

CMU

HACK-A-STARTUP

2015

DESIGN. BUILD. PITCH.

WHO'S HERE?



INTRO



The image features a solid dark red background. In the center, the word "INTRO" is written in a bold, white, sans-serif font. Above and below the text are two horizontal white lines, each flanked by a dark red square, creating a symmetrical, cross-like graphic element.



**From idea to
\$25,000 in
48 hours**

intro | sponsors | coaches | judges | schedule | rules | the end

What's this weekend all about?

Learn new skills

Have Fun

Meet new people

Experience
the startup lifestyle

Network with
alumni

Eat free food

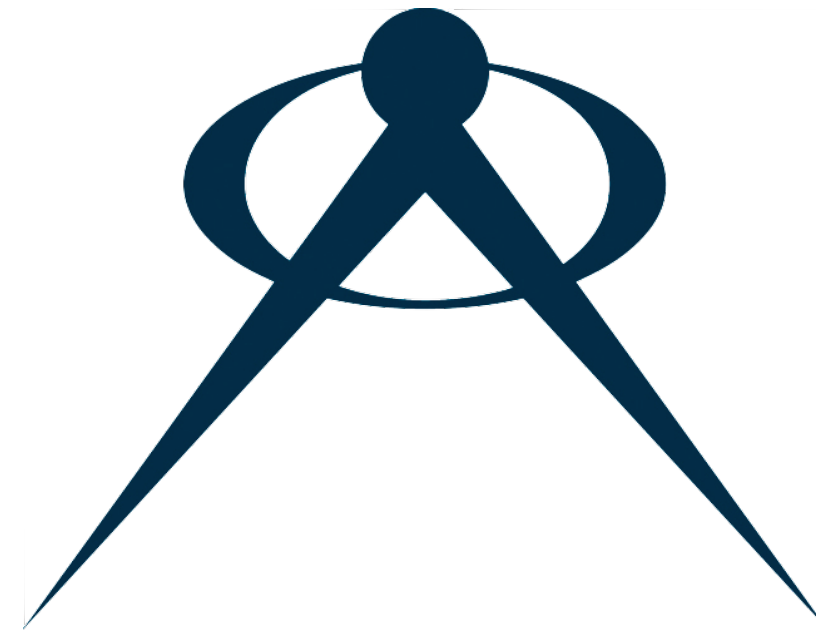
intro | sponsors | coaches | judges | schedule | rules | the end



SPONSORS



TITLE SPONSOR



Adams Capital Management

VENTURE CAPITAL

intro | **sponsors** | coaches | judges | schedule | rules | the end

DINNER SPONSORS

summa



HENRY
THORNE

LUNCH SPONSORS



Pittsburgh
Technology
Council



intro | **sponsors** | coaches | judges | schedule | rules | the end

BREAKFAST & SNACK SPONSORS



DENIS MEINERT



intro | sponsors | coaches | judges | schedule | rules | the end



COACHES

The word "COACHES" is centered in a bold, white, sans-serif font. It is flanked by two horizontal white lines, one above and one below. The entire composition is set against a dark red background, with a lighter red square positioned above and below the text.

Kit Needham
Project Olympus

Mike Carpenter
Summa

Aaron Tainter
AlphaLab

Adam Kelson
Saul Ewing

Marta Dalton
Pittsburgh Tech Meetup

John DeGore
UX Designer

Lex Liu
Developer, Treatspace

Suzanne Kafantaris
Rhiza Labs

Michael Higgins
CTO, Rhiza Labs

Ryan Zafris
VP, Adams Capital

Desmond O'Connor
Innovation Works

Jim Jen
AlphaLab

Henry Thorne
4moms

Afshan Khan
Innovation Works

Chris Millard
AlphaLab Gear

Jean-Luc Park
Ferrum

intro | sponsors | coaches | judges | schedule | rules | the end



JUDGES

The word "JUDGES" is centered in a bold, white, sans-serif font. It is flanked by two horizontal white lines, one above and one below. The entire graphic is set against a dark red background, with a lighter red square positioned behind the text.

RICK CANCELLIERE
TREATSPACE

ZACH SHAREK
RHIZA LABS

ED ENGLER
SUMMA

DAVE MAWHINNEY
CIE, CMU

intro | sponsors | coaches | **judges** | schedule | rules | the end



SCHEDULE



FRIDAY

Pitch

Vote

Form Teams

SATURDAY

Start work (9a)

Eat lots of food
(9a-10p)

Day ends (10p)

SUNDAY

Start work (9a)

Presentations (5p)

Winners (8p)

Event ends (9p)

intro | sponsors | coaches | judges | **schedule** | rules | the end

STEP 1 TONIGHT: PITCHING

60 seconds max

No slides or props

Have a name for your idea

The idea cannot be something that has already been built or you've done substantial work on (research and sketches are okay)

Any business ideas are eligible (whether for-profit, 'social' businesses, non-profit organizations, etc.)

One pitch per person

intro | sponsors | coaches | judges | **schedule** | rules | the end

STEP 1 TONIGHT: PITCHING

“Hi, I’m [name]!

The problem I’m solving is [problem].

My solution is [solution].

To do this, we’ll need [team].”

STEP 2 TONIGHT: VOTING

Everyone who pitches will get a poster board with their idea's name

All participants will get 3 Post-It notes

We'll all go up the stairs to the right, and gather in the hallway

Posters will get stuck all over the walls

Stick your Post-It notes to posters to vote for them

You're free to give all 3 votes to a single idea

Hang by your idea and lobby people or leave your poster and wander

After around 30 minutes we'll see which ideas have the most votes

intro | sponsors | coaches | judges | **schedule** | rules | the end

STEP 3 TONIGHT: FORMING TEAMS

1. Those who pitched ideas that got enough votes will “recruit” their team for the weekend (i.e. tell everyone that walks by why your idea is the best and they should join your team)
2. Everyone else walk around, talk to those who pitched the top ideas, and decide which team you want to join (i.e. tell everyone why you’re the best and they want you on their team)
3. Hint: Diverse teams usually do the best
4. Team size: Maximum of 8, minimum of 4
5. Coordinators will write down your teams after about 30 minutes

intro | sponsors | coaches | judges | **schedule** | rules | the end

BY SUNDAY NIGHT

JUDGED ON

Customer Validation

Business Model

Execution/Design

WHAT TO PRESENT

Wireframes or fully developed website

Mobile Apps (from mock-ups to skeletons to fully functional)

Slide decks (PowerPoint, Keynote, Prezi, etc.)

Videos (i.e. product demonstrations, etc.)

Live product demos

Skits

intro | sponsors | coaches | judges | schedule | **rules** | the end

A SPECIAL THANKS TO

Dave Mawhinney

Kit Needham

Wendy Hermann

Paul Chun

Dylan Steele

Kishan Patel

And all the other faculty, alumni, and members of the graduate and undergraduate entrepreneurship clubs who helped make this event happen

intro | sponsors | coaches | judges | schedule | rules | **the end**

QUESTIONS

#hackastartup
hackastartup.com