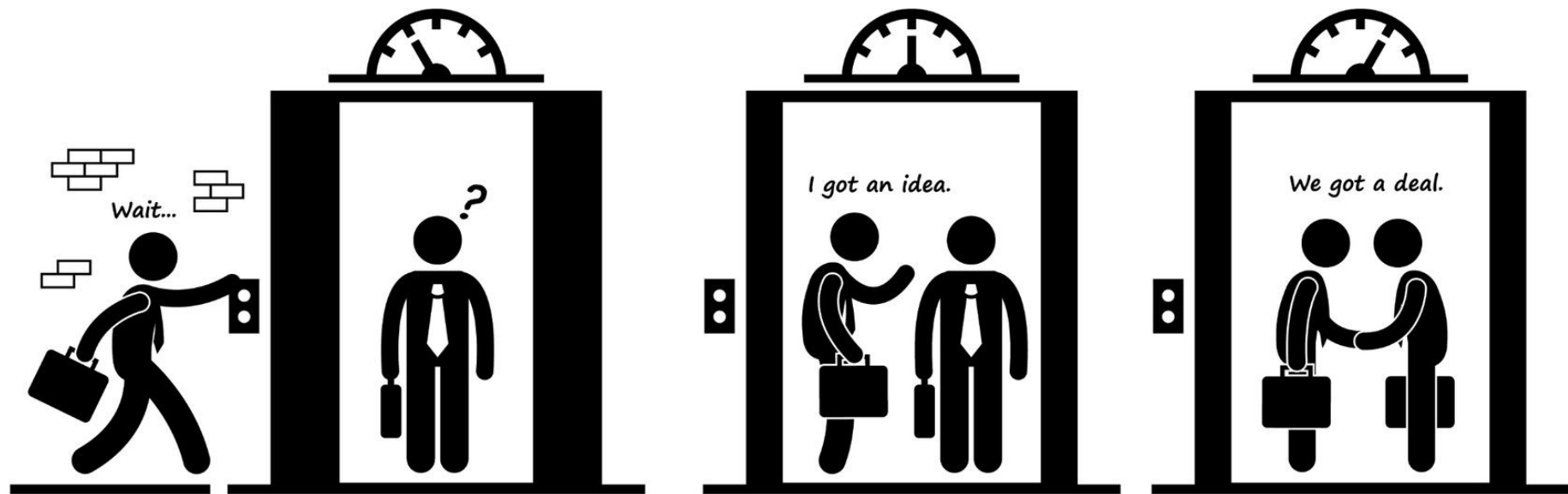
1. Understand the judging criteria
2. Keep it simple
3. Be creative
4. Practice your pitch
5. Demonstrate your project
6. Emphasize the problem that you are solving and the stakeholders
7. Show your passion & enthusiasm
8. Be prepared for questions
9. Review the submission guidelines





Elevator pitch.







Strong Opening







Explain the problem.
Propose your solution.

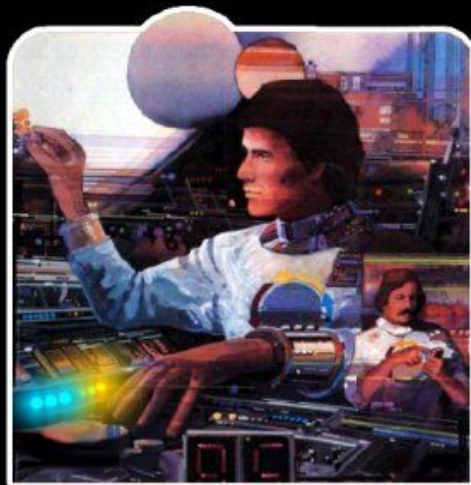




Demonstrate!



THE TWO STATES OF EVERY PROGRAMMER



I AM A GOD.



**I HAVE NO IDEA
WHAT I'M DOING.**

©georgeob 2016



Team Effort





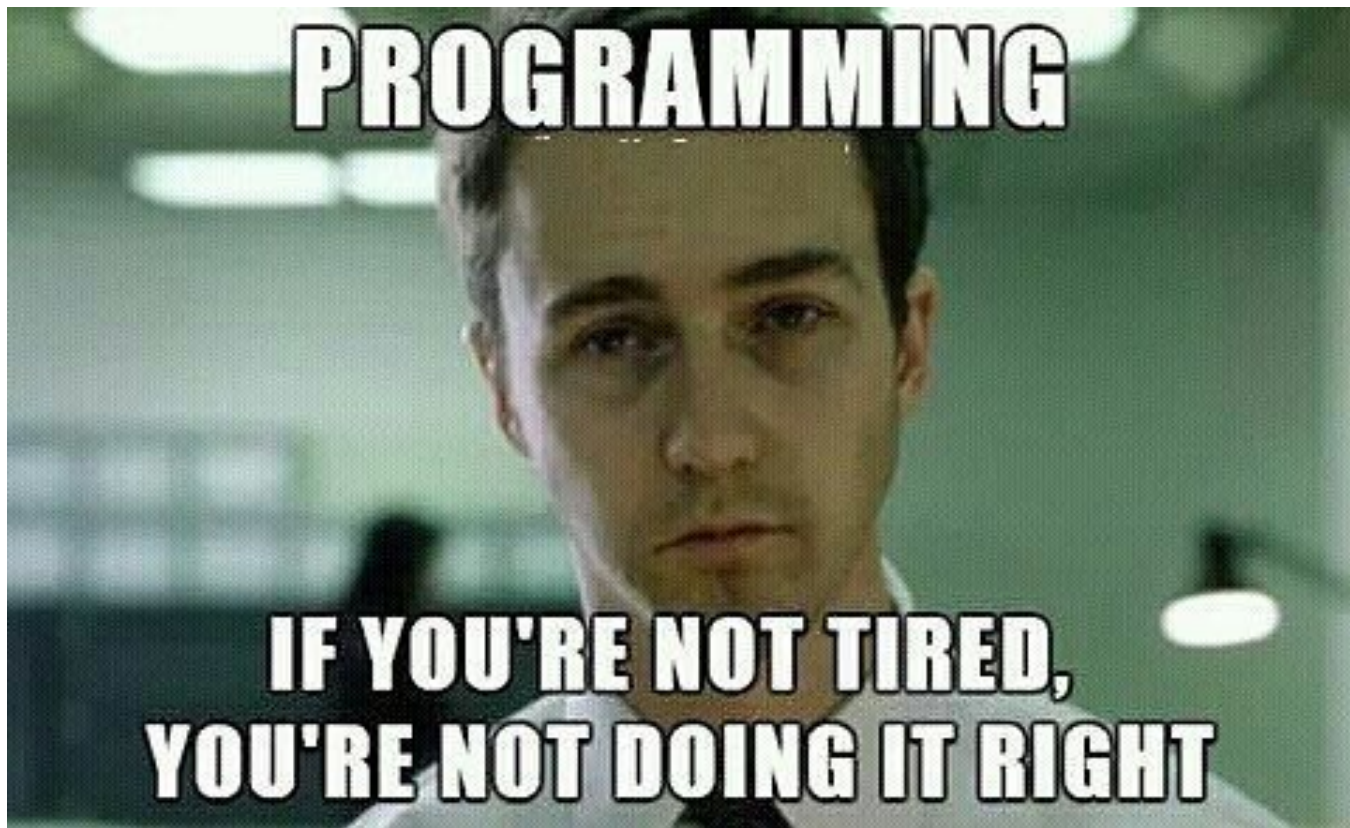
Discuss Challenges & Growth Potential





Conclude with main ideas







SUMMARY: Things to think about in a pitch

1. Start with a strong opening
2. Clearly explain the problem
3. Communicate your solution
4. Show a demo
5. Discuss your team and their technical skills
6. Address potential challenges
7. Talk about the target market
8. End with a strong conclusion
9. Keep it concise
10. Be confident!





Get Help!

- ★ Use the Slack channels to reach out to our mentors either IRL or virtually!
- ★ Check out workshops
- ★ Refer to resources (e.g these slides!)

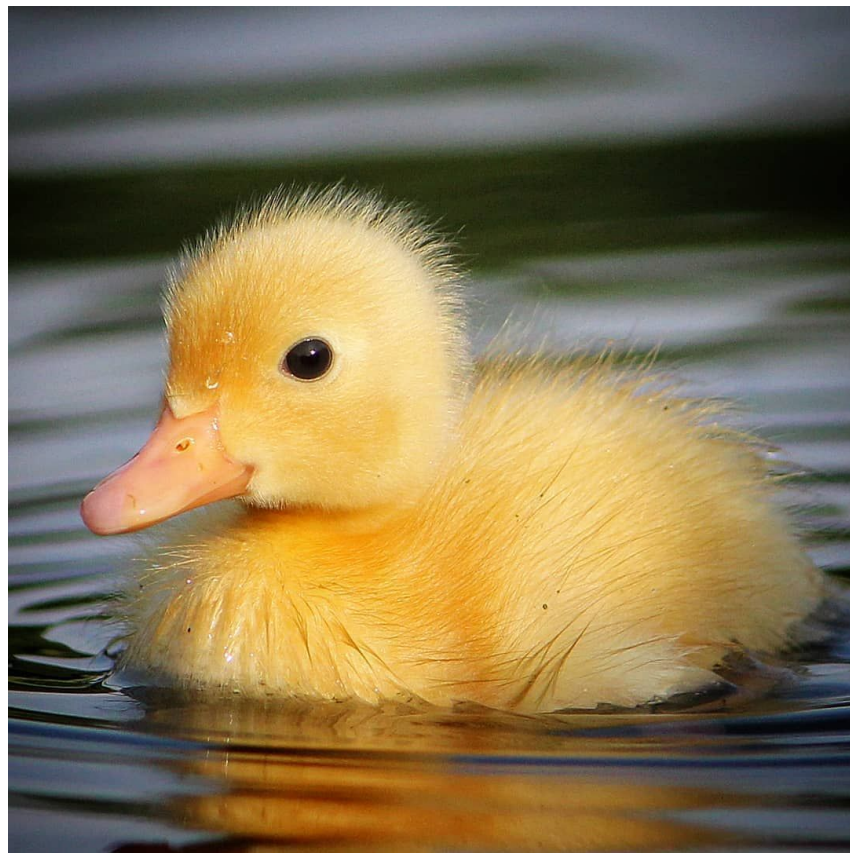
Feel free to reach out to us if you have any questions or concerns!



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Cute ducks for motivation :)



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Good Luck!

Review submission guidelines before you submit!

