



Call for Code Founding Partner



CALL FOR CODE

COMMIT TO THE CAUSE. PUSH FOR CHANGE.

NATURAL DISASTERS ARE AMONG THE WORLD'S GREATEST CHALLENGES

2017 WAS ONE OF
THE WORST YEARS
ON RECORD FOR
NATURAL DISASTERS;
WHILE WEATHER EVENTS
MAY BE INEVITABLE,
THEY DON'T HAVE TO
BECOME DISASTERS



2.5
BILLION
PEOPLE
DIRECTLY
AFFECTED
SINCE 2000

\$1.5
TRILLION
ECONOMIC
IMPACT
SINCE 2003

UP
240%
OVER 30 YEARS

MITIGATING DISASTERS,
MAKING COMMUNITIES MORE RESILIENT, AND
SAFEGUARDING HUMAN LIFE HAS NEVER BEEN MORE CRITICAL

TECHNOLOGY—AND THOSE WHO
WIELD IT—HAVE THE POWER TO
FUNDAMENTALLY CHANGE THE WORLD

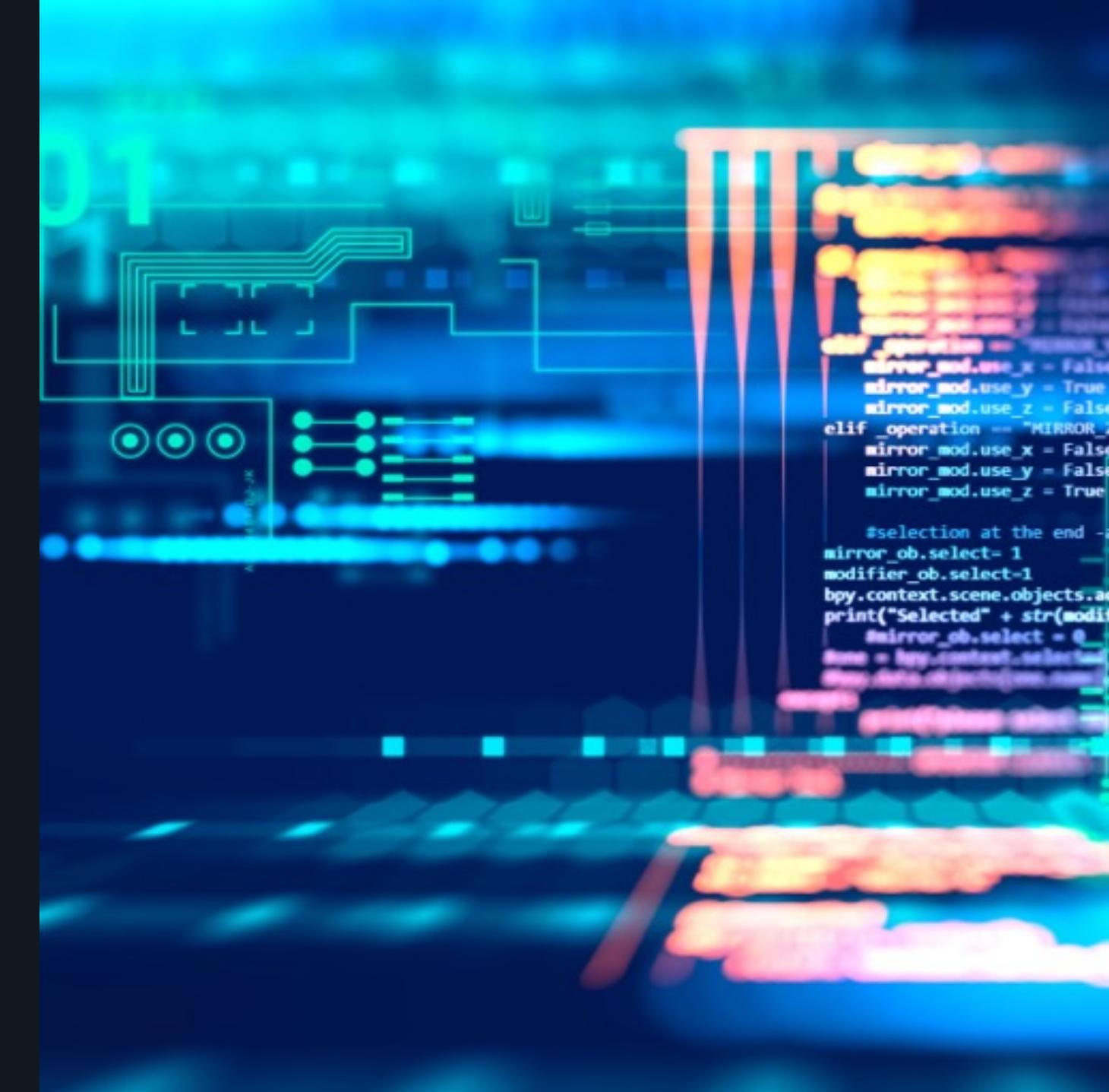
HOW WOULD
22 MILLION
DEVELOPERS SOLVE
SOME OF THE
WORLD'S GREATEST
PROBLEMS IF
GIVEN A CHANCE TO
ANSWER THE CALL?



CALL FOR CODE DAY

Bring your team together around the Call for Code and organize an IBM Code Day!

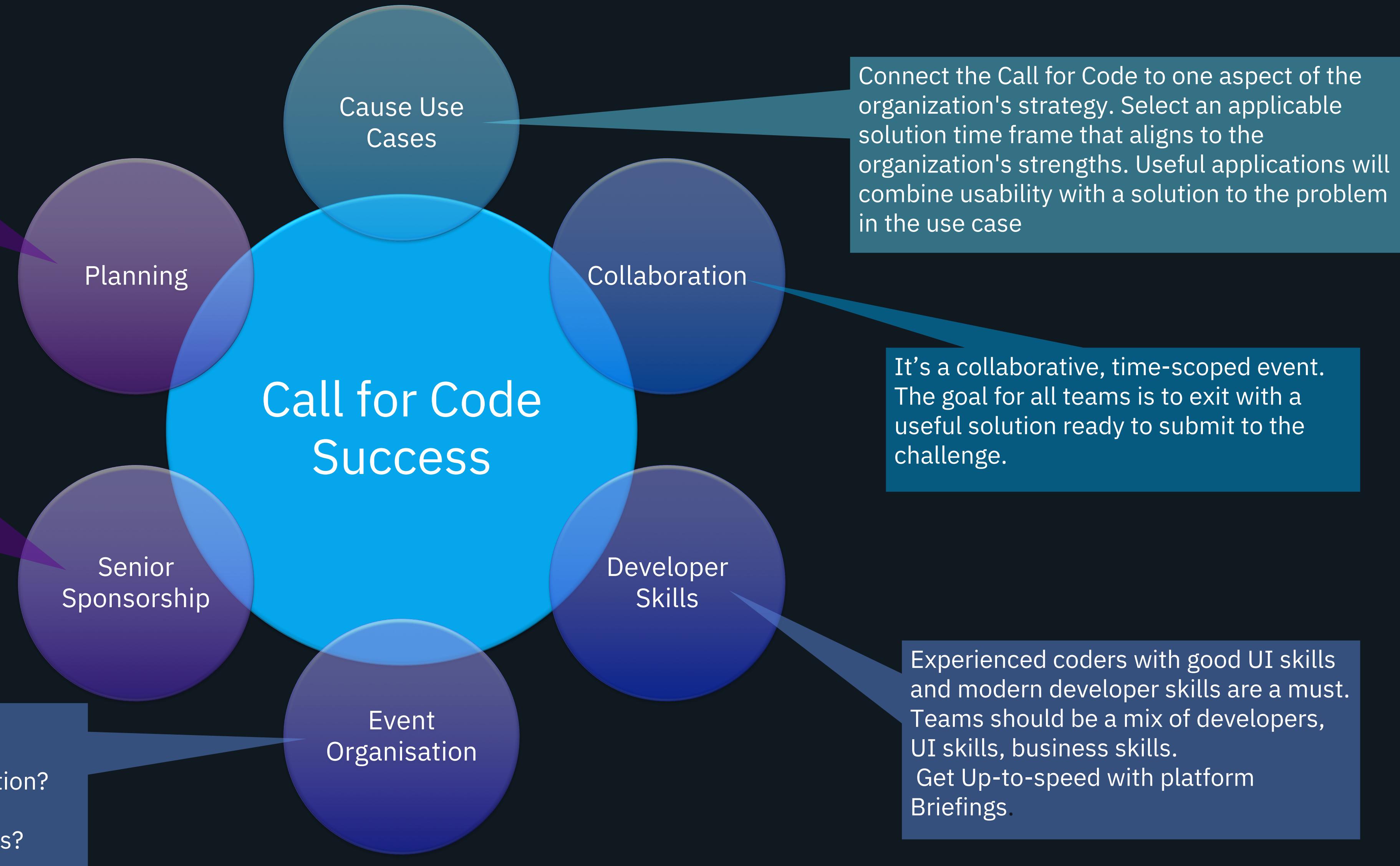
Push for change and learn the latest in Cloud, AI, Data, or Blockchain



CALL FOR CODE

ATTRIBUTES OF A SUCCESSFUL CALL FOR CODE DAY

Don't leave planning to the last minute. Call for Code days require 4-6 weeks advance notice depending upon the scale. Using organization APIs in the day may require additional lead time.



CALL FOR CODE DAY TEAM – NOT JUST DEVELOPERS

Planning:

- Captain – organize the cross-organization team
- Site Operations – space and logistics
- Communications – outreach within organization
 - Social tiles and samples for participants to share

Project teams (up to 5 members per team):

- Designers
- Developers
- Domain experts (embed in teams or roving during Day)



WHAT DOES THE ORGANIZATION AND IBM PROVIDE?

Organization

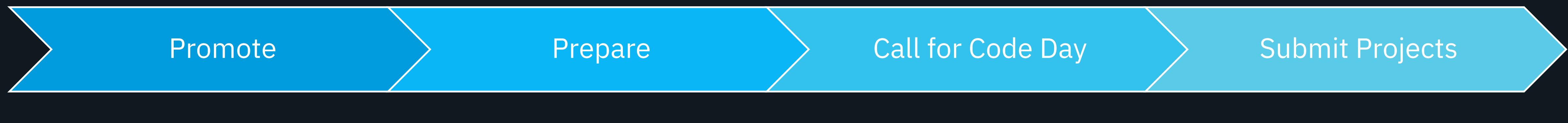
- Captain to lead the charge
- Recruit teams of developers, designers and biz dev
- Identify 3 use cases that align with org's priorities
- Secure location, coordinate event logistics, ensure good wifi
- Food, drinks, snacks during the event
- Internal marketing for the event
- Secure prizes and recognition for teams

IBM

- Free IBM Cloud accounts for all developers
- IBM Code Patterns for challenge areas
- Marketing materials to promote the event internally
- Private organization slack channel.
- Private Captain's slack channel with IBM monitoring
- Webinars on IBM Cloud and targeted Code Pattern
- Hands-on getting started workshop (on-site)
- Advice and information on how to organize and run the Call for Code day
- IBM Developer Advocate on-site at event
- Marketing goodies / t-shirts / swag

CALL FOR CODE DAY TIMELINE

Phases

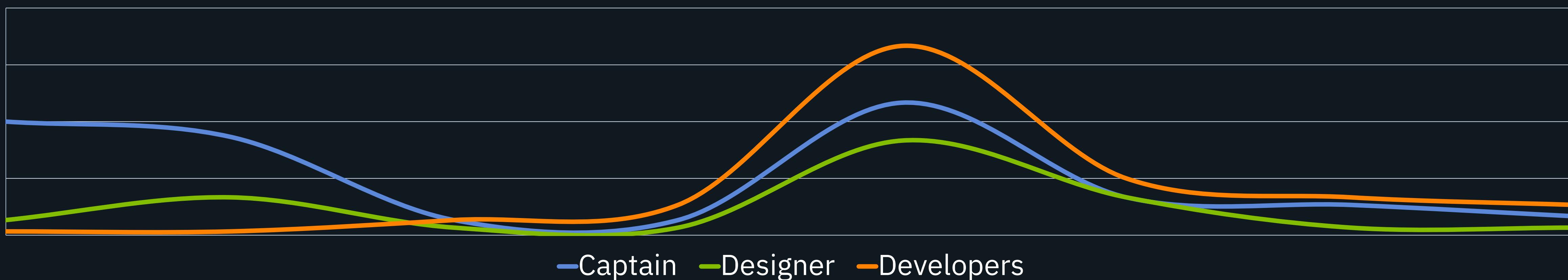


3-4 weeks before

week before

event

1-3 weeks after



PROMOTE

**Promote and register
(3-4 weeks before)**

Socialize

- Introduce Call for Code internally
- Set up internal registration for event
- Communicate location and logistics
- Deploy banner in event location

Register

- Send sign-up link and social tiles for organization members to promote on their internal/external social



PREPARE

Prepare (week before)

Developer Self-paced (2-4 hrs)

- Introduce targeted use cases
- Participants watch videos, join public slack
- Developers create an IBM Cloud account
- Review IBM Code Patterns and resources

Captain

- Coordinate event supplies, prepare the space, and wrap up other event logistics



EVENT SCHEDULE

Call for Code Day 1

Kickoff – 8am to 9am

Breakfast

- Introduction / Agenda for event
- Call for Code goals and use cases
- Short IBM Cloud overview

Lunch – Noon

Ideate/Design/Build – 9am to 7pm (or whenever)

- Ensure all teams formed
- Optional workshops around Code Patterns
- Teams begin to ideate and design, eventually move into coding

Dinner – 6pm



EVENT SCHEDULE

Call for Code Day 2

Continue Building/Testing – 8am to 2pm

- **Breakfast**
- Pitch workshop (10-15 minutes)
- **Lunch**
- Code freeze and submissions at 1:45pm!

Judging Expo – 2pm to 4pm

- Teams pitch their apps to a panel of judges
- If group is large, set up as a “science fair” format – only top apps pitch to larger groups at the end

Top Projects Announced, After Party – 4:30pm to 6pm



SUBMIT PROJECTS

Wrap-up all projects and submit

Identify gaps

- Input from judges
- Round out MVP – what does it need to be better?
- Code cleanup – get it ready for use across cloud environments

Update

- Keep it up – set a target < 3 weeks after event to submit
- Make final video

Submit project

- Operators will get analytics on how the organization is doing

EVENT LOGISTICS - FOOD

4 to 6 catered meals, depending on length of event

Day 1

Breakfast (optional)

Lunch

Dinner

Day 2

Breakfast

Lunch

After Party/Drinks/Appetizers (optional)



PLAN – WHO IS INVITED

Frontend devs, backend devs, mobile devs, designers, business people, testers, IT professionals? You decide.

A successful Call for Code team has a balance of skills – not necessarily all development oriented.

- You don't have to just invite developers – anyone capable of coming up with an idea is welcome
 - Invite developers, designers, SMEs and business people from your organization
 - Make sure all teams have at least one developer

Participants

PLAN - TEAMS

Each team needs a good mix of skills

Successful Call for Code day teams usually have team members who represent the three major hackathon archetypes: Hustler, Hipster and Hacker.



Hustler

Hustlers are business savvy. The folks who might not write code, but have a knack for finding product-market fit, marketing, and selling the dream.

They understand the target market, their pains and empathise with the personas, or deeply understand the business problem.

They SELL the idea to the team, and then to the judges & audience.



Hipster

The “designers” are gold at a hackathon because of the way they think through problems. Of course, all of the hustler criteria could easily apply to them, as well.

Knows UI/UX methods, Modern UI developer skills, HTML5, Stylesheets, Image manipulation.

Make sure you have the tools you'll need (software, hardware, etc) to take on any task thrown at you.



Hacker

The hacker—this is who you probably think of at a hackathon. Some of the best embody elements of hustlers and hipsters, as well.

Knows the tools out there that can help you bootstrap your application: APIs, starter kits, and PaaS/IaaS.

Has extensive modern coding skills in Node/Go/Ruby/Python etc.

Participants

PLAN – DEVELOPER TRAINING

MUST have some basic IBM Cloud skills

Audience reach

IBM Code

Vast array of online resources for developers to get started with IBM Cloud

Requires some developer knowledge.

Free, self-service at developer.ibm.com/code

Videos and Webinars

Webinars on a wide range of topics are free to attend

Archive of IBM Code Tech Talks

Free, scheduled custom webinars included with Call for Code sponsorship package.

Client dojos

Included as part of Call for Code sponsorship package.

F2F or facilitated online

Covers specific topics requested by the client.

PLAN – WHO IS INVITED

Invite respected leaders to act as judges at the end of the competition. For example...

- Head of Business Group
- Head of Corporate Social Responsibility
- Chief Marketing Officer
- Chief Information Officer
- Chief Technology Officer

Teams will undoubtedly want to impress them.



PLAN - JUDGING

How to **JUDGE** the apps produced?



The Call for Code day is a collaborative event, with a goal of **all teams** creating an MVP
Judging is **optional**, but strongly recommended (and needed for awarding prizes)

Idea
User Experience
Implementation

Criteria	Points
Completeness and transferability	5
Effectiveness and efficiency	5
Design and usability	5
Creativity and innovation	5
Use of IBM and other Call for Code sponsor technology	5

PLANNING – HOW TO INCENTIVIZE PEOPLE

Call for Code days are a kickoff to an organization's contribution to the cause. Having a few prizes for top apps in the day will motivate teams to make a strong start. Make sure you've got an impressive set of 1st, 2nd, and 3rd place prizes for teams.

Popular Examples

- Highlight on organization Social / Blog
- Cash or gift cards (split amongst team members)
- Grant of work time to spend enhancing app
- Keep thinking, be creative!

PLAN – TECHNICAL PREREQUISITES NEEDED

For teams to use IBM Cloud (in addition to any other publicly available tools/APIs), no real setup is needed. Users need only sign up for a free IBM Cloud account before the event.

Solid/fast internet connection for everybody
Web browser (Chrome, Firefox, Internet Explorer, Edge, Safari)
Windows, Mac, or Linux Computer
Will people BYOD? Will it be allowed/encouraged?
Web/mobile/really any kind of dev knowledge
– or just a willingness to learn!

PLAN

Detailed planning SPREADSHEET

Spreadsheet Template

- Phases
- Activities
- Progress notes

The screenshot shows a Microsoft Excel spreadsheet titled "CallforCode-Worksheet — Saved to my Mac". The spreadsheet is organized into several sections:

- Event Space Logistics:** This section contains 10 rows of planning items:
 - Row 3: Understanding and planning for the space used in delivering the Call for Code Day.
 - Row 4: L1 Plan Call for Code Dates (Description: Identify best dates for your organization to execute the Call for Code day. Allocate lead time for recruiting your developers and other participants and at least 3 weeks after the day for projects to be finalized before the August 31st deadline).
 - Row 5: L2 Determine Hours (Description: Based on your participant audience and/or location constraints, determine if continuous (e.g. overnight) coding will be part of the execution plan. Identify total planned coding time before collecting submissions for judging, allocate 24 - 36 hours for coding).
 - Row 6: L3 Size estimates (Description: Plan out how "big" the event will be. Events of this type at a single location work well with up to several hundred participants or more. Participants will form teams of up to 5 members so the total number of projects to expect to judge will be much smaller).
 - Row 7: L4 Event Location (Description: Given the dates, hours of operation and size, schedule a venue that can provide both open space for presentations (kickoff, workshops, project judging) as well as tables for teams with power, good wifi, and a place for snacks. It may be the same space, or multiple spaces, like an auditorium and a cafeteria).
 - Row 8: L5 Special Location Needs (Description: Identify any special needs for the location to meet the personnel and technical requirements. Think about having power outlets for all participants, screen/projector, additional requirements for cooling off hours or security / building access off hours).
 - Row 9: L6 Location preparation times (Description: If a location will need special set up, be sure to schedule with enough buffer for set up and tear down of any special items. Plan a half-day for basic setup of power strips, tables and banners and additional time for more complex needs).
 - Row 10: L7 Location Budget (Description: Identify and plan for any costs for additional items and standard space costs).
- Content and communications plan:** This section contains 2 rows of planning items:
 - Row 11: Communicating with internal teams through the planning, execution and wrap-up for the Call for Code Day.
 - Row 13: C1 Contact CSR Team (Description: If appropriate, connect with your organization's corporate social responsibility team to review the Call for Code day. Recognition for employees for their time spent contributing to the cause through Call for Code should be recognized appropriately to the overall corporate social responsibility benchmarks. Identify any highlight opportunities, for example on an internal news or blog for both the initial promotion as well as follow-up recognition for top teams and all challenge submitters).

The spreadsheet includes a header row with columns for Ref, Item, Description, Applicable (Y/N), Complete (Y/N), and Notes (e.g. owner, location, link to items). The bottom of the screen shows the Excel ribbon, a status bar indicating "Ready", and a zoom level of 100%.

PLAN

Plan **CHECKLIST**

- Resource plan defined
- Location, date, time and detailed AGENDA
- Corporate Social Responsibility team plan
- Location logistics, food, wifi, PRIZES, judges, marketing organised
- Priorities for use cases and challenges determined
- Recruit developers and communicate challenge topics
- Select organization APIs or data that may be in scope for use
- Attendees registered via EVENTBRITE (or internal tool) and on IBM Cloud
- Training organised and delivered (if needed).
- Marketing goodies, SWAG ordered.
- Projects submitted to Call for Code competition

CALL FOR CODE NEEDS YOU TO BE A PART AN INTEGRAL PART OF THIS GLOBAL MOVEMENT // YOU CAN COMMIT A LITTLE TO THE CAUSE, PUSH FOR REAL CHANGE INSIDE YOUR COMPANY, OR STAND UP AND ANSWER THE CALL YOU WILL EMPOWER YOUR DEVELOPERS TO DRIVE REAL, SUSTAINABLE CHANGE. // WHETHER IT'S TAKING UP A SPONSORSHIP OPPORTUNITY, OR DRIVING AWARENESS OF CALL FOR CODE, YOUR SUPPORT WILL AMPLIFY AND MOBILIZE DEVELOPERS WHILE SIGNALING TO THE WORLD YOUR COMPANY'S DESIRE FOR CHANGE. // INCENTIVIZE YOUR DEVELOPERS TO PARTICIPATE WITH INCREDIBLE PRIZES // WIN CASH PRIZES // HAVE SUPPORT FROM OPEN SOURCE COMMUNITIES // ALIGN YOUR CSR WITH CALL FOR CODE // ACTIVATE YOUR DEVELOPERS AUTHENTICALLY // BADGE FOR YOUR ORGANIZATION // YOU DEVELOPERS WILL RECEIVE FREE CREDITS TO LEARN A.I // YOU DEVELOPERS WILL RECEIVE FREE CREDITS TO LEARN BLOCKCHAIN // YOU DEVELOPERS WILL RECEIVE FREE CREDITS TO LEARN CLOUD // WE WILL CELEBRATE YOU JOINING WITH SOCIAL ANNOUNCEMENTS AND MARKETING // TOOLS TO GET STARTED // COMMIT TO 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