

How to Win a Hackathon!

story time





Let's learn from one of the greatest – Disney/Pixar

Elements of a Pixar Story

introduce the main characters

Elements of a Pixar Story



help us gain **empathy**

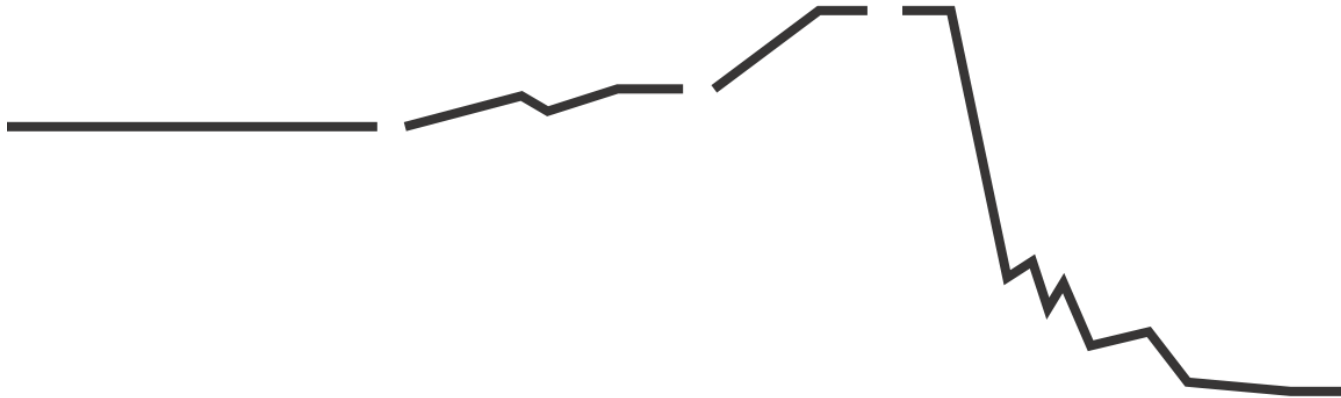
Elements of a Pixar Story



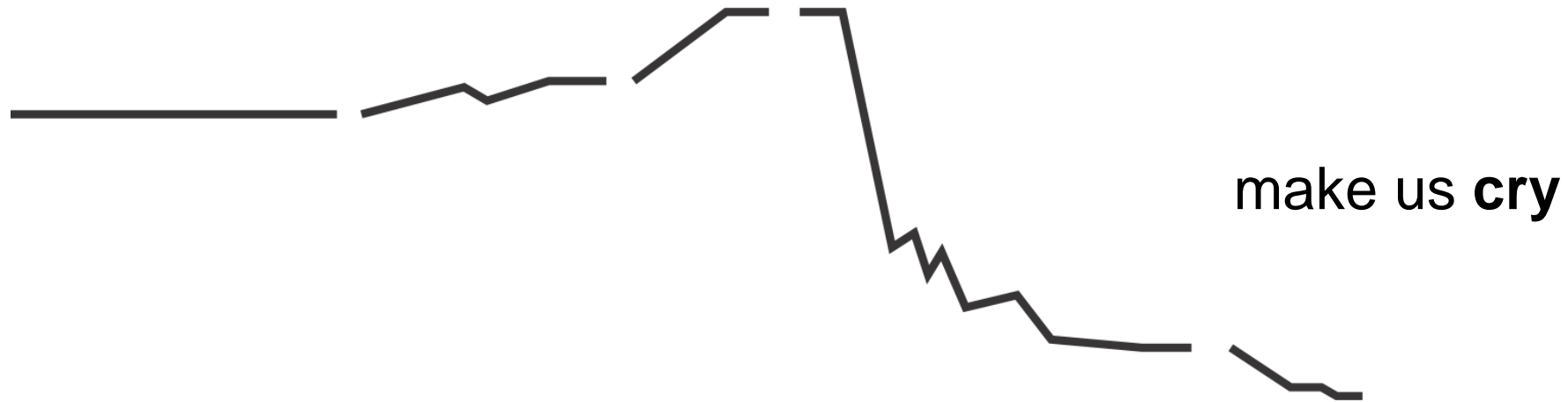
make us laugh and **fall in love** with the characters

Elements of a Pixar Story

tear our **hearts** apart

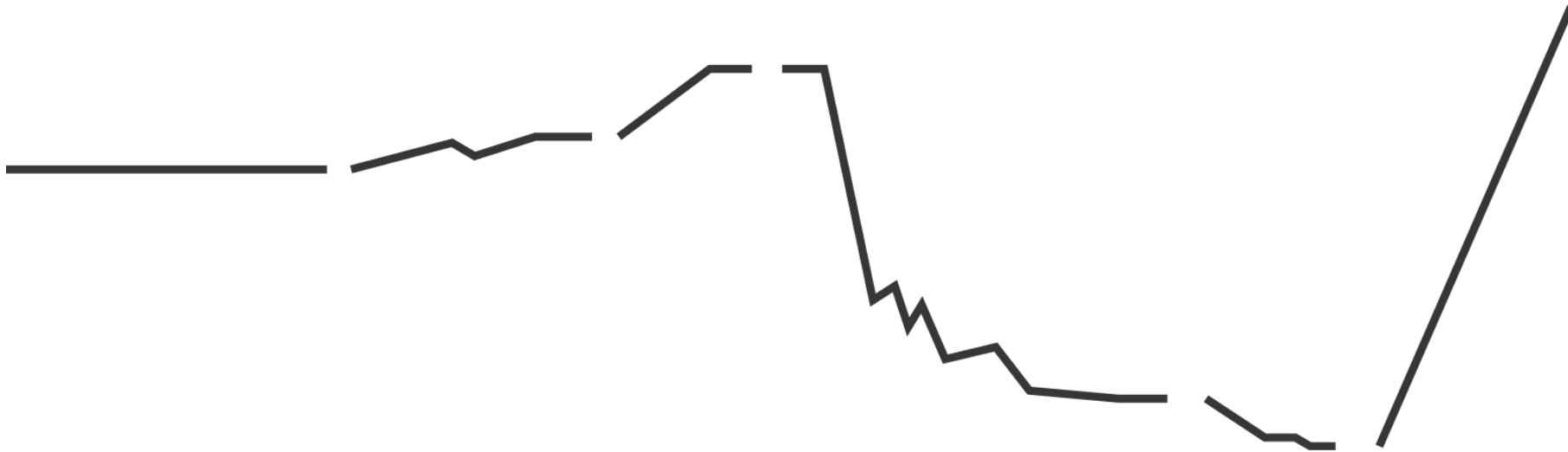


Elements of a Pixar Story



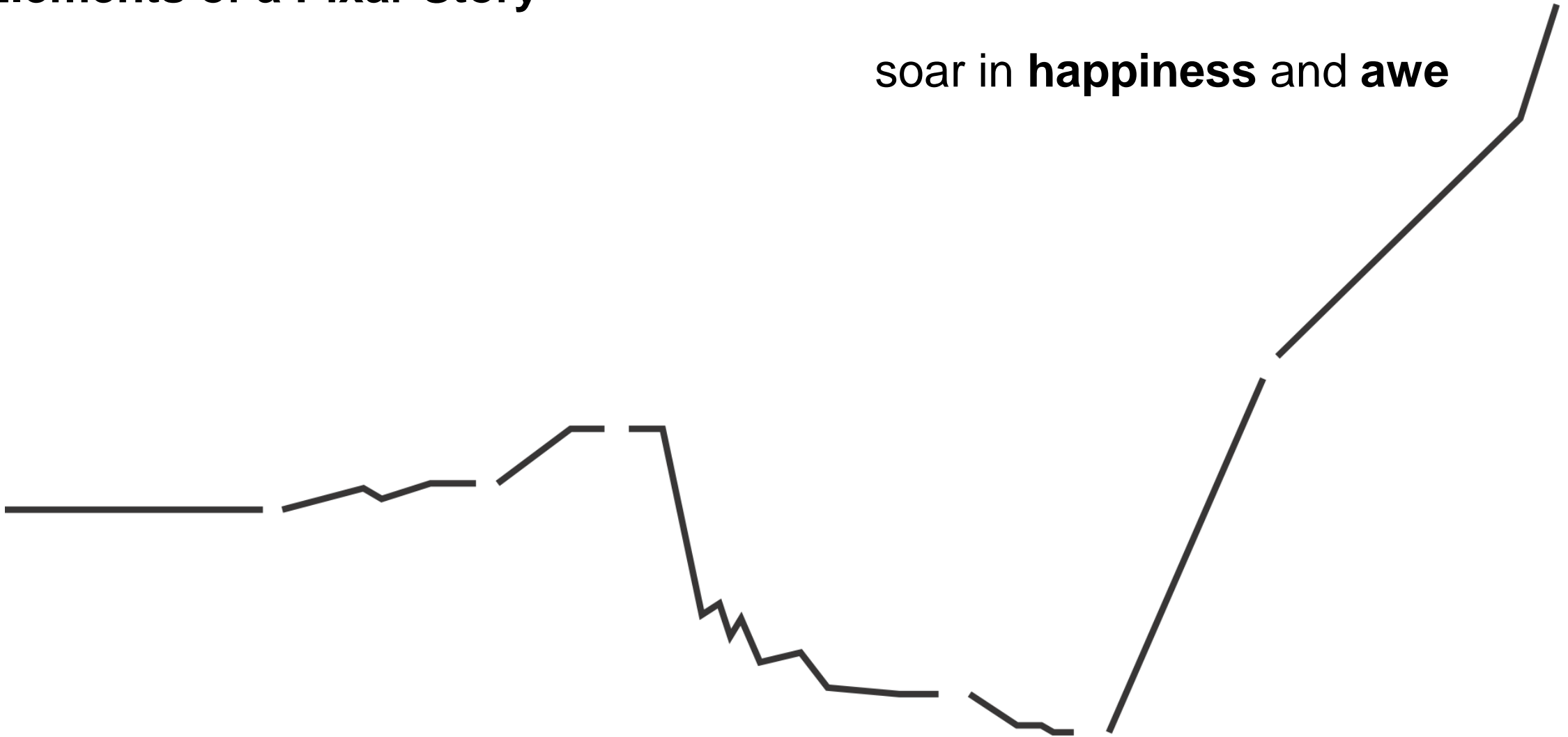
Elements of a Pixar Story

help us **believe** again!
bring us out of the darkness!



Elements of a Pixar Story

soar in **happiness** and **awe**



Winning Hacks

So simply, it's like this

_____ needs a way to _____ so that _____

WHO **WHAT** **WOW**

Winning Hacks

Easy on the Tech

- Don't be a '**Mouseketeer**'!!!
- Flipping around screens, scrolling code, etc is **pointless** and confusing and loses your audience quickly
- Show only the KEY parts of your technology, the ONE or TWO things that **set you apart** from all the others.

Winning Hacks

Mind the Time

- You'll get cut off at the time limit
- Might miss your “big splash”
- End on a “Ta-Da!!” – the **WOW!!**
- Mic drop moment is good

Winning Hacks

Rehearse, Rehearse, Rehearse

Did I say Rehearse?

DO NOT JUST “WING IT”

Winning Hacks

Smooth Handoffs

- Because you rehearsed, each presenter should be very clear about what they say, when they say it and when to **stop talking**
- Try to have one, at most two presenters. Pick your **best presenter** not your strongest personality or geekiest geek.
- Handoffs are KEY – don't stop, struggle, fumble. That eats up your time clock and loses your audience.
- SEE PREVIOUS SLIDE 😊

Winning Hacks

Tangible Business Results

- Answer “**so what**”?
- Why is your project so great?
- Who cares and why?
- Will you make/save money? Lives? Property? Improve quality of life?
- Frame it in a way **your mom will buy it**

Winning Hacks

Show Your Excitement

- It's **contagious!**
- Shows that you believe in your project
- Make it **personal** if you can
- Breathe! Have fun!

Good Luck!!

