

# HACKATHON PITCHING 101

Pitch Like Your Life Depends on It  
**Jeffrey Leung**



# Problem

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Bottles and cans thrown away in  
Vancouver:

**1 million** (per day)  
= **30 million** (per month)  
= **365 million** (per year)





# VanScan

Democratize Recycling Education.

A mobile application which identifies potential recyclables from garbage and shows you the best way to recycle it.



# Demo



# Future Improvements

1. Create an iOS application
2. Use a more comprehensive Machine Learning framework
3. Increase the educational material about recycling methods



# Thanks!

...this was not real.



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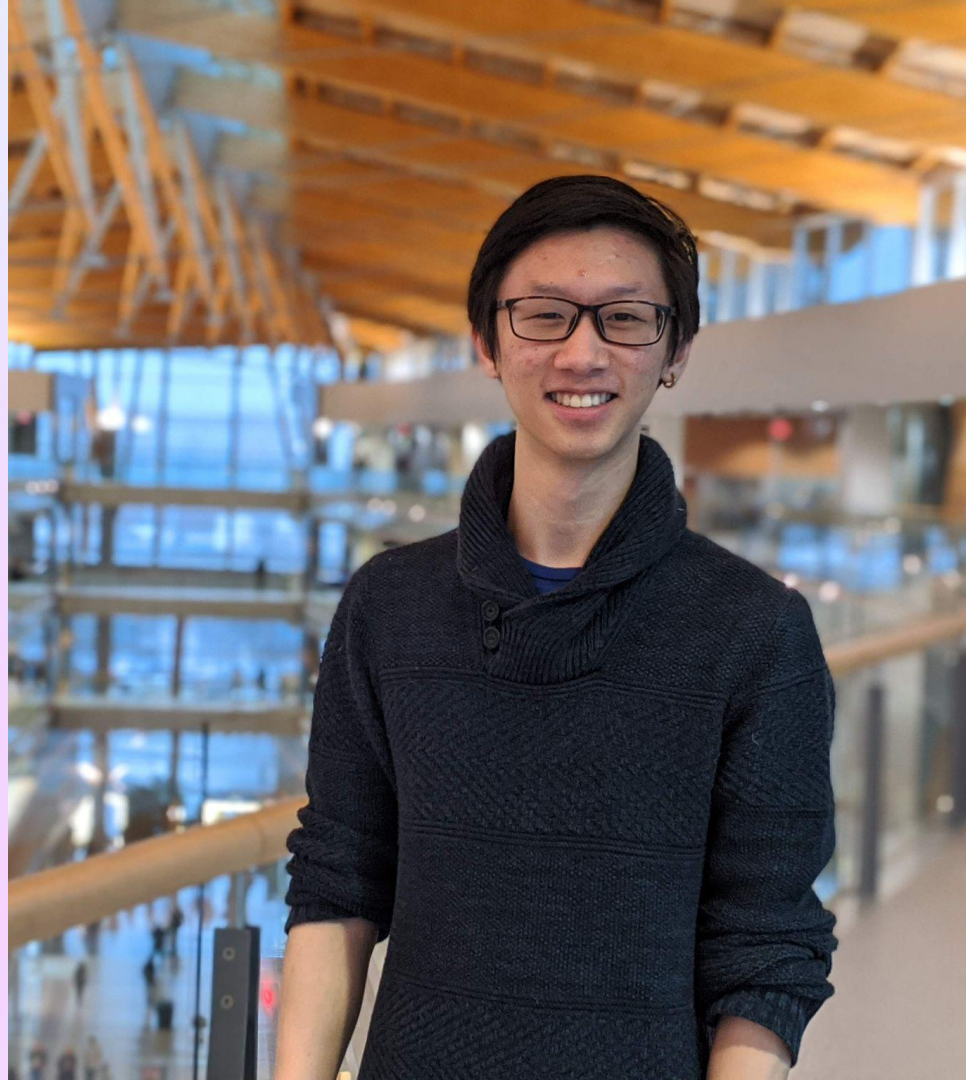


## 0. About Me

**Jeffrey Leung**

Amazon Software Developer

Previously SFU Software Systems 2014-2021,  
SAP Technical Project Coordinator Co-op,  
Samsung Back-End Web Developer Co-op  
SFU Surge Co-Founder



# 1.1 The Vision

In a perfect world, with infinite time, what would your project be able to do?





## 1.2 The Problem

What problem is The Vision solving?

(There is always a problem)



## 1.3 The Demo

What did you make?

What do users see when they use your project?







## 1.4 Future Improvements

What cool features could you add?



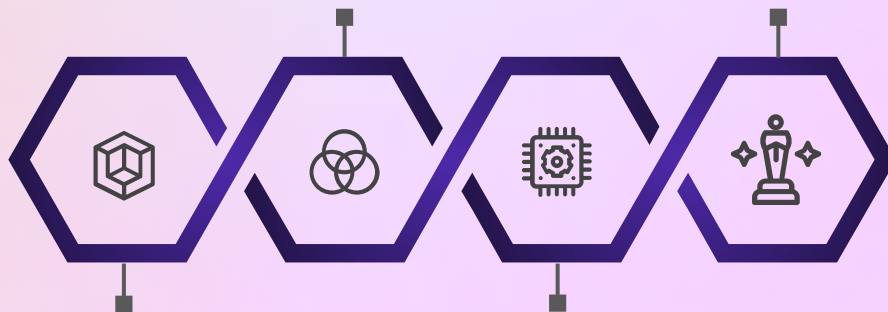
# 1.5 Putting It Together

## The Vision

What could your project accomplish?

## Future Improvements

Next steps to achieving the vision?



## The Problem

What problem is your vision solving?

## The Demo

What did you create?



# VanScan

**The Problem:** Many things are not recycled.

**The Solution:** App which gives people the ability to recycle more things.

**The Demo:** What the app does.

**Future Improvements:** Create iOS app,  
add machine learning library,  
add educational material.



## 2. How to Hit Hard



Prepare ahead  
of time



Keep it short



(Appear to)  
be passionate



Have fun







# Questions?

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