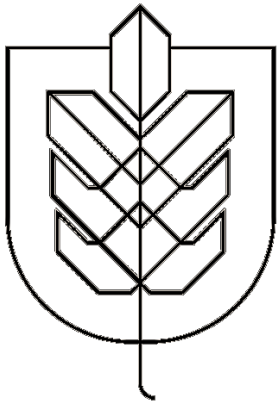


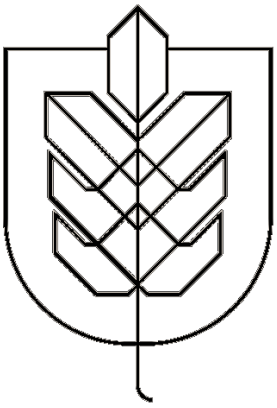
Welcome Back!!!

Our First Hackathon



Setting Expectations

Our First Hackathon



Setting Expectations

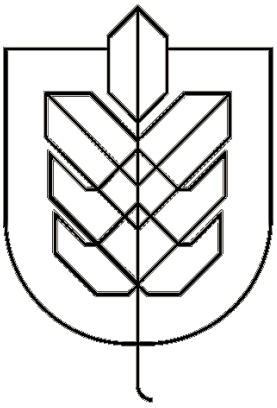
Things you should do:

General

Come each day with positive energy
Be open-minded to new ideas
Stay thirsty for constructive feedback

Project-Based

Be ready to openly share your ideas and feelings
Move forward, not backwards



Setting Expectations

Things you should NOT do:

General

Stay up all night, every night

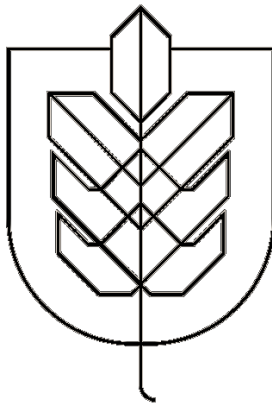
Survive on pizza and Red Bull

Live on campus in a sleeping bag

Team-based

Give only positive (or negative) feedback

Focus on technology more than the problem



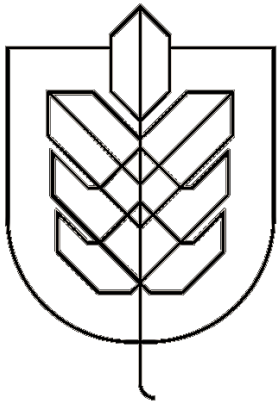
Individual Activity

20 minutes

Set your **personal** expectations for the hackathon:

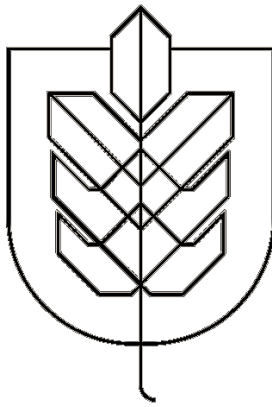
- **1** individual
- **1** team
- **1** solution

Be prepared to present (no slides)!



Structure and Design

Our First Hackathon



Hackathon Design

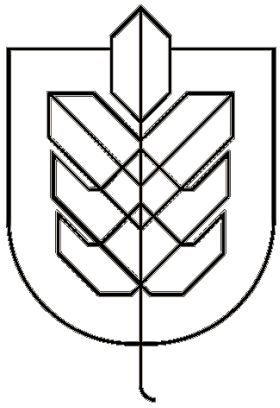
Our **capstone hackathons** is designed such that **teams work independently...**

... with a the goal of **solving an ambiguous problem**

... and support each teammate with **open and constructive feedback**

Principles of Digital Technology -

One of the **biggest challenges** in technological design is the **gap** between **business needs** and **technological development**.



Hackathon Design

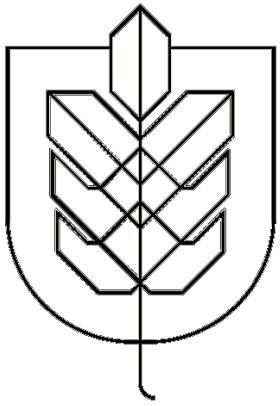
Communication with stakeholders is key to your success!

Hackathon Challenge:

Design and develop a tool to help orientate students in their transition into life as a Hult undergraduate in San Francisco

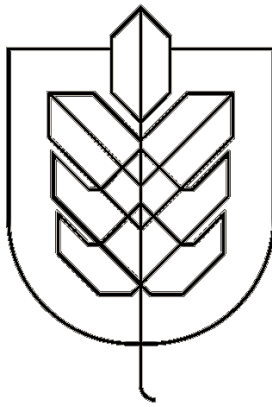
(see Official Hackathon Challenge on the course page for more details)

Who are your stakeholders?



Cooperation over Competitiveness

Our First Hackathon



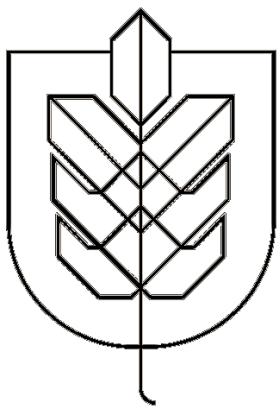
Cooperation over Competitiveness

Principles of Digital Technology -

One of the **biggest challenges** in technological design is the **gap** between **business needs** and **technological development**.

The camps don't communicate

How much more advanced would our society be if we **shared** in our discoveries **instead of competed**?



Cooperation over Competitiveness

We will focus on two levels of **sharing**

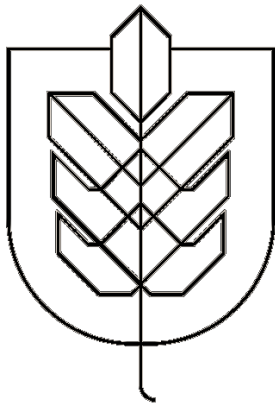
- Internal (team)
- External (entire class)

Internal

Feedback to your teammates

Thoughts/feelings on how you:

- are performing as a team
- can improve individually



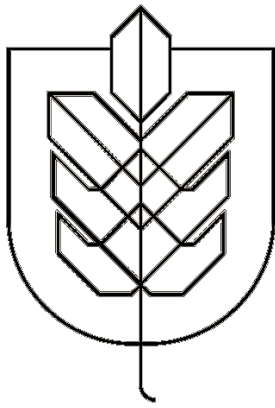
Cooperation over Competitiveness

Internal

We will accomplish this through
candle passing.

- Find an isolated place
- Speak only when you have the candle
- Snap for support



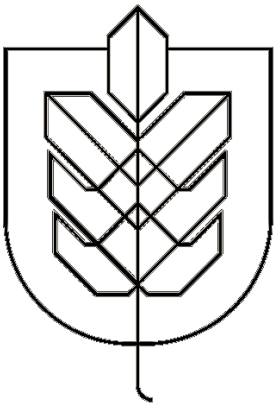


Team Activity

10 minute candle passing

Share your expectations with your teammates

- Why did you choose your goals?
- Are your goals at the right level of challenge?
- Do they address areas where you have significant room for development?



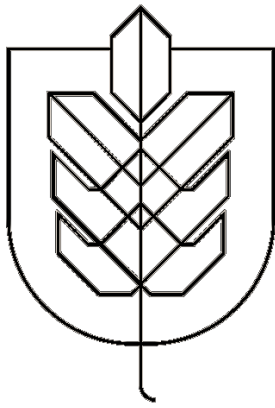
Cooperation over Competitiveness

We will focus on two levels of **sharing**

- Internal (team)
- External (entire class)

External

- Ideas on your team's approach to the challenge
- Areas where your team is struggling
- Support for developing other team's ideas

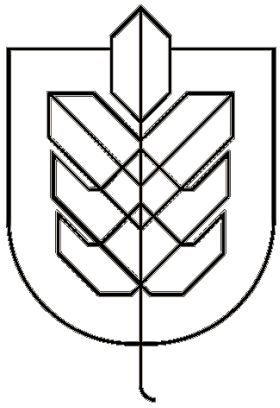


Cooperation over Competitiveness

External

We will follow a similar concept to **speed dating**.





Cooperation over Competitiveness

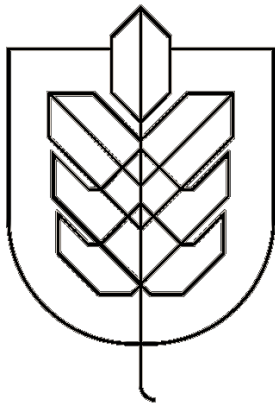
External

We will follow a similar concept to **speed dating**.

Each team has a station

- Can get feedback on any aspect of their project
- One team member leads station
- Other teammates migrate and consult





Cooperation over Competitiveness

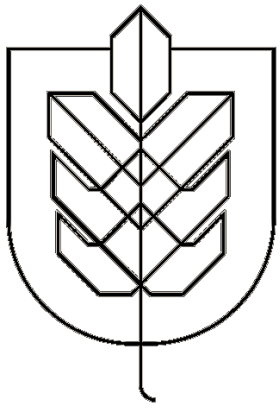
External

We will follow a similar concept to **speed dating**.

Scrum Style Q&A

- Station leader asks questions
- Responses must be 60 seconds or less
- Can ask what the other team's are doing
- Can give examples based on what another team is doing





Cooperation over Competitiveness

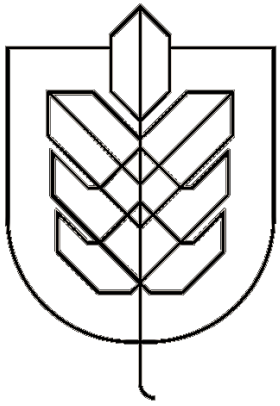
External

We will follow a similar concept to **speed dating**.

5 minute rounds

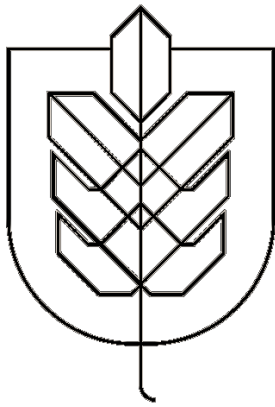
- 30 seconds to rotate and take notes between rounds





The Planning Phase

The second-most overlooked phase of project planning.



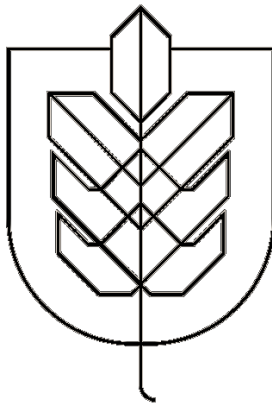
The Planning Phase

The **second-most overlooked stage** of project management

Planning Phase

1. Identify the problem
2. Decide what you are trying to achieve
3. Develop morale

Moving **too quickly into execution** is perhaps the **biggest mistake** a project team can make!



The Proper Planning Difference

Systems Migration - Original Plan

Project Planning Time: 1-2 weeks

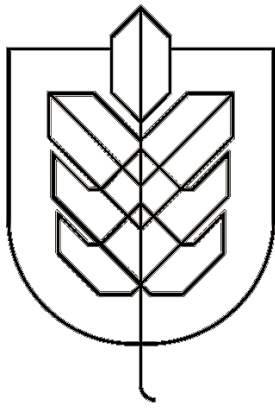
Original Time Span: 3 months

Original Goal: Migrate from legacy system to Salesforce

Original Project Team: 6 people

Reason for Project: Unclear

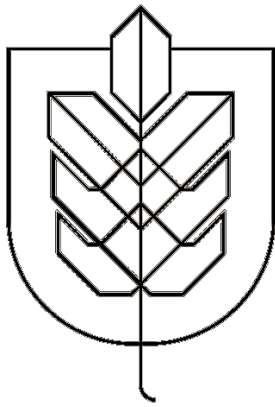
Business Value: Unclear



The Proper Planning Difference

Systems Migration - Results

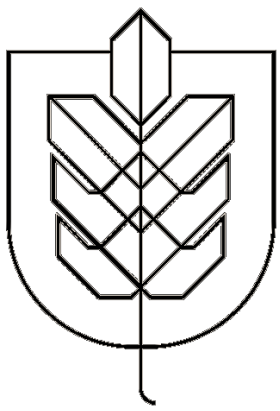
Total Time Span:	3.5 years and counting
Total Staff Involved:	84
Total Layoffs:	1 CIO/CFO 1 CTO 1 VP Business Systems 70+ tech people
Est. Total Project Cost:	7-10 million USD
Business Value Generated:	Unclear



The Proper Planning Difference

Web Data Structuring and Collection - Original Plan

Project Planning Time:	2 months
Original Time Span:	3 months (including project planning)
Original Goal:	Internally develop granular web behavior tracking and user-level data collection without paying for any services.
Original Project Team:	4 people
Reason for Project:	Needed to understand our what was happening on website (50% of all sales in a billion USD business)
Business Value:	Est. 50% better achievement of set outcomes



The Proper Planning Difference

Web Data Structuring and Collection - Results

Total Time Span: 3 months

Total Staff Involved: 4 people

Total Layoffs: 0

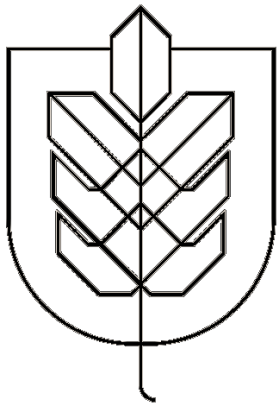
Total Hires for Other Teams: 14

Est. Total Project Cost: 34,000 USD

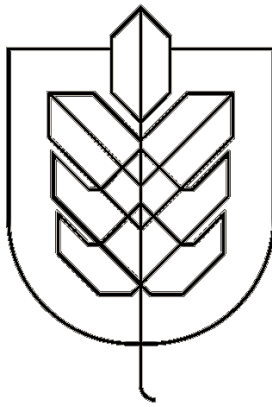
Business Value Generated:

- + 154,000 USD per year (direct)
- + 1 new content campaign
- + Led to complete revamp of digital platforms and digital strategy in China, Indonesia, and Russia
- + 2 promotions and ~114% avg. increase in salaries

The Proper Planning Difference



Never underestimate the **VALUE** of the **PLANNING PHASE**.



Team Activity

30 minutes

Read the Challenge Document (Coding Hackathon I - Challenge Description.pdf)

Plan your project:

1. Identify the problem
2. Decide what you are trying to achieve
3. Develop morale

Post your results on myCourses (Planning Phase Discussion)