

Welcome!

We are so glad you could join us for the first annual Pearl Hacks conference. We were inspired to organize this event as an opportunity for high school and college girls to learn and grow as women and students. We hope you will leave with new friends, new skills, and confidence in your own ability to do anything you put your mind to!

We have planned hands-on and interactive technical workshops to help you learn the skills you will need for your hacking projects. See pages 6-7 for more details. We have something for you, whether you love logic and math, art and colors, or building things with your hands.

Many of you have never been to a hackathon before. All over the country, college students meet up at these 24-hour events to work in teams of 1-4 people on projects using technology to solve real world problems. It is a unique opportunity to collaborate with others on a single project or skill for an extended period of time.

If you need help finding a team or coming up with an idea, stop by the Reese New Lab or talk to one of the organizers or volunteers. We are here to help you!

Sincerely,

The Pearl Hacks founders
Maegan & Veronica



Saturday, March 22

10:30 am High school students arrive for small group workshops (Intro to Python, How to make a Website, or Intro to Internet-Connected Devices)

12 pm **Registration Opens!** We will have lunch (provided by Cisco) and a few awesome surprises for you. Meet up with teammates or stop by the sponsor tables to learn about their companies and meet our mentors.

2 pm **Opening Ceremony in Carroll 111**
Keynote by Poornima Vijayashanker (see pg 6 for bio)
"Miss Conceptions" and how to overcome them

~ **Hacking begins! If you need team or project stop by the Reese News Lab** ~

3 - 6:30 pm **Skills rooms open!** (see page 6-7 for details)
Our mentors will be available to help you learn anything you are interested in.
Snacks and drinks in both Carroll and Sitterson

6:30 pm **Mentorship dinner** - Get to know one of our mentors over some yummy Mexican food!

7:30 pm **Tech Issues series** (see page 8 for details)

10 pm **Break it down with Alricka, one of our awesome UNC Campus Rec instructors!** (Sitterson lobby)

11 pm **Late-night snack...** all your wishes will be granted!

1 am Nap room opens in Sitterson 115 (upstairs)

Sunday, March 23

7:30 am **Sunrise walk around the UNC campus**

8 am **Breakfast** is available in the Sitterson lobby

9 am **Yoga with Hayley, another amazing UNC Rec instructor** (Sitterson lobby, spots limited)

10 - 12 pm **"How to Demo" office hours** (Sitterson lobby)
Drop by with your teammates to get advice from some of our mentors on tips to impress the judges!

12:30 pm **Lunch provided by Square**
Head outside for crepes and games from the Parlez Vous Crepe Truck! Make sure to bring the lunch ticket we gave you at registration.

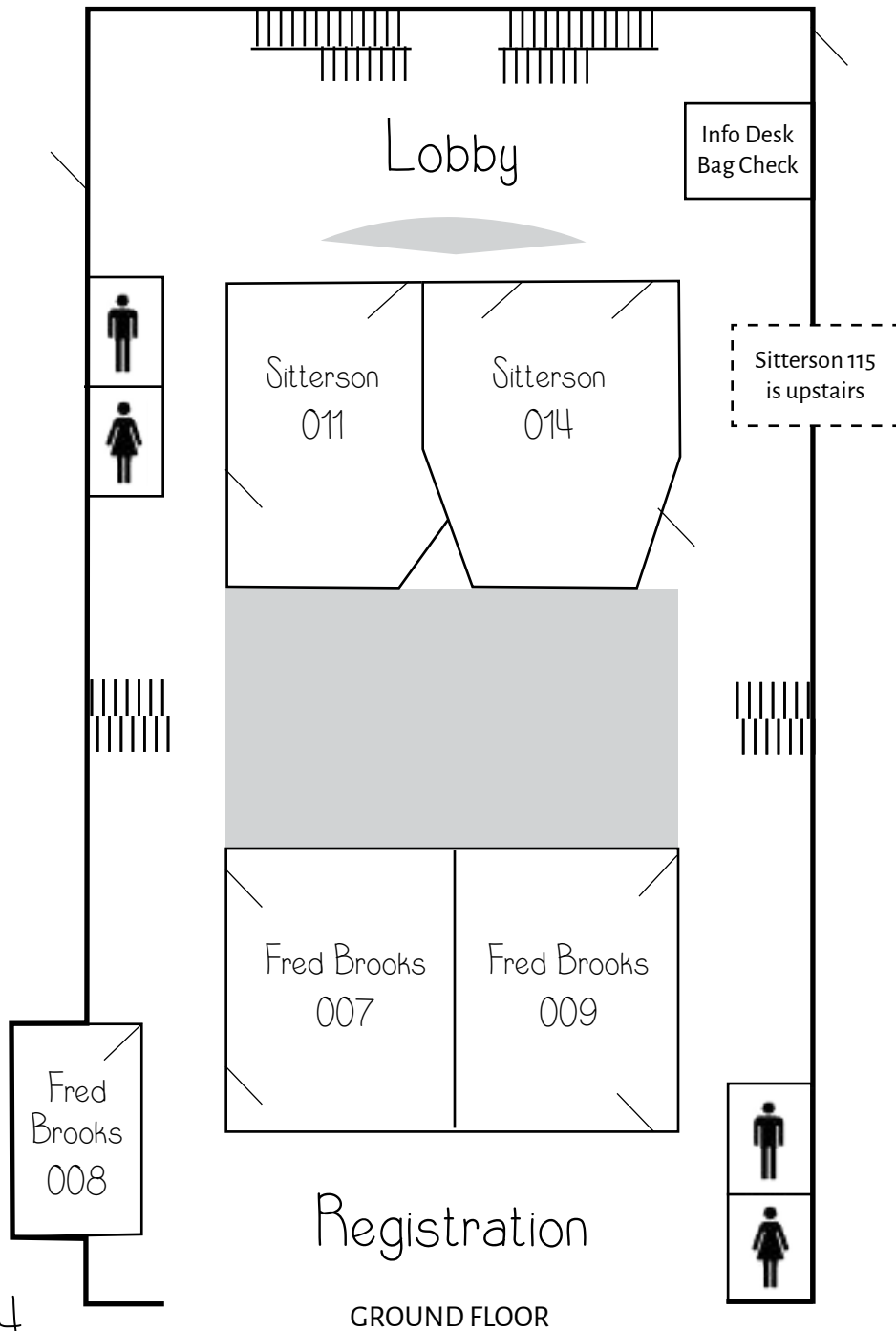
~ **1 pm - All coding must stop and projects submitted on <http://MLH.io>** ~

2 pm **Project Demos, Science Fair style**
One half of the teams will demo from 2-3 pm and the other half from 3-4 pm. The judges and other girls will come around to see your awesome projects! See page 8 for details about our category prizes and stay tuned for more details! (Sitterson lobby)

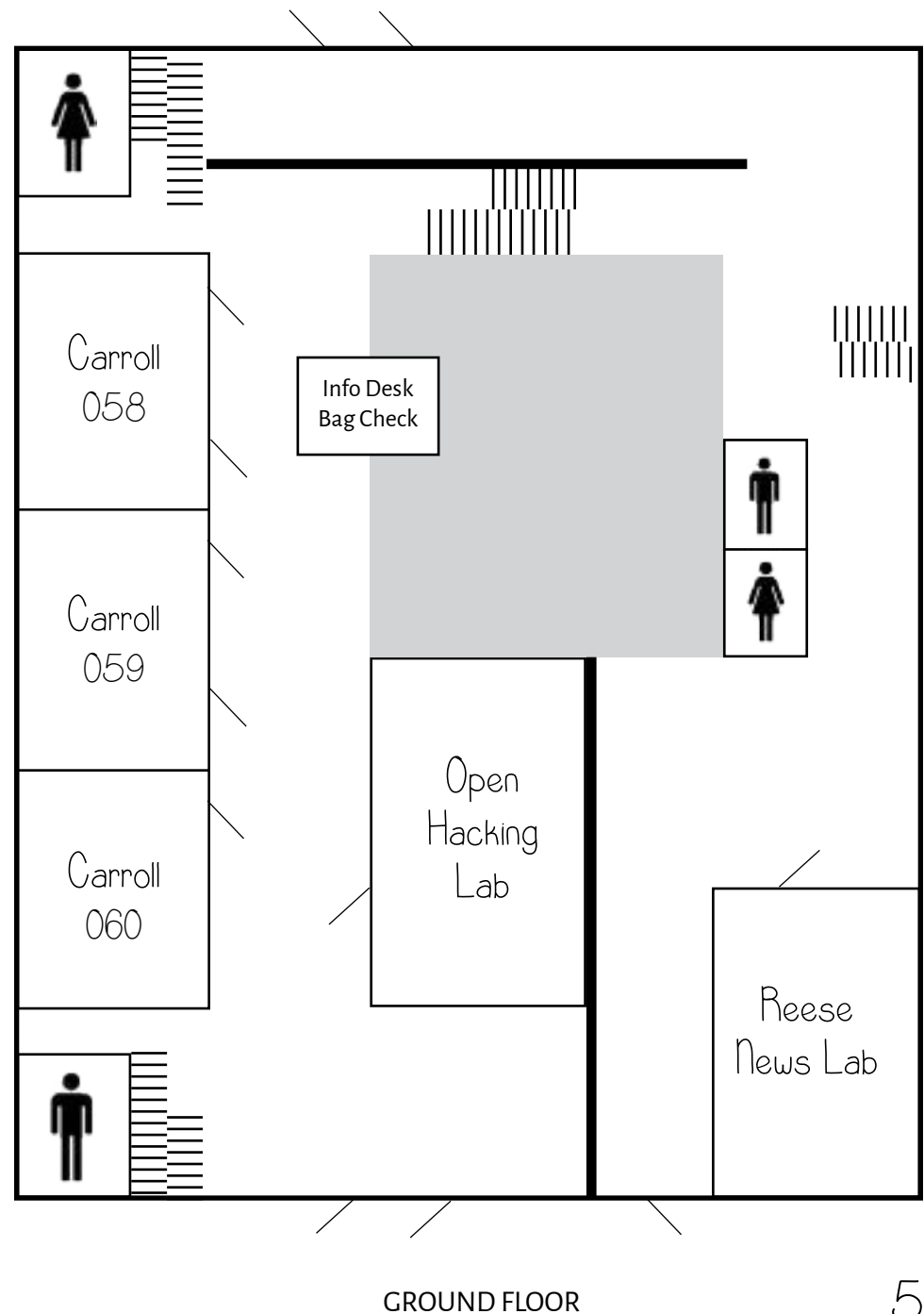
4 pm **Closing Ceremony and prizes awarded** (Carroll 111)

5 pm **Time to go home, see you next year!**

Map of Sitterson Hall



Map of Carroll Hall



Keynote

Poornima Vijayashanker

Founding engineer at Mint.com and Femineer

She studied electrical engineering and computer science at Duke University. During her time at Mint, Poornima began blogging. Her goal? To showcase that women can be sophisticated and cultured, and still be engineers. The blog grew into Femineer, a startup empowering tech professionals to accomplish their career goals. Poornima is an avid supporter of Pearl Hacks and has been a fantastic mentor to the organizers.

Skills Rooms

Introduction to Programming (in Python)

Never even seen code before? Not sure what the difference between an “int” and a “String” is? Caleb Smith (Cactus) will lead an introductory workshop covering the basics of programming. **(Sitterson 014)**

Basic Web Development - Intro to HTML, CSS, JavaScript

Make your own website through GitHub while learning the basics of HTML and CSS with Cas Roberts (Red Hat). Next join Baris Yuksel to learn how to manipulate your pages with JavaScript. **(Carroll 060)**

Incorporating Data - Third-party APIs, Visualization tools, etc.

3:30 - 4:30 pm - Join the Google mentors to learn how to access Google data in your web application through their many APIs.

5 - 6 pm - Learn how to find public datasets and use d3.js to quickly build data visualizations in your web app. **(Carroll 059)**

More Skills Rooms

*** Come to the Reese News Lab to find a team or brainstorm project ideas for the hackathon. We are here to help you!**

Advanced Web Development - PHP, databases, etc.

Need advice on data modeling and storing user generated data?

Amalia Hawkins from MongoDB and other mentors will work through setting up a backend for your web app or program. **(Carroll 058)**

Getting started with Ruby on Rails and Django

Come see Tamara (Red Hat) and other mentors to learn about these platforms and using them to scale your web projects. **(Sitterson 115)**

Mobile App Development - Android, iOS, Pebbles, etc.

Come to the Android app workshop by Carson Holgate (Google).

Mentors from Willow Tree Apps will also be available to help you with all things mobile. Pebbles will also be available for hacking and rental during Pearl Hacks! **(Sitterson 011)**

Intro to Soldering and Electronics - by SparkFun

Curious about hardware, but don't know how to get started?

Stop by to make a watch or Simon Says game! **(Fred Brooks 007)**

Intro to Internet-Connected Devices - by Electric Imp

Work through an introductory project on connecting a NeoPixel dial to the internet. Drive animations on the dial based on Internet data (like gauges that track packages in transit, or effects that show you the weather at a given zip code). **(Fred Brooks 008)**

*** We will also have a limited number of Raspberry Pi and wearable electronics projects available, stay tuned for details!**

Tech Issues Series

- 7:30 pm **Polaris Project demo by Palantir** (Sitterson 014)
Join Avanti Shrikumar as she shows how the Polaris Project uses Palantir Gotham to fight human trafficking by leveraging huge amounts of data.
- 8 pm **Option A: Charlie Cardin from Fidelity**
Beating the Odds – Empowering Women to Take Their Seat in Technology (Sitterson 014)
- Option B: Net Neutrality** (Fred Brooks 009)
Kevin Jeffay is a UNC Computer Science professor who will explain the technical side of net neutrality.
Victoria Ekstrand is a UNC Media Law professor who will give a brief history of net neutrality law and look at the implications for freedom of speech.
- 9 pm **Technology in Africa by Google** (Sitterson 014)
Join Baris Yuksel as he talks about the unique challenges and huge amount of promise of technology in Africa and how you can contribute as a developer.



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Pearl Hacks Prizes

- First Place** *Provided by MongoDB, Constant Contact, SendGrid, and Digital Ocean*
- All expenses paid trips to the Grace Hopper Celebration in Phoenix, Arizona on October 8-11, 2014.
- Second Place** *Provided by Palantir*
- \$200 Amazon gift card for each team member
- Palantir Grace Hopper Scholarship for college girls
- Third Place** *Provided by Cactus LLC*
- Sphero Ball + goodie basket for each team member

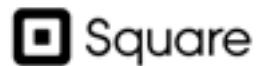
Category prizes

- Most effective social good or medical app using at least one Google API *Provided by Google*
Google swag baskets
- Best Mobile App Experience *Provided by Willow Tree Apps*
iBeacon Development Kit built with a Raspberry Pi
- Best Hardware Hack *Provided by SparkFun Electronics*
SparkFun Inventor's Kits
- Best project using MongoDB *Provided by MongoDB*
Winners attend MongoDB World in NYC this summer
- Best Novice Hack *Provided by the Women's Coding Collective*
Gift cards for an online course - <http://thewc.co>
* it must be your first time at a hackathon to win

Gold Sponsors



Silver Sponsors



Bronze Sponsors



WOMEN'S CODING COLLECTIVE