Template: Devpost for Teams Business Case

This template will provide you with the information you need to present a compelling business case for Devpost for Teams. Just replace the placeholders with the details that are relevant to your organization.

1. Executive summary
[Devpost for Teams](#) is an internal hackathon platform designed to significantly reduce hackathon management time, boost employee engagement, and generate impactful projects. Private hackathons are a proven way to accelerate product development and experiment with new technologies (like AI). They can also be used to drive product adoption with customers.

Key benefits and ROI:

- **Saves organizer time and resources** by simplifying hackathon management and saving organizers 90% of the time required to run the event.
- **Increases employee engagement** by creating a better user experience, leading to higher employee participation and engagement rates.
- **Better hackathon outcomes**, including an increase in project submissions that are of high enough quality to make it onto the product roadmap.
- **Improves product adoption** by increasing customer retention, creating opportunities for expansion, and boosting customer loyalty.
- **ROI:** Achieve cost savings of up to XX% by reducing admin time for organizers, judges, and participants, with the potential to increase employee engagement and project submissions by more than 50%.

2. Problem statement
The current manual process for running hackathons with spreadsheets and wikis is inefficient, wastes organizers' time, confuses users, and limits the ability to deliver great results. Without a dedicated hackathon platform, judging, team building, scheduling, and communicating are difficult and time-consuming for organizers, participants, and busy executives.

Impact of these challenges:

- **Inefficient processes:** Significant time is wasted on administrative tasks like managing registrations, organizing project submissions, compiling judges' feedback, and reporting.
- **Low participation rates:** Running hackathons manually makes it difficult to engage participants, lowering participation and project submission rates.
- **No long-term benefit:** Without a platform to easily access hackathon projects, it's difficult to leverage them after the event ends.
- **Limited executive engagement:** The time-consuming judging process makes it difficult for executives to get involved and limits the overall scale of the hackathon.

3. Solution overview
Devpost for Teams offers a comprehensive solution to manage private employee hackathons, including managing registrations, communicating with participants, facilitating judging, and extensive reporting.

Key features and capabilities:

- **All-in-one platform:** Centralized tool to run the entire hackathon with deadlines, projects, judging, templates, and reporting in one place—saving organizers time and creating a seamless experience for participants.
- **Participant management:** Manage all registrations, send communications, and facilitate team building within the platform to encourage more participation and submissions.
- **Judging tools:** Built-in judging features and participant voting make evaluating projects intuitive and flexible, ensuring a smooth experience for judges and other voters.
- **Project gallery:** A dedicated space to permanently showcase projects after the hackathon so they're easily accessible for future reference, building upon, or implementation.

4. Alignment with business goals
Devpost for Teams supports strategic objectives by providing the tools to:

- **Foster innovation** through hackathons, leading to improved employee retention and the creation of high-quality products by teams.
- **Accelerate product development** and address modernization challenges like AI.
- **Improve employee collaboration** by breaking down cross-department barriers. Employee engagement increases productivity by 18% and boosts profitability by 23%.
- **Increase customer engagement** by providing a secure environment for hands-on building, which improves customer experience and increases product adoption.

5. ROI and value proposition
Quantified benefits and cost savings:

- **Time savings:** Estimated 90% reduction in hackathon management time.
- **Cost reductions:** Savings of up to XX% in organizers' salary by significantly reducing the time required to facilitate the hackathon.
- **Increased engagement:** Potential for +50% increase in participation and project submission rates by creating a better user experience and making it easier for organizers to scale the event.
- **Employee learning:** +90% of participants report learning new skills.
- **High-value project submissions:** Streamlined submission process gives participants more time to build great projects and makes it easier for leadership to identify projects with production potential.

Cost and time savings:

- **Organizer time saved:** 35+ hours per hackathon
- **Participant time saved:** 2.5+ hours per participant
- **Judges' time saved:** 10+ minutes per project, per judge

Total salary cost savings using Devpost for Teams:

Savings = [(35 hours x organizer hourly rate) + (2.5 hours x number of participants x participant hourly rate) + (0.17 hours x number of projects x number of judges x judge hourly rate)] x number of events per year

Intangible benefits and strategic advantages:

- **Empowered employees:** Boost morale by giving employees a voice in solving company challenges and allowing them to contribute to the long-term roadmap.
- **Innovative workplace:** Foster an atmosphere of problem-solving and innovation by providing an outlet for teams to experiment with new technology like AI.

6. Implementation plan
Implementing Devpost for Teams is simple and, in most cases, instant. Even if enabling SSO, it can be done on the same day.

7. Risk assessment
Security risks are minimal. Devpost is ISO 27001 and SOC 2 compliant and trusted by the world's leading companies, including Google, Microsoft, AWS, Okta, and SAP. The platform is designed with security in mind and does not store participant code directly—instead, it links to external repositories.

8. Conclusion
Summary of key points and benefits:

- Devpost for Teams provides an internal hackathon solution that saves organizers time, increases employee engagement and learning, fosters innovation, and accelerates product development by streamlining hackathon management.