



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**



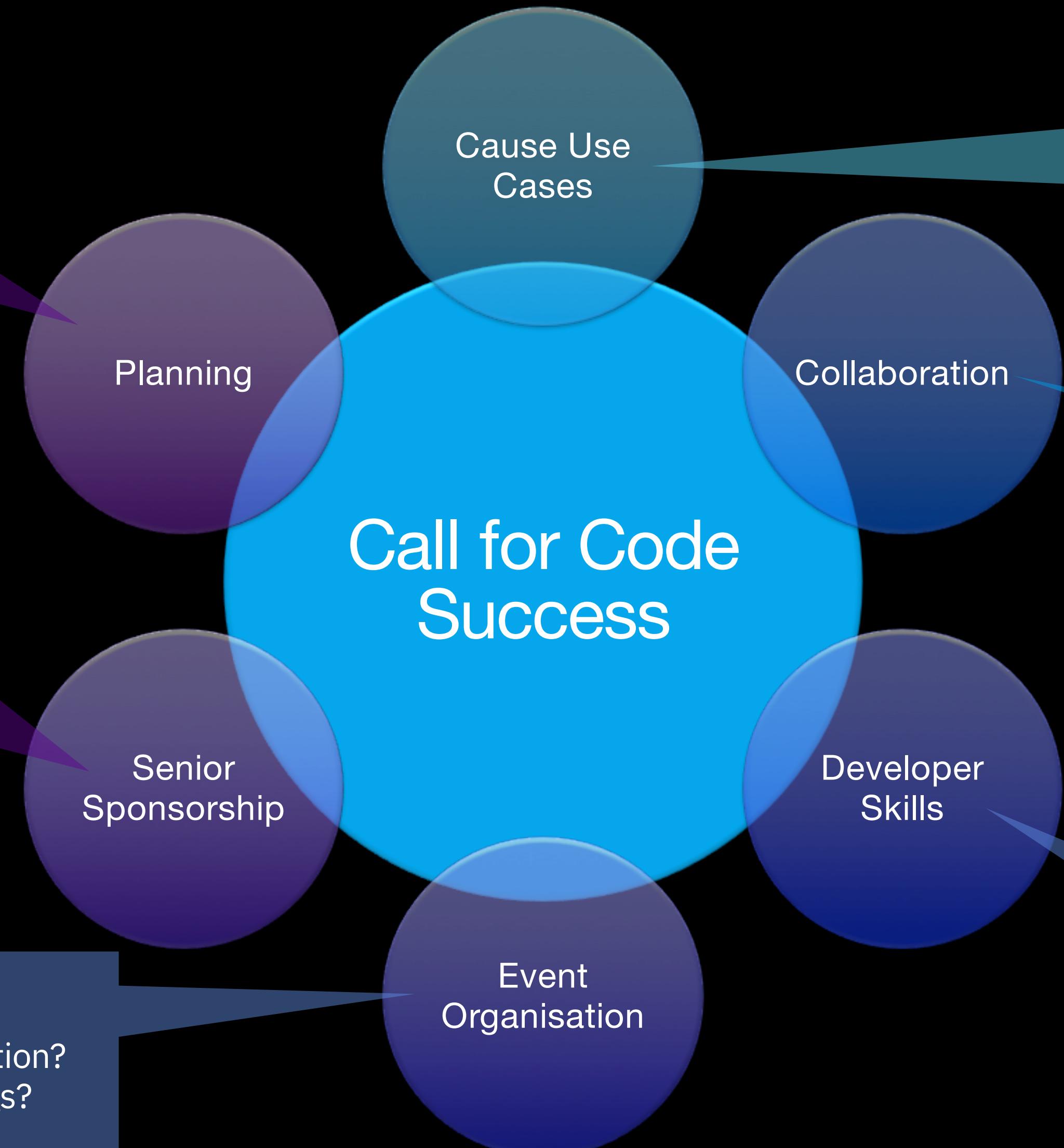
# ATTRIBUTES OF A SUCCESSFUL CALL FOR CODE DAY

Don't leave planning to the last minute. Call for Code days require 2- 3 weeks advance notice depending upon the scale.

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

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



# CALL FOR CODE DAY TEAM – NOT JUST DEVELOPERS

## Planning:

- Lab Captain – organize the cross-lab team
- Site Operations – space and logistics
- Communications – outreach within lab
  - Social tiles and samples for lab participants to amplify the call

## Project teams (up to 5 members per team):

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



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

## Lab Organization

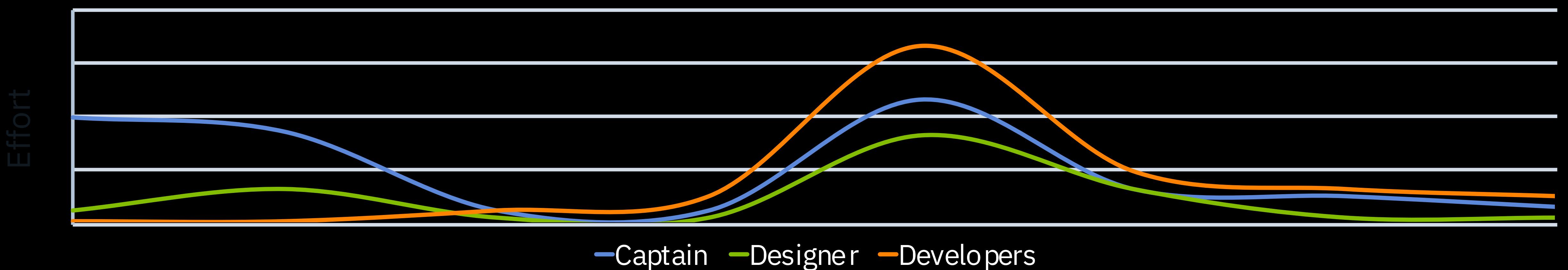
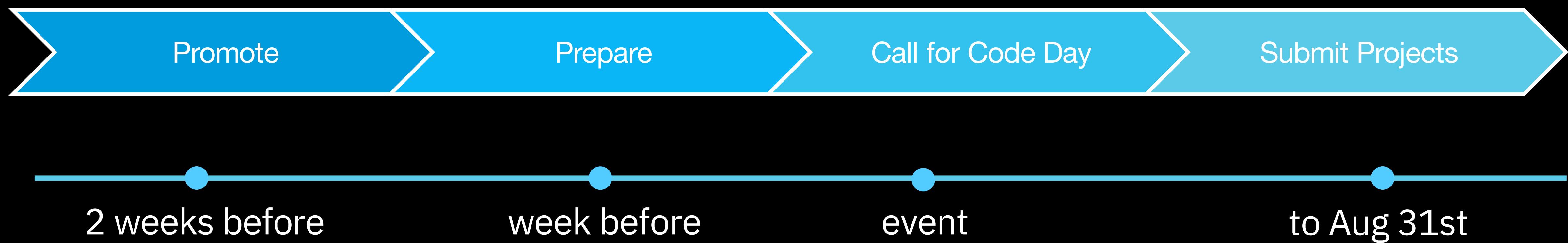
- Captain to lead the charge
- Recruit teams of lab developers, designers
- Local executive to kick off Call for Code event
- Reserve location, coordinate event logistics, ensure good wifi
- Food, drinks, snacks during the event
- Internal marketing for the event
- Local prizes and recognition for teams

## 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

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](http://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 – 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:** A section containing 10 rows of planning items:
  - 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:** A section containing 2 rows of planning items:
  - Row 11: 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.
  - Row 12: Communicating with internal teams through the planning, execution and wrap-up for the Call for Code Day - Description: (empty)

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 and various status indicators.

# 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.