# Twilio/Segment/Databricks/AWS Hackathon Planning Guide

| *Hi there,*  *This document outlines the deliverables necessary at a high level and provides a schedule to stay on track for your anticipated launch date of October 26th. This is for your benefit, so feel free to edit or add to anything below or leave comments with feedback or questions.* |
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*The following schedule is recommended based on our best practices with a* ***October 26th*** *launch date in mind. Feel free to revise according to your schedule as needed.*

| **Item** | **Due** | **Topic** | **Requirements** |
| --- | --- | --- | --- |
| [Rules Intake Form](https://challengepost.wufoo.com/forms/z1cb8f7g0dex9x0/) | Complete as soon as you have most details decided | Rules | **Twilio** - complete [form](https://challengepost.wufoo.com/forms/z1cb8f7g0dex9x0/) |
| Planning Guide (this doc) | Devpost will continue to add to this based on Rules Intake Form and Kickoff Call | Backbone of the Hackathon (Rules, Site) | **Twilio -** Review document asynchronously to finalize details and planning for hackathon |
| Hackathon Site Graphics | Create graphics and send to Devpost at least 5 days prior to launch | Hackathon Site | **Twilio** - add thumbnail and banner to hackathon site (see below for [specs](#_z5p1eoq4oaoh)) |
| Rules Draft | At least two weeks prior to launch | Rules | **Devpost** - will use Rules Intake Form to draft rules |
| Review Rules Draft | Begin reviewing immediately. Aim to have approval at least two business days prior to launch | Rules | **Twilio & Legal Team** - review rules, answer any outstanding items, receive approval (if needed from legal). This is set for 2 weeks from delivery date as that’s a pretty common amount of time it takes to iterate and receive approval |
| Marketing Overview Doc | About 10 days prior to launch | Marketing | **Devpost** - create and share a document outlining marketing needs and schedule regarding marketing on Devpost social and in Devpost communities |
| Review & Approve Marketing Overview Doc | At least 5 days prior to launch | Marketing | **Twilio** - review hashtags, themes and developer skills to target |
| Hackathon Website Copy | Begin working on content about two weeks prior to launch | Hackathon Site | **Devpost** - input content and hackathon details into Devpost hackathon site - when done, Devpost will provide a review (see below) |
| Participant Comms & Support | Once hackathon site copy is finalized. Will be ready for review before launch | Participant Support | **Devpost** will construct a separate doc after the final approval of this document and the Hackathon Site Copy. |
| Hackathon Launch | Day and time of launch | Hackathon Site | **Devpost** - to Publish at prescribed time |
| Hackathon Submission Period | Duration of submissions | Participant Support | **Devpost** to launch the site. **Both** teams launch marketing efforts, monitor support channels, and help participants. |
| Hackathon Judging Period | Down-selection and Judging Period | Judging/Winner Selection | **Devpost** to provide a list of projects to review and **Twilio** to help select those to move forward to judging. |
| Winner Announcement | Winner Announcement Date | Winner Announcement | **Devpost** to collect paperwork and delivery cash prizes. **Twilio** to deliver non-cash prizes. |

**Planning Documents**

* Prize Structure Ideas (Coming soon)
* Official Rules Draft (Coming soon)
* Website Copy Draft (Coming soon)
* Devpost Marketing Plan (Coming soon)
* Participants Communications (Coming soon)

#### 📈 MEASURES OF SUCCESS

| *Are you hoping to gather feedback on your product? Are you hoping to discover new use cases? Keep this in mind when writing content on your site and the requirement for your participants.* |
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**Goals**

* Explore new use cases for Databricks + Segment + AWS
* Introduce new users to Databricks (not net new, but nice to have)

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#### ⭐ ESSENTIALS

**Sponsor/Host**

Twilio/Segment, Databricks, AWS

**Hackathon Name |** *Choose one of the following or come up with your own*

\_\_\_ Datathon powered by Twilio/Segment, Databricks and AWS

**Hackathon Devpost URL |** *Choose one of the following or come up with your own*

**🗓️ DATES**

## 

| **Site Launch** | Oct 26, 2023 | |
| --- | --- | --- |
| **Submission Period (6 weeks)** | Oct 26, 2023 | Dec 7, 2023at 5 pm |
| **Down-Selection** | Dec 7, 2023 | Dec 8, 2023 |
| **Judging (1-2 weeks)** | Dec 11, 2023 | Dec 17, 2023 |
| **Winner Verification** | Dec 18, 2023 | Dec 19, 2023 |
| **Winners Announced** | Dec 20, 2023 around 2 PM PT | |

#### 💰PRIZES

| *There are lots of ways to structure prizes besides 1st, 2nd, 3rd Place.* [*Here*](https://help.devpost.com/hc/en-us/articles/10179638729236-Developing-Prize-Structures) *are some tips and ideas outside of just cash. Suppose product feedback is one of your main Qualitative Goals for this hackathon. In that case, we also recommend setting aside a small percentage of your prize pool for a Feedback Submission Survey Prize which is conducted post-hackathon. Let me know if you’re interested and we can discuss this further. Devpost will create some prize structure ideas that work with your prize pool (doc coming soon).* |
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**$20,000 USD in prize Budget**

| **Winner** | **Prize** | **Qty** | **Which Submissions can win?** |
| --- | --- | --- | --- |
|  |  | 1 | *All eligible submissions* |
|  |  | 1 | *All eligible submissions in X category* |
|  |  | 1 | *All eligible submissions by Sponsor employees* |
| **Most Valuable Feedback Survey Prize** | $50 USD | 10 | All eligible individuals who complete a feedback survey |

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| *Important: Awarding Winners* *We will work hard to help you drive participation and hope that we get a lot of top-notch submissions. There are lots of factors that influence submission numbers. When it comes to judging and selecting winners, we know every customer and judging panel has a different idea of baseline quality. We discourage eliminating projects if they meet the eligibility requirement for several reasons:*   * The goal of many competitions is to reach people and get them to experiment with your tools, even if the end result isn’t of the highest quality. * Developers have spent time working on this in exchange for a chance at the prize. As a result, we believe prizes should be awarded. * It’s not going to look bad to the public; people appreciate that most entrants have full-time jobs and may be brand new users to your technology. The idea with hackathons is to embrace the dev community.   [**Here is an article on how participants claim their prizes.**](https://help.devpost.com/hc/en-us/articles/10180586264980-How-to-Claim-Your-Hackathon-Cash-Prize-Winners-Only-) |
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**Prize Specifics for the Official Rules**

*These are generally our standard for prizes in the rules, however, they will be edited depending on which prize structure you decide on.*

* A project can only win one (1) prize.
* If there are no eligible submissions for a prize, that prize will not be awarded.

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#### 📗 PROJECT REQUIREMENTS

| *This section provides some crucial information that will help Devpost draft your official rules and will guide the content on your hackathon site (*[*see below*](#_z5p1eoq4oaoh)*). This section isn’t for your legal team, we will send you a separate rules draft document to officially review and approve.*    *We want to make your requirements specific technically, while open creatively. Bear in mind they should also be as simple as possible to keep the barrier to submitting a project as low as possible.* |
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**How to Enter**

What must a submitter do in order to be eligible? Is there a specific technology that developers are required to use? If so, how do they gain access to the tool? Is there a signup process? Make sure this info is readily available on your hackathon site. The Resource page is a great place to add this kind of info.

1. Sign up for a 2-week trial of Databricks on AWS here {placeholder for a tracking link} or log into your existing Databricks account.
2. Sign up for a Segment account here <https://segment.com/catalog/integrations/databricks/>

Trials using the tracking link may be extended by the Databricks team to cover the hackathon period. Note: if DB can pre-emptively create 8 week trials, we can give those out instead.

**What to Build**

Build (or update) creative data projects that make use of the Twilio Segment x Databricks integrations powered by AWS.

Potential submission types: machine learning models, apps to make data more accessible for other business teams, mobile apps for end users to get the key data, dashboards, integrations, widgets, or tools

**Examples/Problem Statements**

* Weather data - combine your customer data with weather data to offer cold drink sales
* Traffic data - flag pet-friendly hotels with lower occupancy
* Healthcare data - recommending vaccinations in an area with higher COVID cases
* Stock price data - campaigns to target clients for new sales when stock prices go up

**What to Submit**

* **Project**. Share a link to your live project for the judges to test it out.
* **Database used.** Share a link to the database or Datalake used for your project.
* **Code**. Provide a URL to your code repository for judging and testing.
* **Video**. Include a demo video (about 3-5 minutes) that introduces your team and project to the world. The video must highlight your project’s features and show how to interact with the required technology in your project.

**Submission Specifics**

* **New & Existing:** Projects must be either newly created by the Entrant or, if the Entrant’s Project existed prior to the Hackathon Submission Period,the Project must have been significantly updated during the Hackathon Submission Period.
* The Project must be capable of being successfully installed and must function as depicted in the video and/or expressed in the text description.
* The Project must run on the platform for which is specified in the Submission Requirements.
* The Entrant must make the Project available free of charge and without any restriction.
* Multiple Submissions: An Entrant may submit more than one Submission, however, each submission must be unique and substantially different
* All Submission materials must be in English

**Judging Explained**

| *This is the common flow of judging online hackathons. Before sending your judges invites to score projects, we recommend you first review all projects to filter out any clearly ineligible projects. After you have completed the down-selection review, you will mark the projects as Judge/Don’t Judge in the platform declaring which projects move forward to the Judging period. Don’t worry, we’ll share more on this when the time comes.*  *The judges will rate the submissions from 1 to 5 stars on each of the judging criteria (to be defined below). Judging takes place on the Devpost platform in most cases. We'll let you know if your hackathon needs to be held offline and provide guidance. The criteria below is best-practice, standard criteria, but if you have other criteria in mind, feel free to replace them. Note: Equally-weighted criteria are required if you wish to use online judging.* |
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**What’s in the Rules:**

Eligible submissions will be evaluated by a panel of judges selected by the Sponsor (the “Judges”). Judges may be employees of the Sponsor or third parties, may or may not be listed individually on the Hackathon Website, and may change before or during the Judging Period. Judging may take place in one or more rounds with one or more panels of Judges, at the discretion of the Sponsor.

**Stage One)** The first stage will determine via pass/fail whether the ideas meet a baseline level of viability, in that the project reasonably fits the theme and reasonably applies the required APIs/SDKs featured in the Hackathon.

**Stage Two)** All submissions that pass Stage One will be evaluated in Stage Two based on the following equally weighted criteria (the “Judging Criteria”):

Entries will be judged on the following equally-weighted criteria, and according to the sole and absolute discretion of the judges:

**Judging Criteria**

* **Implementation**  
  Does the project demonstrate quality software development and use of the required tools?
* **Quality of the Idea**

How creative and unique is the project?

* **Value**

Includes the extent to which the solution can be widely useful to organizations, easy to use, accessible, etc.

# 🙌 PARTICIPANT SUPPORT

## 

*Throughout the hackathon it is very important to keep participants engaged and answer their questions in a timely manner. We want to make it as easy as possible for participants to build and submit a project and your resources and support will go a long way.*

## Resources

* Code Examples
* Technical documentation
* Devpost Team
* Technical Team

## 

## Channels

* Discord/Slack/Teams/etc
* Email
* Web Copy

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## Scheduled Events

* Webinars
* Office hours
* Product Updates

## Incentives

* Most Valuable Participant award

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## 🖥️[Hackathon Site](#_z5p1eoq4oaoh)

| *The “ask” of your participants should be simple and clear. Try to give them some ideas or examples of what you’re looking for in projects without being too prescriptive. Don’t forget to let us know when you’re done and we’ll do a deep-dive returning to you a document with feedback, advice, and red-light/green-light for each section.* |
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## Graphics

[*Here is a helpful article*](https://help.devpost.com/hc/en-us/articles/360021781472-How-do-I-add-hackathon-banners-and-graphics-) *for your designer on how the three assets below are used on Devpost. A good-looking thumbnail can help draw participants scrolling our site listings.*

**Thumbnail -** (used in Devpost marketing materials and in the [listings page](https://devpost.com/hackathons))

* Specs: 300 x 300px
* Type: JPG, GIF, or PNG
* Size: Up to 5 MB

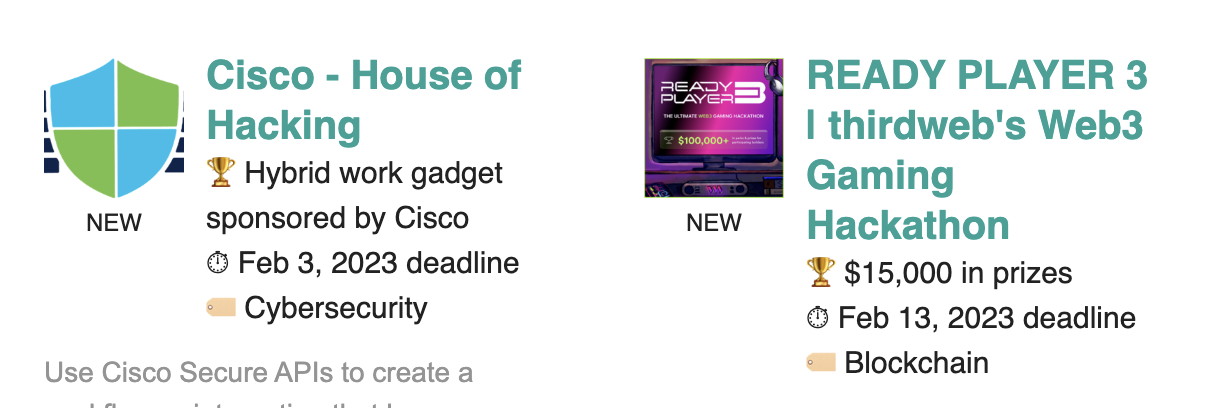
**Header Title**

* Specs: 1170 x 156px
* Type: JPG, GIF, or PNG
* Size: Up to 5 MB

**Header Background (gets cropped and goes under the header title)**

* Specs: 2000 x 246px
* Type: JPG, GIF, or PNG
* Size: Up to 5 MB

*Example of thumbnail in Devpost newsletter:*



[**🖥️ Site Copy**](#_z5p1eoq4oaoh) (to be provided by Devpost)

