

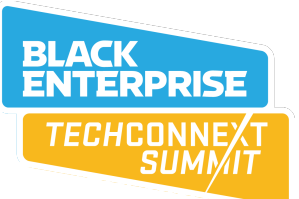


BE SMART /-/@CK /- /AT /- /()N

hosted by  **TOYOTA**
Let's Go Places



TECHCONNEX SUMMIT
Oct. 8 - Oct. 11, 2016
San Francisco Marriott Hotel
Burlingame, CA



24- to 36-Hour Hackathon

We challenge ten (10) teams of four (4) HBCU students each to use their creativity and development prowess to present an innovative In-Vehicle Infotainment (IVI) app. All judging will take place in two rounds:

- Each team will consult with accomplished developers and the judges
- Teams will be rated by the mentors and judges based on the viability of the app, creative usage of required APIs, and the overall in-car experience for the end-user



TechConneXt Hackathon Challenge

Participants will develop an In-Vehicle Infotainment (IVI) iOS app within the Ionic Cloud framework and utilizing the required APIs in the Dev Box.

The participants' primary focus is to develop an app for usage within a Toyota vehicle. Functionality of the app must aid in providing a value-added driver and passenger experience within the vehicle.

According to experts, car industry will evolve and develop a lot more in the next decade owing to the rise in internet connectivity and mobile technology, and ever evolving in-vehicle apps and infotainment systems. The industry is gearing up for the age of "autonomous and connected cars," and consumers and automakers are all set for the manifestation.

"The automotive industry is clearly on the edge of a revolution. The public is finally becoming aware of infotainment as something beyond a 'GPS,' and this is becoming a factor in purchase decisions. All the OEMs are executing a strategy to bring apps to the car, and a burgeoning number of startups and established non-auto players want in. Smartphone players have gone from a toe in the water to diving in headfirst. The industry is being shaken and consumers stand to benefit from it."

– Andy Gryc of CX3 Marketing and Co-Chair, W3C Automotive Business Group for standardizing HTML5 in the vehicle

Hackathon Mentors

Each team will be assigned mentors who are accomplished professionals in Web & Mobile Development and UI/UX.

Teams will communicate with assigned mentors via a private team Slack channel.

BE Smart Hackathon Mentors are or have been team members of various Fortune 500 and top startup companies around the world.



THINKFUL



Inc.



Participating Schools



Alabama A&M
University



Florida A&M
University



Hampton
University



Howard
University



Johnson C. Smith
University



Morehouse
College



Morgan State
University



North Carolina A&T State
University



Southern University
and A&M College



Tuskegee
University

Team Mentors



Alabama A&M
University

Corey Stanford
CEO, Developer, Marketing

Kyle Koski
UI/UX

Sidharth Chugh
Full Stack Developer

Ray Smith
Full Stack Developer



Florida A&M
University

Nathaniel J.
CEO, Developer, Marketing

Kyle Koski
UI/UX

Aleksandar Grbic
Full Stack Developer

Douglass Mason
Full Stack Developer



Hampton
University

Corey Stanford
CEO, Developer, Marketing

Kyle Koski
UI/UX

Mark Nyon
Full Stack Developer

Michael Nickey
Full Stack Developer

Team Mentors



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CEO, Developer, Marketing

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Full Stack Developer



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University

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College

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Douglass Mason
Full Stack Developer

Michael Nickey
Full Stack Developer

Team Mentors



Morgan State
University

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CEO, Developer, Marketing

Kyle Koski
UI/UX

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Ray Smith
Full Stack Developer



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Full Stack Developer

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University

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CEO, Developer, Marketing**

**Kyle Koski
UI/UX**

**Mark Nyon
Full Stack Developer**

**Ray Smith
Full Stack Developer**

Judging Criteria

Participants will be judged in four core areas:

IMPACT

- Would the app have real social impact?
- Can it change the world, or at least help someone in their community?
- Does it solve a stated goal of the hackathon?

INNOVATION

- Is the solution novel?
- Does it solve a problem in a creative or never-seen-before way?

TECHNICAL ACHIEVEMENT

- Did the participant(s) solve a hard technical problem?
- Did they get a working demo completed within the allotted time?

TEAMWORK

Dev Box Frameworks & APIs

Participants are required to use the following frameworks and APIs*:



MVC Framework



IDScan.net

Persona Verification



PlotProjects
Geofencing Notifications for apps

Geofencing & Geolocation



UserApp

User Management

stripe

Payments

Hackathon Updates

Sept. 30

- Schedule BE Smart Hackathon Kickoff Conference Call
- Visit <https://calendly.com/blackenterprise/tcxhbcu> to select available times

Oct. 3

- Concept documents due @ noon EST

Oct. 5

- Attend scheduled BE Smart Hackathon Kickoff Conference Call

Oct. 9

- Story Boards due @ 9 a.m. PST

Participant Code of Conduct

Participants agree to the following during the BE Smart Hackathon:

- Respect for self
- Respect for others
- Participation in all events scheduled during the Black Enterprise TechConneXt Summit

If any participant is found engaged in any misconduct, that person will be removed from the summit and sent home.

Black Enterprise Hackathon Contacts

Shelly Jones Jennings
VP, Director of Digital

M: (917) 442-2354

E: joness@blackenterprise.com

Nathaniel J.
Associate Technology Editor
Silicon Valley

M: (424) 238-2019

E: nathanielj@blackenterprise.com

Robin White Goode
Education Editor

E: whiter@blackenterprise.com