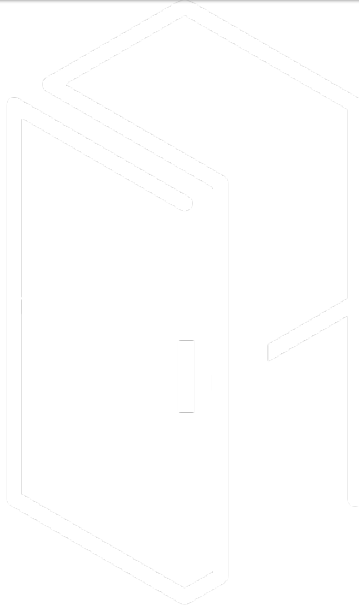


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COOLERHACK 2016

Hosted by *Coca-Cola* Innovation Services

[Descend](#)

- [Home](#)
- [Participants](#)
- [Rules](#)
- [Submissions](#)
- [Updates](#)
- [Discussions](#)

Eligibility: Anyone can participate - individuals, teams and organizations. There are no limits on team size.

Submission Requirements: We couldn't possibly fathom the solutions you'll come up with, so we're keeping a very open mind with whatever you create. It could be a new piece of technology, a software solution, a better process, or some combination. There are virtually no rules as to the nature of the solution you submit. We will consider both fully-functional solutions and not-yet-fully-functional solutions. You must be willing to demo the event to the judges at the conclusion of the event.

Submission Rights & Display: You keep any and all intellectual property you bring or build for this challenge, but you agree to give Coca-Cola the right of first refusal to enter into a contract with you to continue building the solution and/or run a test pilot. We also ask that winners allow us to use their names in marketing and press about the event.

Coca-Cola employees participating in the event are not eligible for investment but can certainly win prizes. Please refer to your employee contract.

Prizes & Winner Selection: Winners will be picked by a panel of judges and prize bundles will be awarded at their discretion. Teams at both the in-person event and those working remotely are eligible for all prizes, including a potential offer to continue building the solution and/or run a test pilot

Resources: We will have several coolers at the event you can hack on.

New vs. Existing: Both brand new and existing solutions are eligible.

Multiple Submissions: Contestants can submit more than one solution.

Code of Conduct: We promise to create a safe environment for you. We address every code of conduct violation regardless of severity (severity, after all, is subjective) and we do so in a respectful way to all parties using a transparent process. Please read our Code of Conduct here: <http://hackcodeofconduct.org/252-coolerhack-2016>.

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