

Unlocking the gateway **hackathon**

#SingleDigitalGateway

BRUSSELS

MARCH 30-31

BECENTRAL



European
Commission

Presentation of



BE CENTRAL

Unlocking the gateway
hackathon

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The Agenda

Saturday MARCH 30

- 10.30 AM** ● Opening of BeCentral for the participants
- 11.00 AM** ● Introduction and welcome speech
- 12 AM** ● **Let's begin! (start hackathon)**
- 2 PM** ● Workshop 1: Value proposition canvas (30')
with Michel Duchateau (Convidencia)
- 4 PM** ● Snack time
- 5 PM** ● Workshop 2: Organise Yourself / 3D mapping (30')
with Jimmy Goossens (OZ Studio)
- 7 PM** ● Stretching time (30')
- 9 PM** ● Dinner time
- 10 PM** ● Workshop 3: How to pitch?/Present yourself (30')
with Valérian Thomas (OZ Studio)

... Hackathon continues

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The Agenda

Sunday MARCH 31

- 6 AM ● Breakfast time
- 8 AM ● Workshop 4: Pitch rehearsal (30')
with Michel Duchateau (Convidencia)
- 8 AM ● Massage time
- 12 AM ● **Time's up! (end hackathon)**
- 12.15 AM ● Let's brunch and network
- 1 PM ● Pitch sessions in front of jury
- 3 PM ● Award ceremony followed by closing drink
- 4 PM ● End

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What is the Single Digital Gateway ?

*By Marian Grubben
European Commission*

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The Challenge

The European Commission asks you to develop two types of feedback tools :

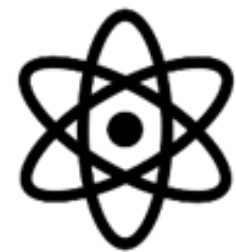
- 1) To help EU citizens give meaningful feedback on the services they have received through reliable EU sources and;**
- 2) To flag any obstacles they have encountered on EU single market**



Judging criteria



Practicality
of the idea



Innovative
approach



Consistency
with
competition
purposes



**Quality
&
design**



Usability

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Criteria 1



**Practicality
of the idea**

- ✓ *Does the hack work?*
- ✓ *Is the hack testable? Can the team show the minimum viable product?*
- ✓ *Does the idea come to life with the demo?*

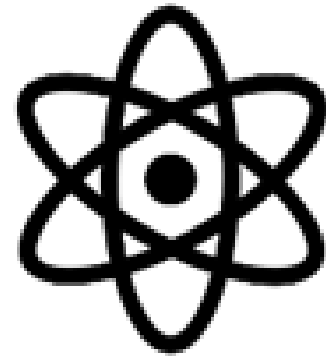
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Criterion 2



**Innovative
approach**

- ✓ *Does the team come up with a good, innovative and out-of-the-box solution to the initial problem or challenge?*
- ✓ *Does the team use an innovative approach or do they follow existing patterns and solutions?*
- ✓ *Does the new code make something work that the old code failed to?*
- ✓ *Does the new project tackles a problem that has been overlooked/ ignored in the past, or attacks a problem with under a new angle / on a bigger broader scale / on a higher level?*

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Criterion 3



**Consistency
with competition
purposes**

- ✓ *Does the team understand the problem?*
- ✓ *Does the hack solve the problem?*
- ✓ *Or is it hard to implement or scale?*
- ✓ *Does the team have a clear plan to move the project forward?*
- ✓ *Does the hack utilise a well-established open source community supported framework and has multi-platform support or does it use a proprietary tool?*

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Criterion 4



Quality and design

- ✓ *Does the group think about the user interface (UI) and user experience (UX)?*
- ✓ *How well designed is the demo?*
- ✓ *How user-friendly is their solution?*
- ✓ *How are the graphics, or how is the human-computer interaction?*
- ✓ *Is there a wow effect?*
- ✓ *Does the hack seem to really amaze and excite the audience?*

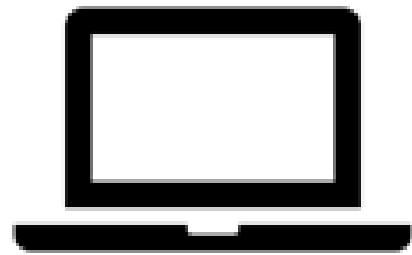
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Criterion 5



Usability



Is the hack easy to use or does it require a lot of training to master the demo?



Is it easy to use at first glance, professional/ fun or sloppy and not really intuitive?

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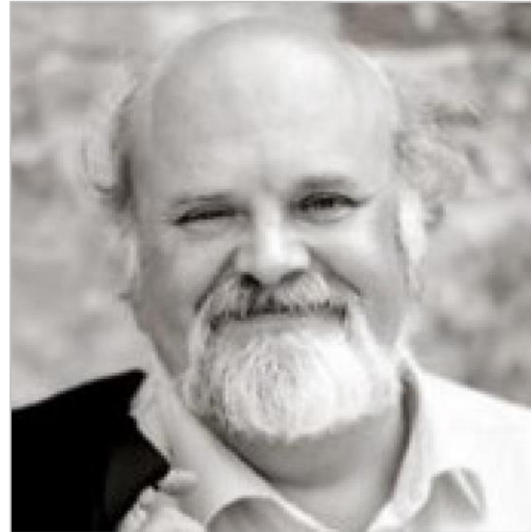


The jury members



**MARIAN
GRUBBEN**

Head of Unit for
Digitalisation of the
Single market
European
Commission
DG GROW



**ERWIN
DE PUE**

National Coordinator
of the Single Digital
Gateway and
Managing Director
of ASA (Agence
pour la
Simplification
Administrative)



**ANTHONY
ZACHARZEWSKI**

President of The
Democracy
Society,
international leader
in democratic
innovation and
government reform



**ROSANNA
KURRER**

Co-founder and
Managing Director
of Cyberwayfinder,
empowering women
in cyber security



**OLIVIER
VAN DUÛREN**

Founder The
Duality, former
Microsoft Executive,
Professor at the
Zigurat Business
School for
Technology and
Innovation

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The facilitator and the coaches



**MICHEL
DUCHATEAU**

Animates hackathons and conferences on Agile and Lean. Michel collaborates with accelerators, incubators, businesses, schools and public institutions in Europe and Africa



**MARLÈNE
MONTHEILLET**

Expert in collective intelligence, enables teams to create with a smile and with confidence crazy ideas and overperform using agile practices



**AXEL
CLEVEN**

Digital expert and startup coach, he helps teams to understand the users pains and gains, to deliver value in order to maximize the user experience



**VALERIAN
THOMAS**

Fullstack developer, he is also an instructor in mobile application and blockchain technology. His expertise in web and mobile development allows him to offer high-end solutions



**JIMMY
GOOSSENS**

Blockchain expert & developer, passionate about new technologies, he loves to see the energy in the field and be surprised by the new ideas that flourish everyday

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The workshops

Workshop 1: Value Proposition canvas with Michel Duchateau (30')

This workshop will allow you to describe, design, challenge, invent and pivot your value proposition plan. The Value Proposition canvas will help you to highlight how your ideas can answer to the requirements

→ Saturday: 2PM

Workshop 2: How to develop a project with Agile methodologies (30')

The Agile methodology will allow you to use short development cycles, also called 'sprints' to focus on continuous improvement in the development of an idea, a product or a service.

→ Saturday: 5PM



The workshops

Workshop 3: How to pitch/ Present yourself with Valérien Thomas (30')

The pitching workshop will help you to better organise your presentation and better sell your product. Here we will focus on technics where the audience is already prepared to listen to you and to potentially “buy” your product

Preparation: Audience targeting, Why-How-What method, interactive communication, emotional imagery

Rehearsal: Tone of voice, body language, facial behaviour

→ Saturday: 10PM

Workshop 4: Pitch rehearsal (50')

One workshop, 2 sessions, enabling all teams to rehearse their pitch and prepare themselves for the final pitch on Sunday

→ Sunday: 8AM on Sunday



The EC Experts



**HETTEL
VARIK**

Policy Officer for DG
GROW and
Responsible for
coordinating the IT
developments for the
Single Digital
Gateway



**DIETRICH
DRÜNER**

Policy Officer for DG
GROW and took part
in the development
for the Single Digital
Gateway since the
beginning

***The EC Experts** are available onsite to help the participants during their creative / creation time; to have someone to turn to when needed for information or explanations on the Single Digital Gateway*

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GO, GO, GO!

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