



Virtual Hackathon Resource Guide

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Environments

Use [this link](#) to sign up - the event code will be provided to you via email. Your team org will be provisioned with Agentforce and Data Cloud. **Make sure to save your credentials.** If you lose your credentials you will lose access to your org. We recommend creating users for each member of your team so that you can create your own logins.

To Enable Einstein, follow these instructions:

1. Open the **Setup Menu** and click Setup.
2. In the Setup Quick Find, search for **Generative AI**, and select **Einstein Setup**.
3. Click the **Turn on Einstein** toggle.

To enable Agents, follow these instructions:

1. Refresh your page after clicking the **Turn on Einstein** toggle.
2. In the quick find, search for **Agents** and click **Agents** (under Agent Studio).
3. Turn on the **Agentforce** toggle.

For more step by step instructions to build and extend agents, build prompt templates, and set up Data Cloud, check out the [Agentforce Workshop guide](#).

Sample Use Cases

A strong hackathon submission presents a compelling vision for a relevant use case that addresses real-world needs or challenges. It should also demonstrate a creative exploration of technology, pushing the boundaries of what's possible.

The best use cases often align with your company's needs or your personal experiences with technology. Submissions can focus on a specific industry (vertical use case) or can be generally applicable across multiple industries (horizontal use case).

Here are a few examples that you could use to get your ideas flowing:

Healthcare Agent: Automates patient interactions, provides summaries, verifies drug interactions, engages with healthcare providers to streamline communication, and more.

Retail Agent: Proactively manages customer outreach and resolves service cases for fashion and grocery retailers.

Finance Agent: Monitors financial reports, fraud detection, manages compliance inquiries, provides information about investment funds, and more.

Content Creation Agent: Assists users in creating branded images and content like emails, social media posts, landing pages, and more.

Appointment Booking Agent: An agent that customers can use to manage and book appointments with an employee.

Agentforce Resources

Agentforce and the technology it's built on are rapidly evolving, and documentation is updated daily. Here are a few helpful resources to get you started.

[Quick Start: Build Your First Agent with Agentforce](#): A Trailhead module guiding you through the steps of creating and deploying an Agentforce agent.

[Agentforce Workshop](#): End-to-end Agentforce + Data Cloud workshop that demonstrates how to build agents using Flow, Apex, and Data Cloud data.

[Generative AI Developer Guide](#): Covers Agentforce, Prompt Builder and Model Builder.

[Data Cloud Developer Center](#): Links to the latest Data Cloud documentation and resources.

[Agentforce Agents](#): General documentation about Agentforce agents, how to set up agents, or how to invoke an agent from flow or Apex.

[Using Retrieval Augmented Generation](#): Retrieval Augmented Generation (RAG) in Data Cloud is a framework for grounding large language model (LLM) prompts. By augmenting the prompt with accurate, current, and pertinent information, RAG improves the relevance and value of LLM responses for users.

[Building Custom LLM Actions for Agentforce](#): Bring 3rd party LLMs safely into Salesforce platform with the Open LLM Connect standard, Models API, and Apex.

[Agentforce Connector for MuleSoft](#): Integrate agents built on Salesforce into any Mule application.

[Einstein AI Connector for MuleSoft](#): Anypoint Connector for Einstein AI (Einstein AI Connector) provides connectivity to LLMs via the Salesforce Einstein Trust Layer.

The [Coral Cloud Sample App](#) is a great resource that includes a number of examples of how to build prompt templates, custom actions, and agents. It also demonstrates how to ingest data and unify data in Data Cloud.

Slack Resources

[Connect Your Agentforce Org with Slack \(Docs/Trailhead\)](#): Connect your Salesforce and Slack orgs for Agentforce.

[Agentforce Configuration for Slack Development \(Docs/Trailhead\)](#): Add our standard Slack actions to any agent in Agent Builder and install your agents in Slack.

Working with Sample Data

Sample applications often need sample data. There are lots of free tools available that you can use to create personalized data for your use case.

Generating sample data

- [ChatGPT](#) generates human-like text responses, which can be used to create synthetic data, brainstorm content, or simulate user interactions.
- [Gemini](#) generates realistic and varied sample datasets which can be used to quickly populate applications with relevant information for testing and development.
- [Mockaroo](#) lets you create large sets of customizable, realistic sample data, such as names, addresses, and emails.
- [Kaggle](#) offers a wide range of public datasets that can be used for data analysis and building demos. This can be large CVS or repositories of PDF documents that can be used to simulate large volumes of data.

Importing Data to Salesforce Objects

Check out the [Importing Data](#) unit of the Data Management module on Trailhead for guidance on how to import data in Salesforce.

Here is an overview of the options available to import data in the comma delimited text format (.csv) into Salesforce:

1. **Data Import Wizard**: An in-browser tool accessible through Salesforce Setup, ideal for importing up to 50,000 records into standard objects like Accounts, Contacts, Leads, and custom objects. It provides a user-friendly interface for mapping fields and managing data imports.

2. **Data Loader:** A client application suitable for handling larger volumes of data, capable of importing, updating, deleting, or exporting up to 5 million records. It supports complex data operations and is available for Windows and Mac.
3. **dataloader.io:** A cloud-based data import tool powered by MuleSoft, allowing users to import, export, and delete data without installing any software. It offers features like scheduling tasks and saving mappings for future use.
4. **Workbench:** A web-based suite of tools for interacting with Salesforce APIs, useful for data insert, update, delete, and export operations. It is particularly beneficial for executing SOQL queries and bulk data operations.

Importing Data to Data Cloud

1. **Data Streams:** Data Cloud allows you to set up data streams to ingest data from multiple sources, including Salesforce applications, external databases, and third-party platforms. By configuring data streams, you can establish continuous data flows into Data Cloud, ensuring real-time or scheduled updates.
2. [Data Cloud Ingestion Utility](#): The Data Cloud Ingestion API Utility on the Salesforce Platform simplifies and speeds up the process of ingesting any type of data from any Salesforce Org into any Data Cloud Instance

Importing Documents to Data Cloud

There are different options to import documents into Data Cloud:

Using Einstein Data Libraries

You can now easily import documents into an Agentforce agent [using an Einstein Data Libraries](#). Check out the video in [this post](#) for an example.

Using Amazon S3

Check out the [documentation](#) to learn how to import documents to Data Cloud using Amazon S3.

Here is a summary of the steps involved:

1. Create an S3 bucket
2. Create a IAM user with read access to the bucket with a policy similar to this one:

JavaScript

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Sid": "CoralCloudReadAccess",
      "Principal": {
        "AWS": [
          "arn:aws:iam::XXXXXXXXX:user/coral-cloud-user"
        ]
      },
      "Effect": "Allow",
      "Action": [
        "s3:ListBucket",
        "s3:GetObject*"
      ],
      "Resource": [
        "arn:aws:s3:::coral-cloud",
        "arn:aws:s3:::coral-cloud/*"
      ]
    }
  ]
}
```

3. Generate a key for the IAM user
4. Upload CSV files in S3 using the admin console
5. Create an S3 connection in DC Setup
6. Create data streams from the DC app

Submission

Submitting your hackathon project is a crucial final step that encapsulates all your hard work. Ensure your submission clearly demonstrates the problem you're solving, the innovative technology applied, and the potential impact on your target audience or industry.

Demonstration Video

Creating a solid demo is crucial to effectively communicate the value and potential of your project. A great demo should be clear, engaging, and showcase your solution's core functionality in a compelling way. To help you craft a standout demo, consider these expert resources:

- [The Art of a Salesforce Demo | Admin Best Practices](#)
- [Build a Great Technical Demo](#)
- [How to Rock Your Next Presentation and Demo](#)

Your demonstration video can include slides to set the context of your use case and introduce the key features of your solution and the technical approach you used. The use of slides is optional, we recommend dedicating your time and efforts to your demo video. There is no need to capture your video for the recordings, demos should be full screen.

Here is an example of an Agentforce demo video that meets the Hackathon submission requirements:

- [Mochi Cupcakes | Agentforce Decoded:](#) In this Agentforce Decoded video, we'll take a look at a use case for a fictional bakery, Mochi Cupcakes, using Agentforce. In this example, we're using the power of Agentforce, Prompt Builder, and Flow to solve challenges with making recommendations for baking classes based on past behavior and assisting with product suggestions based on dietary restrictions/customer preferences.

Video Creation Tools

Your demonstration video should include a narrated screen recording of your demo. You can use any screen recording tool you're comfortable with, however we recommend using a tool like Quicktime Player or Camtasia that does not add watermarks to your video. If you're unfamiliar with screen recording tools, consider these options:

Using Quicktime for Recordings

Windows users can refer to [these instructions](#) to install QuickTime Player on a PC. Mac users can open QuickTime Player from the Applications folder, then choose File > New Screen Recording from the menu bar.

- Before starting your recording, you can click the arrow next to the Record button to change the recording settings:
 - To allow viewers to follow along by showing a black circle around your pointer when you click, choose Show Mouse Clicks in Recording.
- To start recording, click the Record button and then take one of these actions:
 - Click anywhere on the screen to begin recording the entire screen.
 - Drag to select an area to record, then click Start Recording within that area.
 - To stop recording, click the Stop button in the menu bar, or press Command-Control-Esc (Escape).
 - After you stop recording, QuickTime Player automatically opens the recording. You can now play, edit, or share the recording.

Tips for recording the best demo:

- Record your screen with a resolution of at least 1080p. The MacBook retina display has a different resolution, if you need to change it, use [SwitchReSX](#) to adapt the resolution before recording. **!**
- Ensure that your recording meets accessibility standards:
 - High-Contrast Accessible themes in Chrome, VS Code, to ensure the color schemes you use are easy to read by people with different abilities.
 - Min 20 px font size (slides, VS Code, terminal...).
- Do not use generative AI video or audio tools when recording.
- Do not use third party trademarks, copyrighted music, or other material.
- Do not edit or manipulate Salesforce characters (including Einstein).

5 Tips for Creating a Winning Submission

1. **Organize:** Build a well-rounded, and collaborative team. Clearly define roles and align on complementary skill sets to maximize efficiency and creativity.
 - a. Teams may be comprised of up to 5 Individuals. Consider roles & skill sets that you may not have yourself including but not limited to:
 - i. Team Leader drives the team's vision and coordination.
 - ii. Admin builds functionality using low-code tools.
 - iii. Developer pushes boundaries with custom components.
 - iv. Marketer crafts a compelling narrative and pitch.
 - v. Designer enhances usability and visual appeal.
 - vi. Data Analyst provides insights by interpreting and visualizing data.
 - vii. Content Creator develops engaging content to support the pitch.
2. **Ideate:** Identify a unique, impactful, and innovative use case that effectively addresses the challenge.
 - a. The key to a winning hackathon solution is a unique and compelling use case. Think outside of the box and work together with your team to find industry expertise.
 - b. Avoid common & generic examples like:
 - i. Order Management - Where is my order?
 - ii. Case Management - Can you help me with my case?
3. **Design:** Develop a robust architecture and a thoughtful data model to ensure your solution delivers a seamless, engaging, and effective user experience.
 - a. Thinking through your use case and the necessary components ensures you are using your time wisely.
 - i. Define your data model using standard or custom objects.
 - ii. Think about your agents actions and use cases.
 - iii. Identify the data necessary.
 - iv. Define your UI/UX
4. **Build:** Distribute tasks and work collaboratively to develop as much of your solution as possible within the allotted time frame, while maintaining quality and usability.
 - a. Divide up responsibility and build out your solution.
 - i. Tools - Use the toolkit to your advantage.
 - ii. Data - Create demo data and ensure that you have enough data in your org to demonstrate the impact.
 - iii. Agents - Don't forget that Agentforce is at the center of the solution.
 - iv. UI/UX - Make sure that every page & record layout are polished and look good for the submission.
 - v. App - Enhance the use case and story by building around your agent.

5. **Prepare:** Craft a compelling story for your final submission. Develop a concise demo that highlights your solution's value and showcases its features to the judges.
 - a. Tell a story with your demo that showcases the true power of Agentforce.
 - b. Use slides (optional) as a tool to tell the story of what you have built and your use case.
 - c. Record a clean demo that showcases the App and agent that you have built.
 - d. Tell a story with your script that highlights the technology and the use case.

Additional Resources

- [Admin Website](#)
- [Developer Website](#)
- [Agentblazer Community](#)
- [Agentblazer Content Hub](#)
- [5 Ways To Build Trustworthy AI Agents](#)
- [How Salesforce Shapes Ethical AI Standards in the Agent Era](#)
- [Admin Website](#)
- [Developer Website](#)
- [Agentforce Decoded YouTube - Admins](#)
- [Agentforce Decoded YouTube - Developers](#)
- [Agentblazer Community](#)
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