



GOLDEN**HACKS**

## What Makes Us Golden

You may be aware that hackathons have a strong reputation for being the birthplace to many great software ideas, but we must pose the question, how many of those are truly realistic in a business context? We are a group of students from Wilfrid Laurier University with aspirations to incorporate the best aspects of business case competitions into your traditional hackathon, thus balancing both the software and business aspects of hacks.

## Competition Format

Similar to case competitions, title sponsors would have the opportunity to present problem keynotes to teams in hope to find the best solution to their problem. Teams will have an hour after presentations to create and present 1 minute elevator pitches in response to as many problem keynotes as they wish, followed by a rank-matching process to best allocate teams to an individual problem.

From there, teams would have the next 36 hours to hack out a business feasible solution with respect to their assigned problem, followed by a 5 minute presentation in front of a panel of judges in which teams present their market research, business models, cost structures, and a demo of their hack.

We are hoping that by the end of the event, participants will have a greater awareness of how to convince a room full of executives that their software solution is feasible.

## Why Sponsor

Sponsorship Tier	Prize \$5 000 + prize (min. \$500)	Booth \$1 000	Community \$200
Choose problem + rights to winning idea*	✗	✗	✗
Award sponsorship	✓	✗	✗
Participant contact (resumes, emails, etc.)	✓	✗	✗
Logo size on website	●	●	●
Booth size at hackathon & related events	●	●	✗
Recognition in closing ceremonies	✓	✓	✓

\*Only for title sponsors

*Note: Dollar amounts can represent a service in equal value as well*

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