

# Internet of Things Hackathon



FUTURE HACKS

IBM Bluemix™



OCTOBER, 9-11TH, 2015

/ MADRID, SPAIN /

HACKERS, MAKERS AND CREATIVES



IBM Bluemix™



#futurehacks



Heads  
to the  
Gray  
One



Heads  
to the  
Gray  
One

# #futurehacks



# WELCOME TO ... Are you ready?





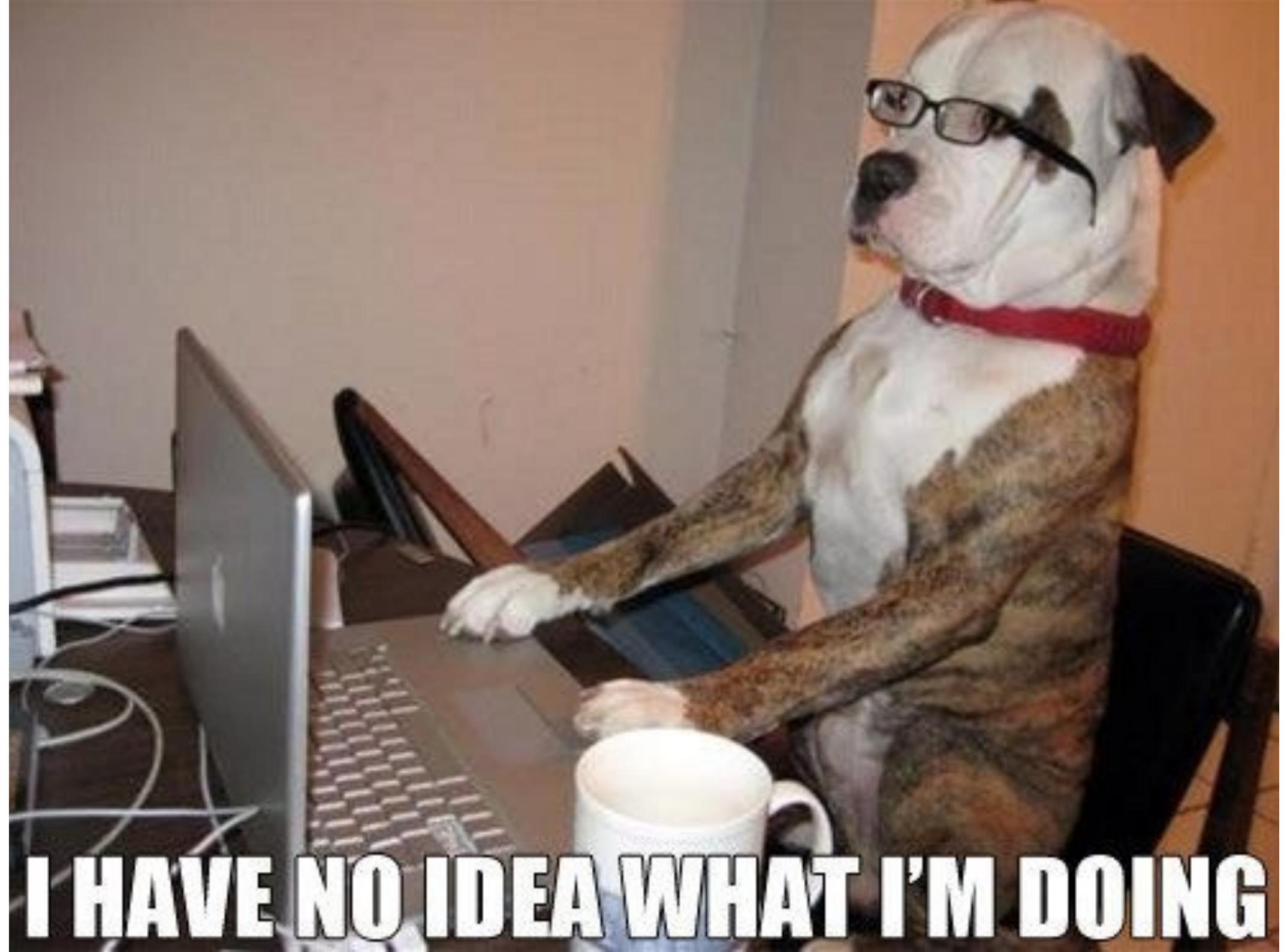
*hey, i'm*

Lasse Chor

FUTURE HACKS



@chorDK



I HAVE NO IDEA WHAT I'M DOING

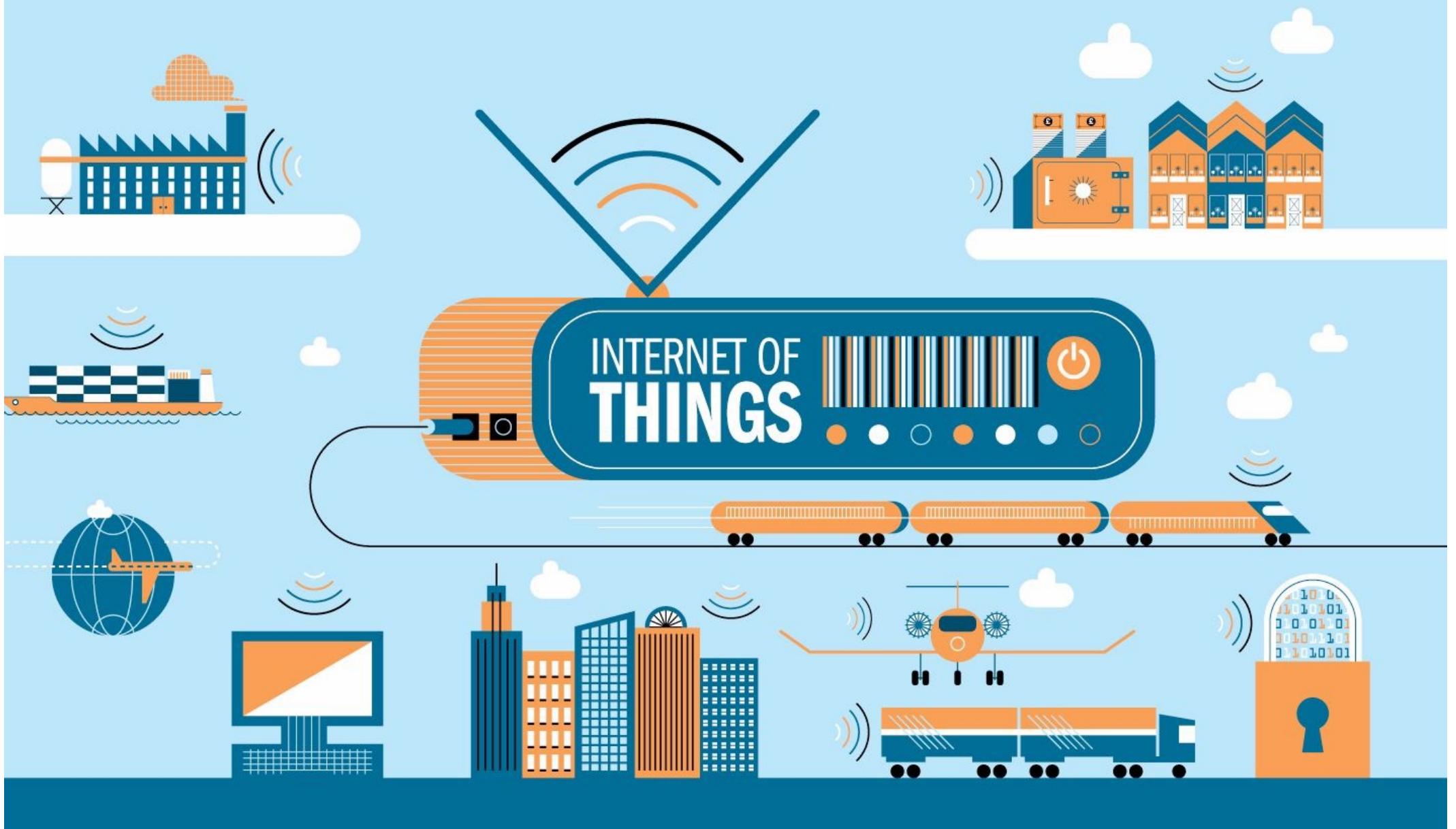
# 1 Whole Weekend

80 something awesome people

A ton of technology

super experienced mentors

AWESOME IoT solutions...



# HAPIfork

The HAPIfork is an electronic fork that helps you monitor and track your eating habits. It also alerts you with the help of indicator lights and gentle vibrations when you are eating too fast.

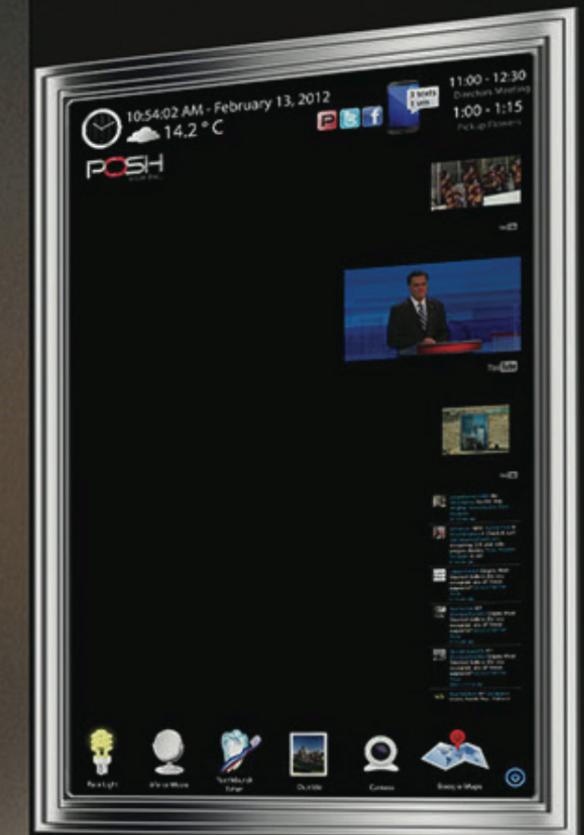


<http://www.hapi.com/products-hapifork.asp>

# Internet-Connected Mirror

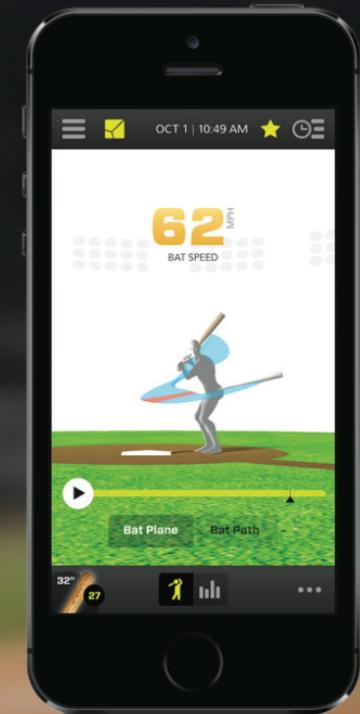
We are looking to bring a product to market that can make your life easier, while doing something you already spend time doing each day, looking at a mirror.

<https://www.kickstarter.com/projects/860592058/imirror>



# Swing Analyzer

Make your Zepp Sensor multi-sport, all you need to do is purchase additional sport specific mounts and download the app.



<http://www.zepp.com/>

# Blood Pressure Monitor

Simply slip on the cuff, turn on the Wireless Blood Pressure Monitor and the Health Mate app will automatically launch.



<http://www.withings.com/us/blood-pressure-monitor.html>

# Budweiser Red Light

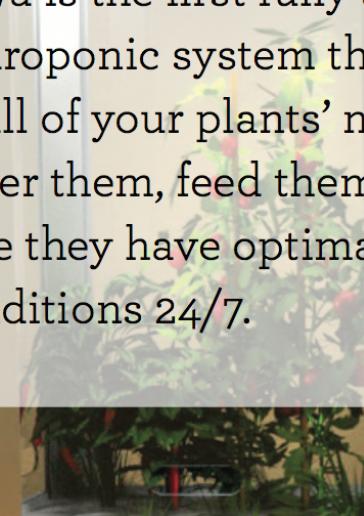
When the user's team scores, the light flashes and a horn sounds.  
Just connect it to WiFi, pick your favourite city.

<http://www.budweiser.ca/redlights/>



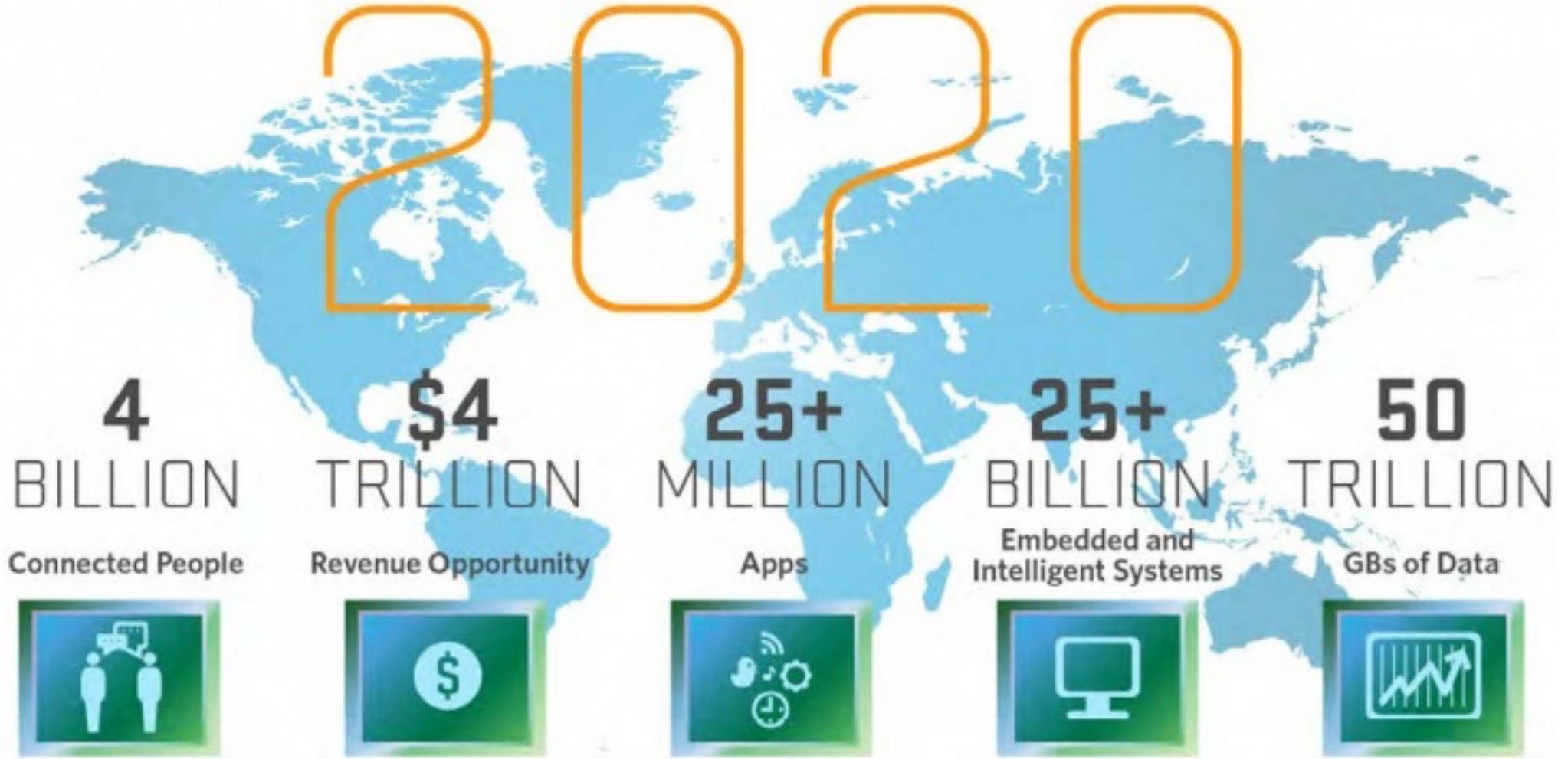
# Hydroponic System

Niwa is the first fully automated hydroponic system that attends to all of your plants' needs and water them, feed them and make sure they have optimal growing conditions 24/7.



<http://getniwa.com/>





FUTURE HACKS



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IBM



I O T   I S   A W E S O M E !

# Lightning Talks...



**CONCHITA GALDÓN**

*CEO, Puentes Global's CEO & Manager of  
Area 31*



# Lightning Talks...



**VERONICA RESPALDIZA  
LOPEZ**

*Cloud Ecosystem Cities and Developers,  
Spain, Portugal, Greece and Israel, IBM*



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# Lightning Talks...



**ENRIQUE MARTIN**

*Innovation Director for Business,  
Vodafone*





# IoT Context: Network Evolution



At Home  
PC Apps



14,4 Mbps



2008

In Cloud  
Mobile & Social

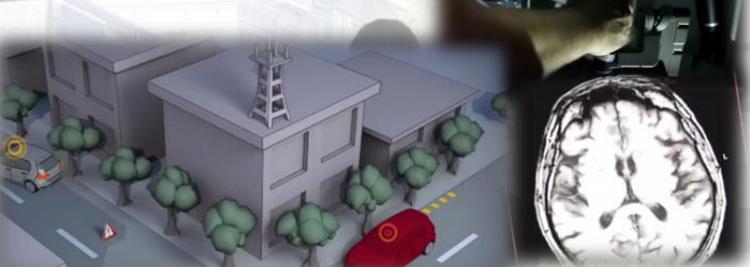


100 Mbps – 1Gbps



2015

With me  
Connected & Data



10Gbps



2020



# Vodafone Connected City project

4

Control and Tracking



New & better City services



3

Cloud Platform : Integration & Analytics & Operation

2

Fibra  
ONO

4G+

1

- Citizens
- Vehicles
- Building & Enterprises

- Banks & commerce
- Operators
- Socials network
- Security, etc

- Data management
- Survey
- Participation
- Crowd sourcing

Sensors in things



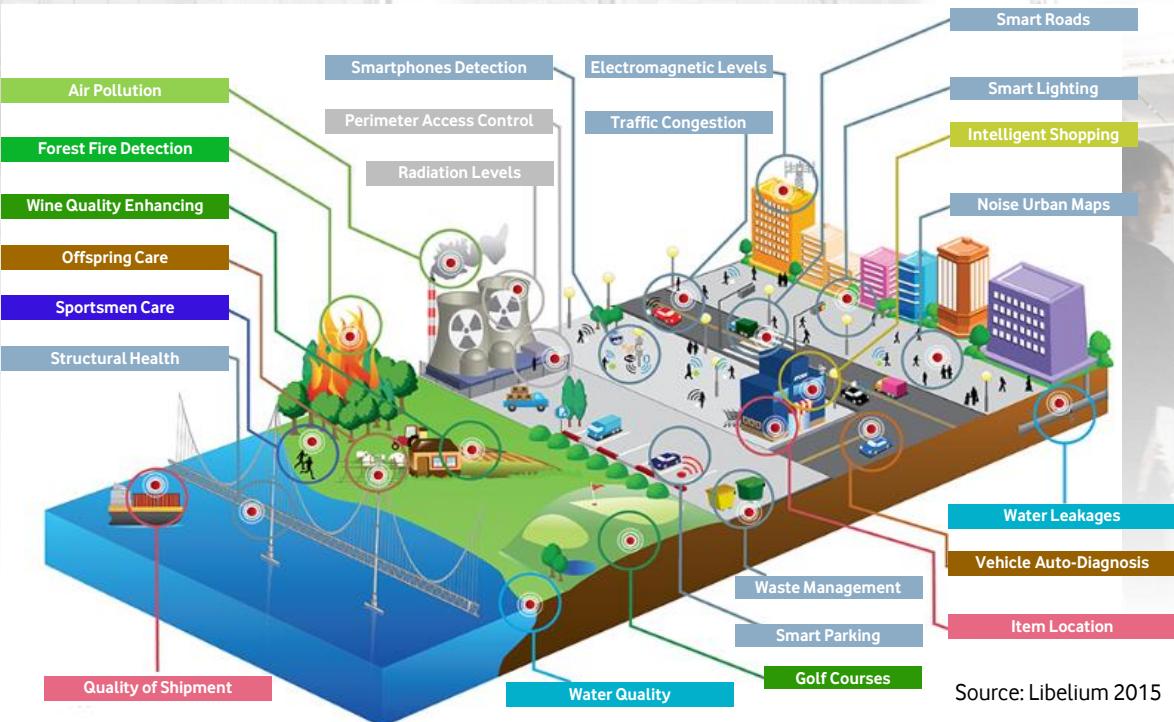
Data Sources



Citizens Apps



# The challenge



Smart & Connected People

Better life quality for citizen

Smart & Connected Vehicles

Better and cheaper city services

Smart & Connected City Assets



**Thanks and  
Good Luck**

# Lightning Talks...



**LUKE ALLEN**

*Luke Allen, Sales Director, Dizmo*



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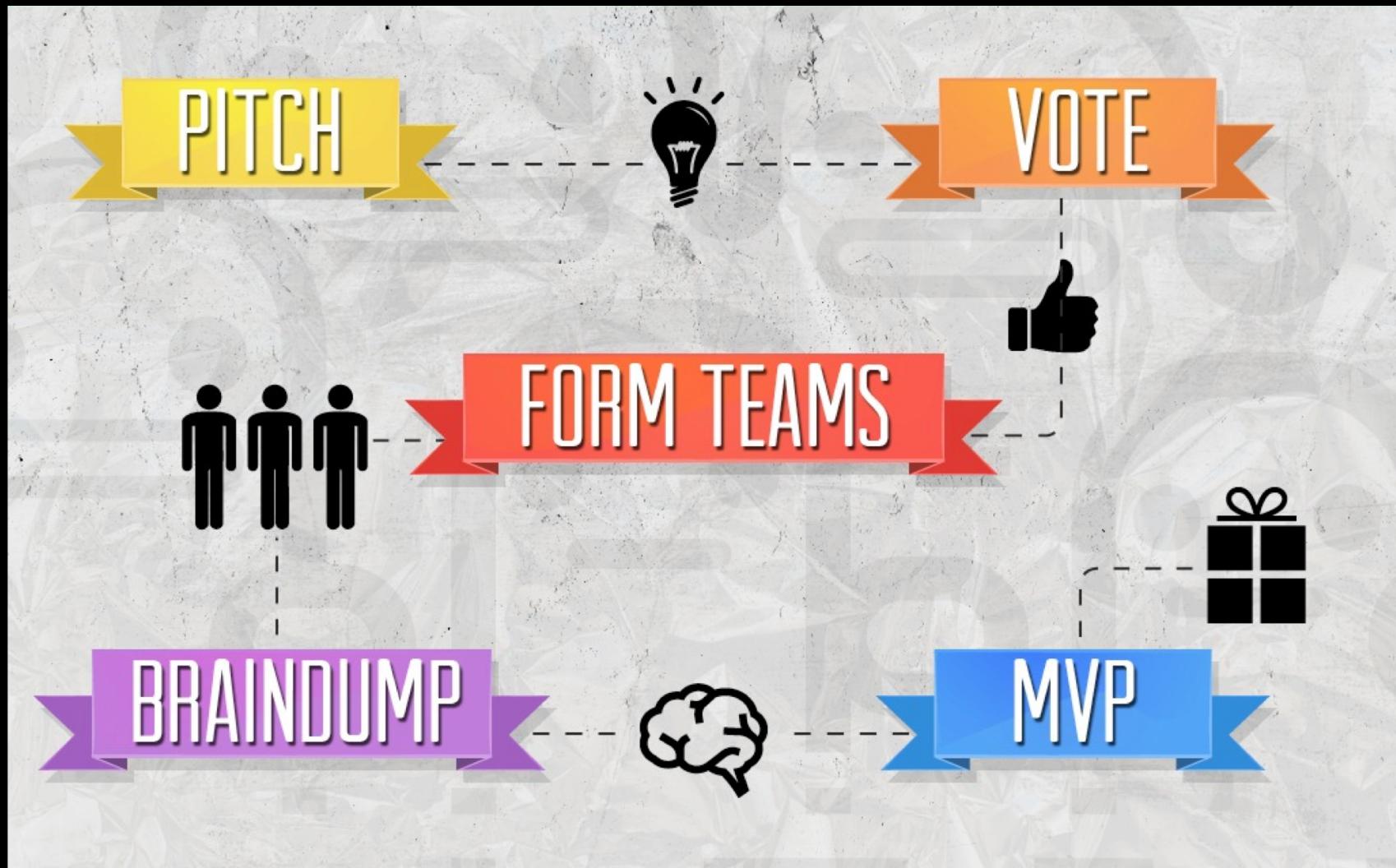


#futurehacks



# The Plan

First: Inspiration -> Ideation



# HALFBAKED



# *The Next **BIG** Thing in IOT*

Build the Concept

Logo

Paper Prototype

Business Model

Marketing

Strategy

Customer validation

## **So what can you do...**

Customer Segments

Exit Strategy

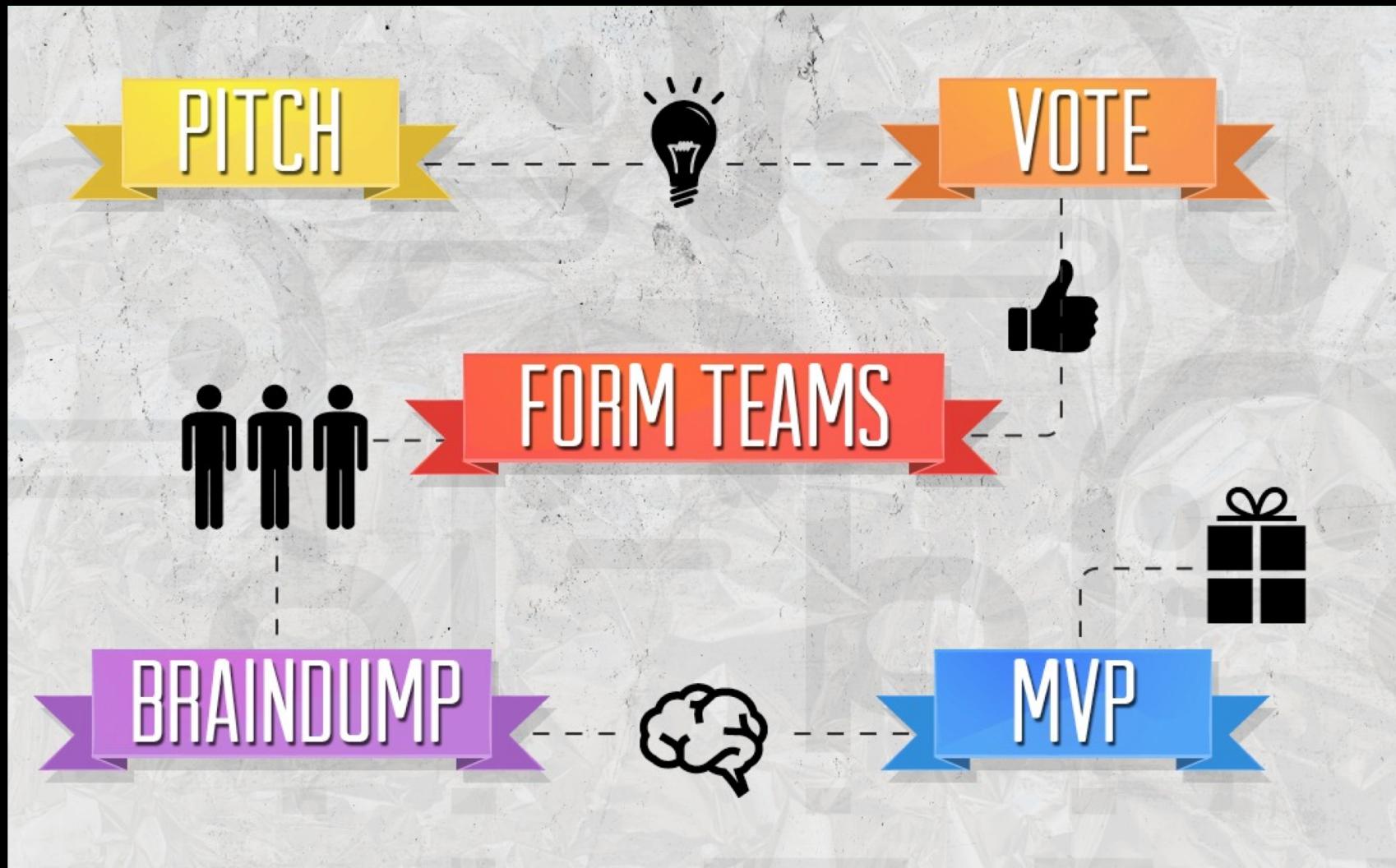
Social Media Strategy

**EVERYTHING!!!**

Prepare a pitch

# The Plan

First: Inspiration -> Ideation



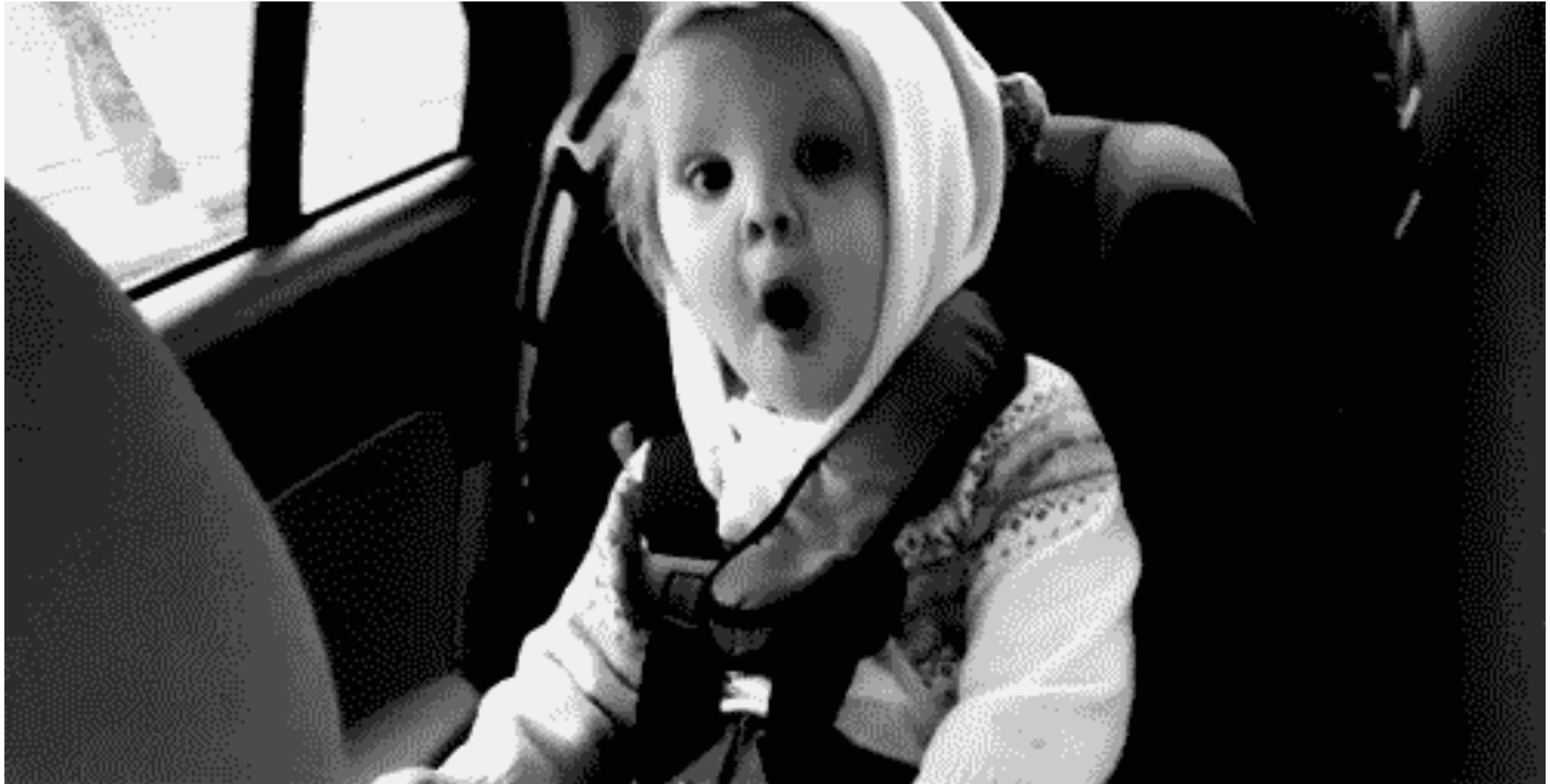
# HELL YEAH!!!!





KEEP  
CALM  
AND  
SOLVE  
PROBLEMS

MAKE A LOT OUT OF NOTHING



# Idea Kitteh

\*ding\*

has brite idea

A GREAT PROTOTYPE OF A DRONE...



# OMG IT SPINS!

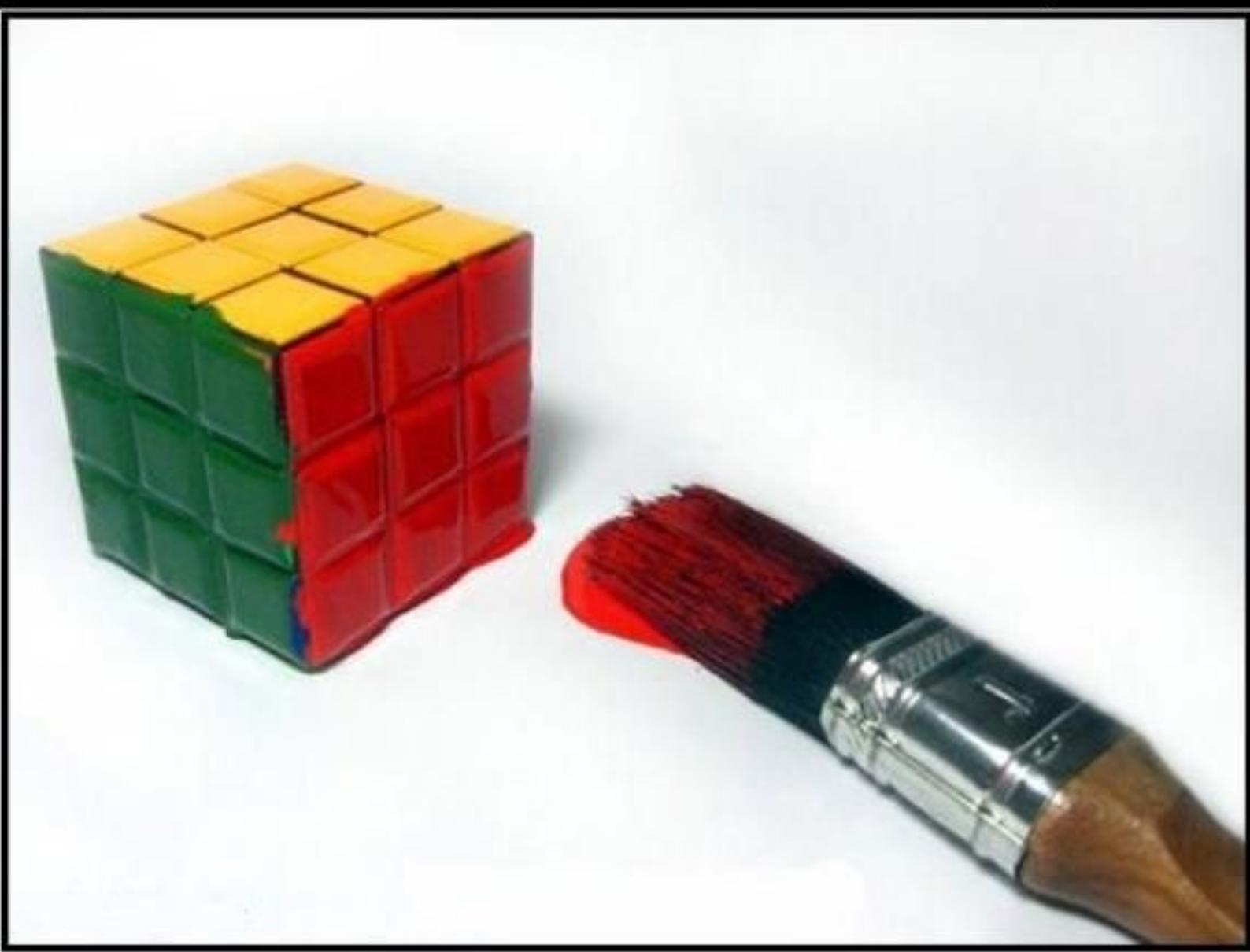


## SIMPLICITY

Making the simple Things Extraordinary

# CREATIVE PROBLEM SOLVING





**There are solutions:  
even to the hardest problems**

# GET USER VALIDATION !!!





Do one brave thing today... then run like hell!

# HAVE FUN!



MEGA AWESOME  
DIAMOND PARTNER



IBM Bluemix™



# AWESOME SPONSORS



vodafone



## MEDIA AND CONTRIBUTING SPONSORS



TETUAN  
VALLEY



Betabeers

# THE WICKED MENTORS



**SERGIO MORCUENDE**

*Software Engineer at Smart Toys Area,  
BQ*



**FRANCISCO DE ANGEL**

*Innovation Manager for Business,  
Vodafone*



**ROBERTO GARCIA**

*Co-Founder, Pro Engineering*



**IZANAMI MARTINEZ**

*Director, M&CSAATCHI LABS*



**TRISTAN RECKHAUS**

*Ecosystem Development, IBM*



**BRUNO CENDON**

*CTO & BD at TST & IoT Expert*



**CONCHITA GALDÓN**

*CEO, Puentes Global's CEO & Manager of  
Area 31*



**MARKUS LEUTWYLER**

*Head of Support and Tribe Happiness,  
Dizmo*



**JAVIER PASTOR**

*Development Director, Carriots*



**VERONICA RESPALDIZA  
LOPEZ**

*Cloud Ecosystem Cities and Developers,  
Spain, Portugal, Greece and Israel, IBM*

# SUPER AWESOME JURY



**JORGE AREVALO**

*Software Developer, Reclamador*



**ENRIQUE MARTIN**

*Innovation Director for Business,  
Vodafone*



**ALVARO EVERLET**

*CTO, Carriots*



**ELISA MARTIN GARIOJO**

*Director of Technology and Innovation,  
IBM Spain, Portugal, Greece and Israel*

FUTURE HACKS



1st Place Award  
WTF Award  
IBM BlueMix Award  
+ other special prizes

## WINNER PRIZES



5 x Apple Watches



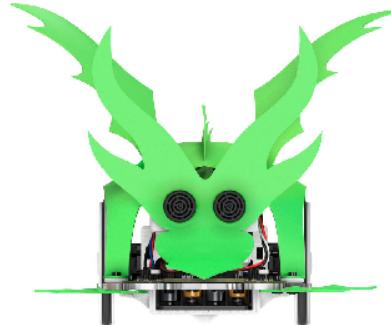
1 x Awesome Drone



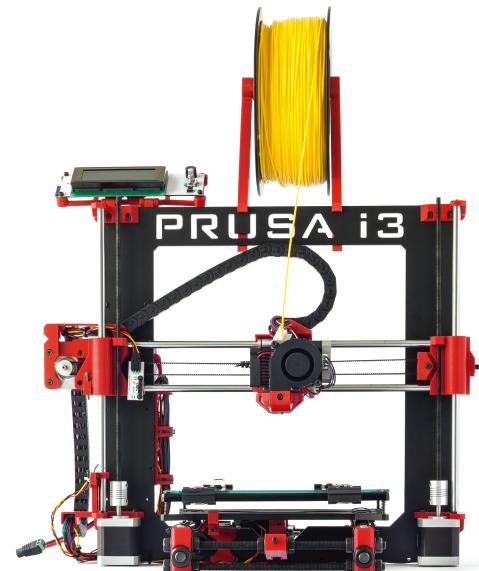
5 x IBM ARM mbed IoT Starter Kits



1 x Dizmo Touch Screen, 23"



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# Criteria

Technical implementation (40 %)

Usage of cool technology (20 %)

Level of innovation (20 %)

Solving a problem + validation (20 %)

# WHAT CAN YOU PITCH?

*An idea*



*A domain*



*A technology*

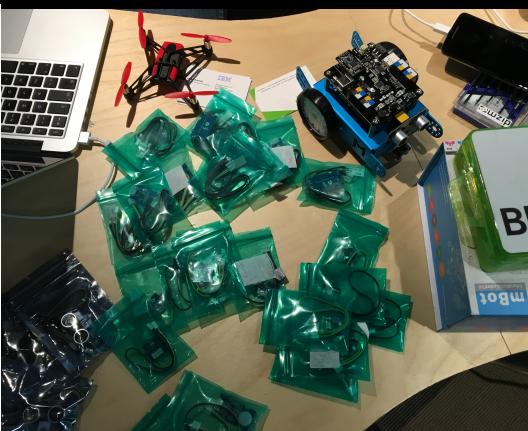
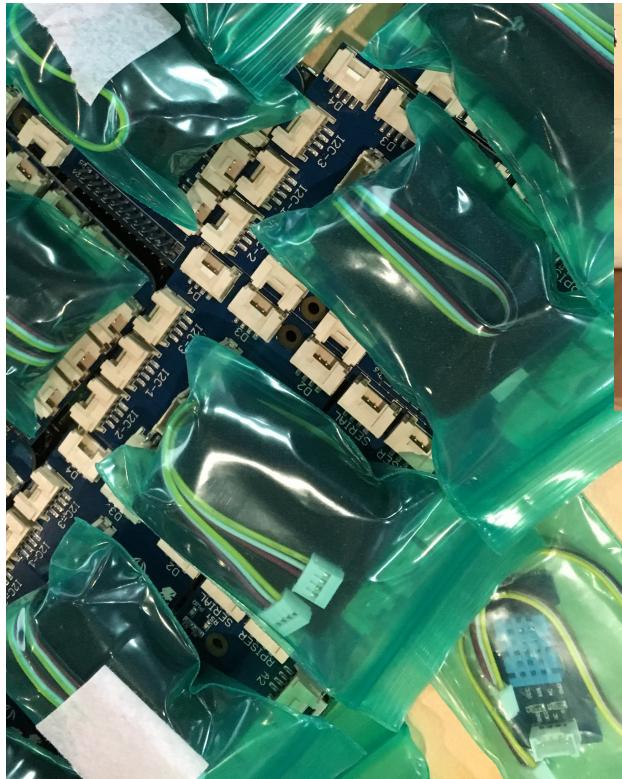


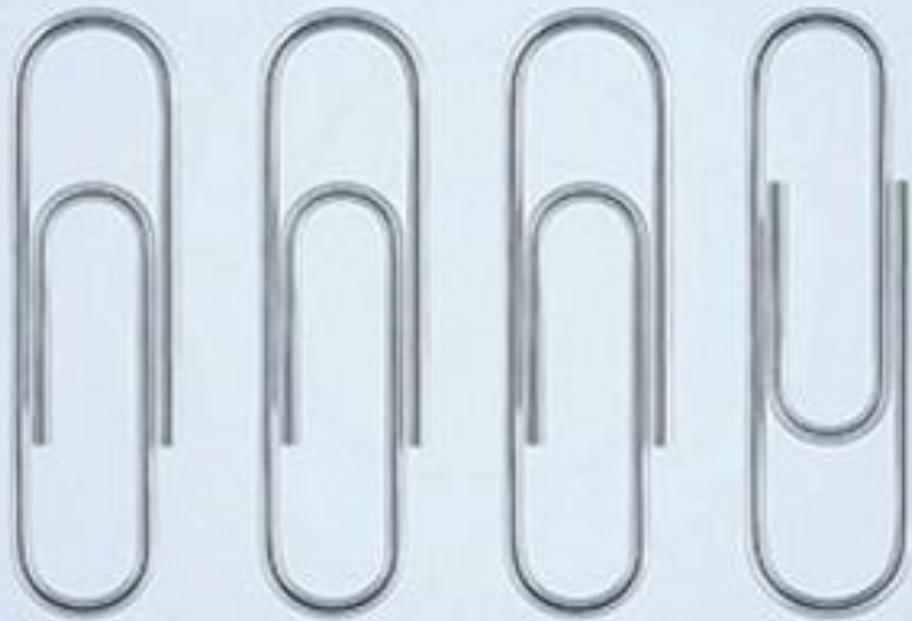
*\*All has to be related to IoT*

# TECH OVERVIEW . . .



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Chaos. German style.



Ideation is a team sport - attitude is everything...



5 Min.  
Brainstorm  
3 and 3  
together

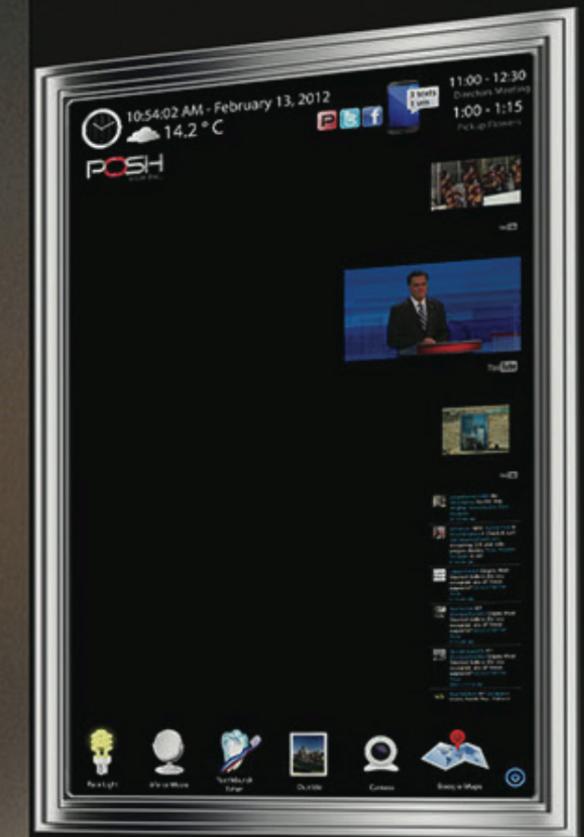
(stay where you are)



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<http://www.hapi.com/products-hapifork.asp>

# Smart Tooth Brush

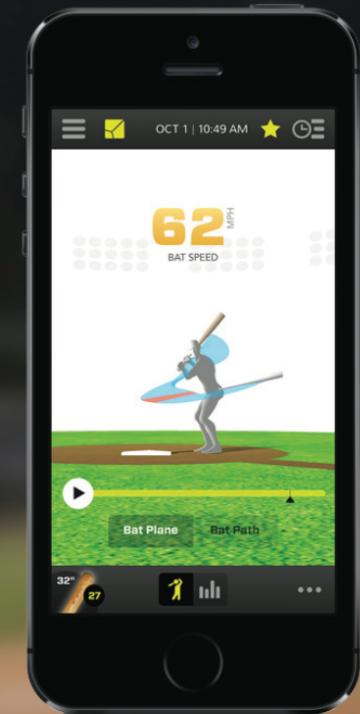
The Beam Brush is a connected toothbrush that engages users with their daily hygiene routine.



<http://www.beamtoothbrush.com/toothbrush/>

# Swing Analyzer

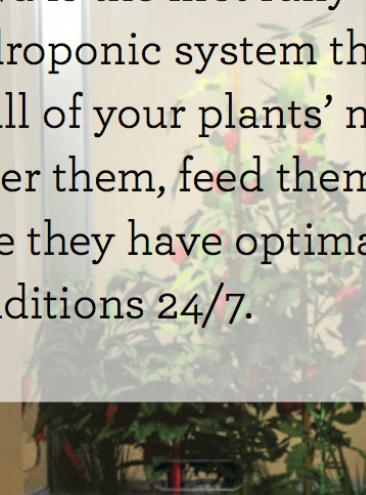
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# Hydroponic System

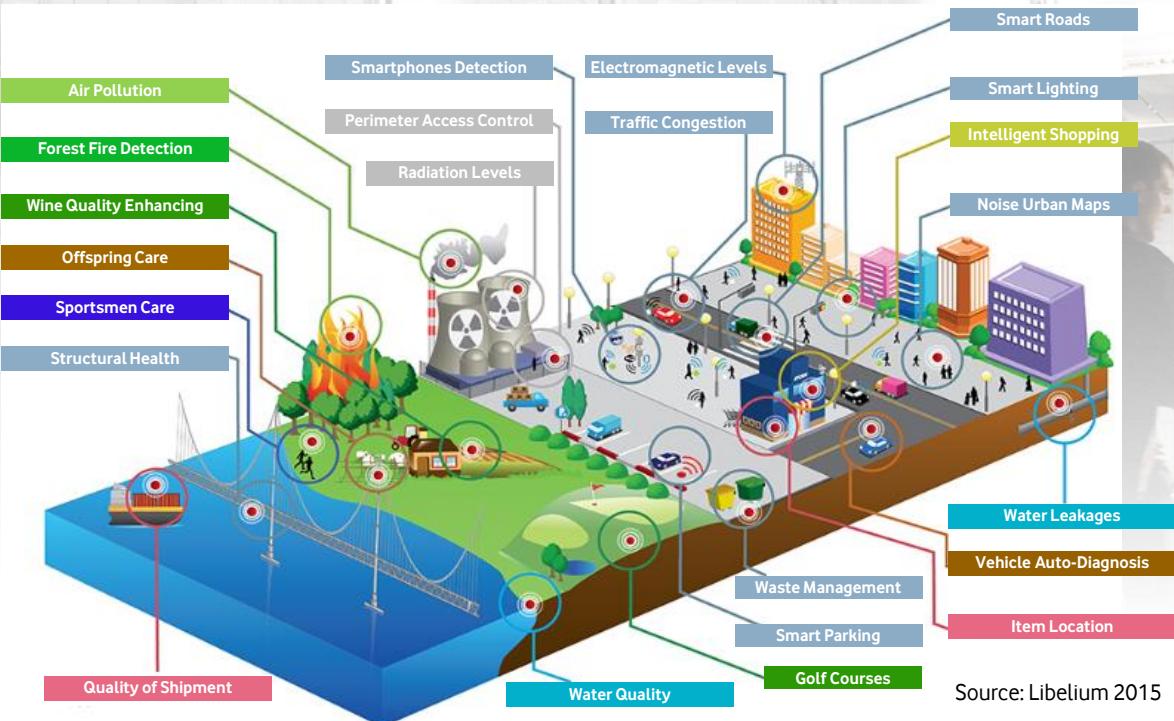
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# The challenge



Smart & Connected People

Better life quality for citizen

Smart & Connected Vehicles

Better and cheaper city services

Smart & Connected City Assets

5 Min.  
Brainstorm  
3 and 3  
together

(stay where you are)





# Plan...

Now: Teamwork (find the idea)

21.00: Dinner (upstairs)

21.45: Bluemix workshop  
(green room)

1.00: Building closes

***(tomorrow: building opens at 8.00)***



**GO CREATE  
STUFF...**



ARE YOU READY?

GOO!!