



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.

Title Sponsor Benefits



Propose problem + gain rights
to winning idea



Sponsor an award



Participant Contact Information



High-profile marketing at event +
website



Largest booth size



Special recognition during
opening + closing ceremonies

We are currently requesting \$10 000+ in sponsorship for title sponsors, whether that be in direct funds or via a service evaluating to that cost.

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If interested, please contact Russell Goldman at
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