



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 2- 3 weeks advance notice depending upon the scale.

Planning

Engage with Corporate Social responsibility group to link the Call for Code day into the strategy.

Senior sponsors should be involved in the judging and team recognition

Senior Sponsorship

Who is the audience? How many?
Where will the event take place?
Is there sufficient bandwidth at location?
Food / drinks / snacks / sleeping bags?

Cause Use Cases

Collaboration

Call for Code Success

Event Organisation

Developer Skills

Connect the Call for Code to one aspect of the organization's strategy. Select an applicable solution time frame that aligns to the organization's strengths. Useful applications will combine usability with a solution to the problem in the use case

It's a collaborative, time-scoped event. The goal for all teams is to exit with a useful solution ready to submit to the challenge.

Experienced coders with good UI skills and modern developer skills are a must. Teams should be a mix of developers, UI skills, business skills.

What does the Lab and IBM Call for Code team provide?

Lab Organization

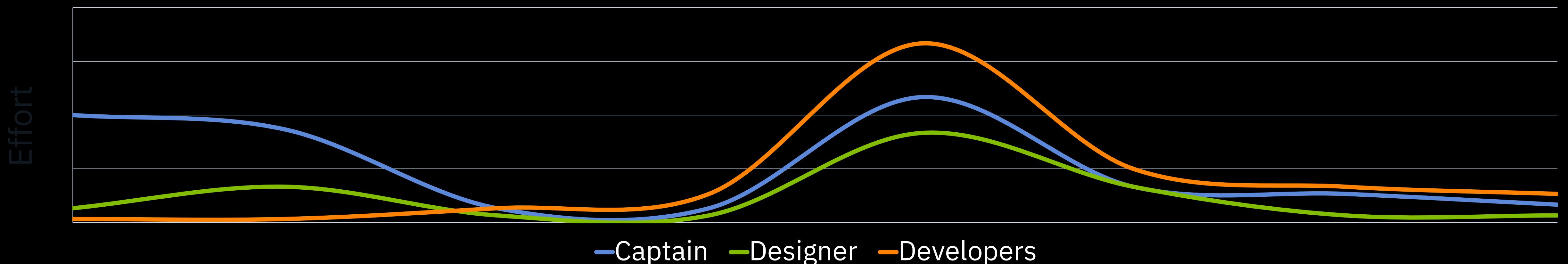
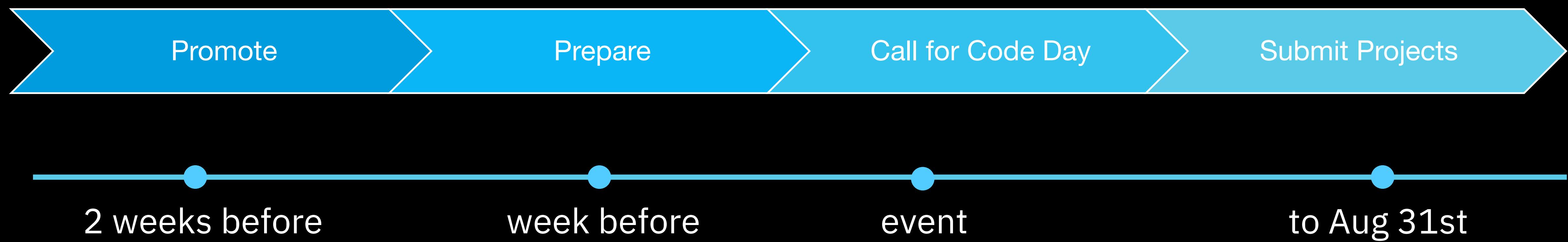
- Captain to lead the charge
- Recruit teams of lab developers, designers
- Local executive to kick off Call for Code event
- Reserve location, coordinate event logistics, ensure good wifi
- Food, drinks, snacks during the event
- Internal marketing for the event
- Local prizes and recognition for teams

IBM Call for Code team

- Simple registration for IBM Cloud account and IBM Coder community
- IBM Code Patterns for challenge areas
- Get started videos/webinars on challenge areas
- Materials to promote the event internally
- Field guide with details on how to organize and run the Call for Code day
- SWAG for the event
- Developer Advocate(s) SME on site to help with event

Call for Code Day Timeline

Phases



Promote

Promote and register (2 weeks before)

Socialize

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

Promote

- Send social tiles for organization members to promote on their internal/external social



Prepare

Prepare (week before)

Developer Self-paced (2-4 hrs)

- Participants watch videos
- 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

Coffee / Tea / Light snacks – 8:30 am to 9am

Morning session (kickoff / team formation)

- Introduction / Agenda for event
- Call for Code goals and use cases
- Team formation (teams of 5 or less) and ideation

Working Lunch – Noon

Lightning build session to 4pm

- Focus on wireframes and 1-2 features
- IBM Cloud and service coaching by SMEs

Pitch session

After Party (as appropriate)



Submit Projects

Wrap-up all projects and submit

Identify gaps

- Input from judges and peers
- 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



Event Logistics - Food

Build a plan for food, drinks, and snacks that keeps developers on task and energized for the day

Lite Breakfast (recommended)

Lunch (box / portable / quick)

Snacks and beverages throughout

After Party/Drinks/Appetizers (optional)



Participants

Plan – teams

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.

Each team needs a good mix of skills



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

Videos and Webinars

Client dojos

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

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.

Included as part of Call for Code sponsorship package.

F2F or facilitated online

Covers specific topics requested by the client.

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** (needed for awarding local
prizes for the day)

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

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
Web/mobile/really any kind of dev knowledge
– or just a willingness to learn!

Plan

Detailed planning SPREADSHEET

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

- Event Space Logistics (Rows 2-3):**
 - Row 2: Ref (1), Item (2), Description (3), Applicable (Y/N) (4), Complete (Y/N) (5), Notes (e.g. owner, location, link to items) (6).
 - Row 3: Event Space Logistics (2), Understanding and planning for the space used in delivering the Call for Code Day (3).
- Planning Phase (Rows 4-10):**
 - Row 4: L1, Plan Call for Code Dates (2), Description (3).
 - Row 5: L2, Determine Hours (2), Description (3).
 - Row 6: L3, Size estimates (2), Description (3).
 - Row 7: L4, Event Location (2), Description (3).
 - Row 8: L5, Special Location Needs (2), Description (3).
 - Row 9: L6, Location preparation times (2), Description (3).
 - Row 10: L7, Location Budget (2), Description (3).
- Content and Communications Plan (Rows 11-13):**
 - Row 11: Content and communications plan (2), Description (3).
 - Row 12: Communicating with internal teams through the planning, execution and wrap-up for the Call for Code Day (2), Description (3).
 - Row 13: C1, Contact CSR Team (2), Description (3).

The spreadsheet includes standard Excel features like AutoSave, search, and share buttons at the top, and navigation buttons at the bottom.

Plan

Plan **CHECKLIST**

- Resource plan defined
- Location, date, time and agenda
- Location logistics, food, wifi, local prizes, internal marketing organised
- Recruit developers and communicate challenge topics
- Attendees registered via internal tool (if needed) and on IBM Cloud
- Training messages out to developers and all ready for Call for Code Day
- Marketing goodies, SWAG ordered from Call for Code main team
- Projects submitted to Call for Code competition

COMMIT TO THE CAUSE.

PUSH FOR CHANGE.

ANSWER THE CALL.