**LU Hack-A-Thon 2016**

**Social Apps Challenge**



**Overview:** Southside Bethlehem, Pennsylvania is an area of burgeoning community and economic development. Organizations like Community Action Development Corporation of Bethlehem (CADCB) and the Community Action Committee of the Lehigh Valley (CACLV) - in collaboration with local business owners – are working together to spur positive growth in the region.

As such, there is an increased focus on the marketing, development, and support of local business owners to connect to a wider audience of potential customers. This need, however, is complicated by limited budget, resources, and time that takes away to the daily maintenance of the business.

This is where you come in...

**Challenge**: The 4Blocks International District of the South Side is one such area where we have a great deal of businesses that are seemingly disconnected from the west end of Fourth Street and a potential customer base at Lehigh University. Located on East Fourth Street, these businesses include restaurants, apparel, services, and a grocery store. A landing page was created for said businesses [http://4blocks.org/] yet most lack marketing teams or any expertise to build a website or develop any presence on the internet, create apps, or think strategically about a marketing plan.

Further, having a web presence is only half the battle: sustainability, access, and presence are all at the forefront of business owners’ minds. A challenge could be to create a service like Wordpress that would help local businesses make websites with minimal coding experience. In terms of marketability and digital presence, another challenge could be creating an app that teaches users how to best promote their website across social media and search engines. The following questions are important to consider:

* How do you Lehigh students get connected to businesses on the South Side?
* What marketing strategies appeal to the undergraduate and graduate populations at Lehigh?
* How can these businesses be expanded to connect your platforms (e.g. GrubHub, Uber) to expand their reach?
* How do these businesses connect and maintain their presence digitally and in the community? How do they connect to the Lehigh University students? What makes a local business attractive to you?

Your challenge is to design, spec, and draw up plans to create a marketing and digital presence for businesses in the 4Blocks International District of South Bethlehem. Use the BlueMix platform and make connectable artifacts to the 4Blocks International landing page. Let your creativity be the guide for a solution that is creative, connected, and sustainable.