



HACK THE WORLD

BUD LAB HACKATHON



SURVIVAL GUIDE



HACKATHON AGENDA

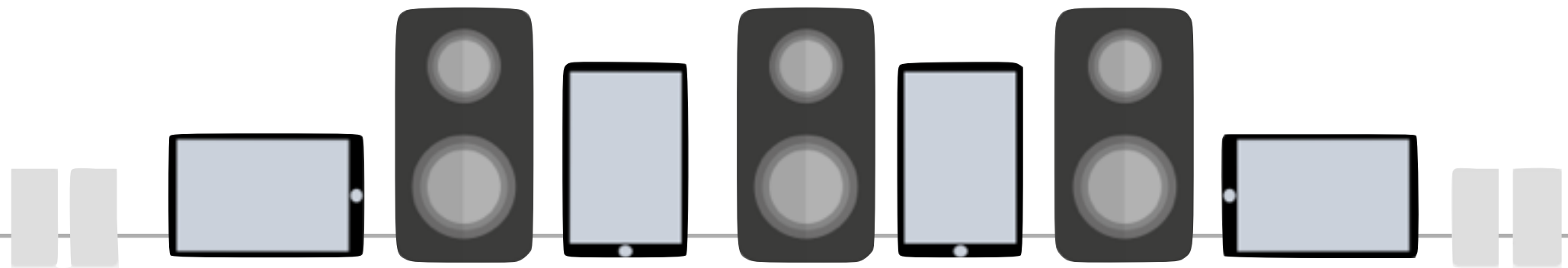
SATURDAY

9:00am - Registration & Doors open
10:00am - Welcome and Introduction
11:00am - Idea Pitches & Team Formation- 60 secs to pitch!
11:30am - Coding Begins! Tech Support starts
12:30pm - Lunch
3:00pm - Workshop - How to deliver a winning demo
6:00pm - Dinner
8:00pm - Evening Activity
9:00pm - Dev Post Deadline #1 - Submit Team!
12:00am - Midnight Snack!

SUNDAY

9:00am - Breakfast
10:30am - Tech Check
12:00pm - Coding & Tech Support End! **Submit final on DevPost**
1:00pm - Demos & Judging
3:00pm - Winners announced!

TOOLS & WHAT TO DOWNLOAD



ABInBev is providing teams with some awesome tools to be used for projects.

This kit comes ready for participant use:

→ We've broken down how to set-up the kit, just go to:
<http://bit.ly/BudLabHardware>

TEAM BUILDING

Why work alone when there is so much talent around you? Build the dream team for the win. Everyone's skills matter! Here is who we have at the Hackathon:



DEVELOPER

The makers and the shakers! The folks who love competitions, code and technical challenges.



DESIGNER

The visual storyteller. They can craft a strong narrative by their design touch. They've got an eye to finesse your idea on paper that creates a sleek user experience of a web or mobile app.



IDEA GENERATOR

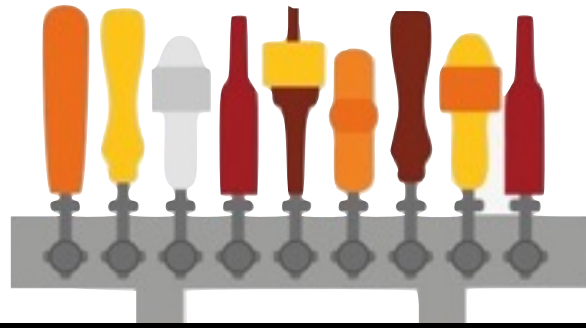
The creative catalyst. Those that generate, develop and communicate new ideas to solve big problems. These ticket holders will take the spotlight Friday and pitch an idea. Don't worry if you have other tickets types you can still fall under this umbrella.



MARKETER

The superpower that every team needs to make that final sell. They'll get the users, clients and can rock any slide-deck.

***Remember: 8 people max per team!**



HOW TO DEMO?

1

Assign a speaker - You've got three minutes to demo plus a minute for Q&A

2

Restate your vision and business opportunity

3

Keep slides to a minimum - 3 mins is not a long time, show us what you made!

4

Don't forget about the **Q&A** by the judges - be prepared!

And don't forget to have fun!

JUDGING CRITERIA

1 Technical execution of the Event Solution (1-20 points)

2 The use of provided data set and/or hardware as part of the event solution. (1-20 points)

For the desirability and feasibility of the solution: (1-30 points)

- 3
- a. **Desirability** - *will the end users want to use it?*
 - b. **Feasibility** - *Is the solution something that the end users can implement at scale?*

4 Innovation and uniqueness of the Event Solution (1-30 points)

DEADLINES AND HOW TO SUBMIT ON DEVPOST

Create a profile on devpost.org and register for this hackathon, individually and as a team.

<http://bit.ly/BudLabSubmission>

Saturday @ 9pm

Post **App Name** and have your team join your project

Sunday @ 12pm

FINAL DEADLINE

You won't be able to make any changes after this deadline