

Hackathon Pitching 101

Description

Whether Hack the North is your first hackathon, you've only ever attended digital hackathons, or you're just in need of a refresher, many people find demos and judging quite daunting. This workshop will lift the curtain on what to expect, how to create a great pitch, and even show you how to have fun while demoing your project.

Regardless of what stage your project is in on the last day, everyone should have the experience of demoing. So, we'll also talk about what to do in case you don't quite get your project finished in time, as well as learning about tailoring your pitch to each judge.

Learning Outcomes

After this workshop, you will be able to:

- Feel confident pitching your project to judges and sponsors
- Understand what makes an incredible pitch
- Optimize your pitch to each audience you'll be presenting to

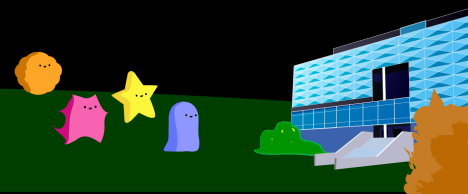
Prerequisite Knowledge

N/A – this workshop is open to everyone who wants to learn how to create a stand-out pitch!

Pre-Workshop Checklist

Before the workshop, please make sure you complete the following items:

- Know what technologies and sponsor APIs you're using in your hack
- Write down the “who”, the “what” and the “why” of your project
 - **Who** - who is your project's target audience?
 - **What** - what have you built or intend to build?
 - **Why** - why did you build this project? Why is it important?
- Think about the next steps for your project - if you were to continue developing it after Hack the North, what would you add/change?

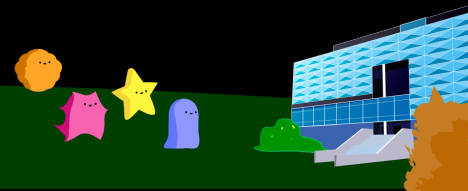


Technical Jargon and Definitions

- **Demos:** the time at the end of a hackathon where hackers show off their projects to judges and sponsors
- **Pitching:** the short amount of time you have to sell your project to your judges
- **Prize category:** a “track” or prize you can opt-into while submitting your project on Devpost. Sponsors and MLH bring their own prize categories to Hack the North.
- **Overall judging:** the project judging done to determine finalists, rather than the winners of a prize category

Timeline (60 minutes)

Time	Module	Description
00:00	What are demos, judging and pitching?	Learn about what to expect on Sunday morning.
00:05	The anatomy of a good pitch	There’s lots of things you <i>can</i> put in a pitch, but that doesn’t mean you <i>should</i> ! Find out what you should include in your pitch to judges.
00:20	Targeting your audience	Spoiler alert: one size doesn’t fit all. You should tailor your pitch to each judge and sponsor you’ll see. We’ll discuss how to do just that!
00:30	But wait, I didn’t finish my project!	<i>Everyone</i> should demo if they feel comfortable, even if their project isn’t finished. Learn how to create an awesome pitch for an unfinished project.
00:40	Let’s practice!	Talking about all of this is great, but trying it out is even better. We’ll be asking volunteers to have a go at pitching a project to the audience. Don’t worry - this section is totally optional.



Workshop Lead Contact

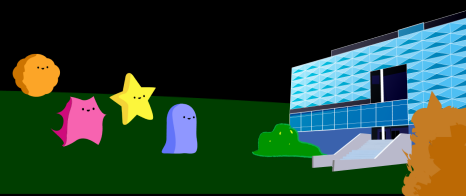
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Additional Resources

Hack the North Resources

[Hack the North 2022 Event Schedule](#)

Check this out to stay up-to-date on activities, workshops, and other key happenings this weekend.

