

BLACK  
ENTERPRISE

TECHCONNECT  
SUMMIT

BE SMART  
HACKATHON

The All-New

C A M R Y



Let's  
Go  
Places

OCT. 5–10, 2017 | BURLINGAME, CA

# PARTICIPATING TEAMS



BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

# 24-TO-36 HOUR HACKATHON

KICKOFF OCT. 7 @ 9:00 a.m. PST

We challenge fifteen (15) teams of four (4) HBCU students each to use their creativity and development prowess to present an innovative virtual retail store shopping environment. All judging will take place in two rounds.

- Each team will present their app to the judges and mentors for 10 mins on Sunday, Oct. 8 @ 3:00 p.m. PDT
- Teams will be rated by the mentors and judges based on the viability of the app, creative usage of required APIs, and the overall experience for the end-user
- The top 3 teams will present on the main stage to the judges and TechConneXt attendees on Tuesday, Oct. 8 @ 12:30 p.m. PDT
- 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners will be announced Tuesday, Oct. 10 at 2:00 p.m. PDT

BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

# BE SMART HACKATHON CHALLENGE

Participants will develop a technology-optimized shopping environment that provides ease of use for the consumer and directly correlates with the online browsing experience. Toyota will supply inventory examples and data to guide the style and imagery within the Dev Box.

The participants' primary focus is to develop a virtual environment that will simulate the user experience of a future Toyota retail location. Extensions or plug-ins should also include value-added connectivity between the car and Toyota Retail Centers within the vehicle.

BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

# BE SMART HACKATHON CHALLENGE

The “Connected Store”— a technology-enhanced consumer experience

- Outcome Priorities
  - Wow factor - brand enhancing
  - Efficient use of customers' time in dealership
  - Empower customer via self-service capabilities
  - Customer feels valued and heard/understood—personalization
  - Delineate in-home and in-dealership experiences
    - Focus in-store tech on experiences that cannot be had at home
- Potential enabling technologies (not all-inclusive!)
  - AI – e.g., chat bot/virtual assistant
  - Near-field communication (e.g., Bluetooth ID)
  - Connected car that communicates independently with the dealership and is synced with customer's personal tech (e.g., calendar)
- Toyota assets
  - Inventory data
  - Marketing assets (images, videos, product info, etc.)
  - Customer data, including vehicle history (service data)
  - Consumer intelligence – e.g., social profiles, BlueKai
  - In-car data

BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

## HACKATHON MENTORS

Each team will be assigned mentors who are accomplished professionals in web and mobile development and UI/UX.

Teams will communicate with assigned mentors via a private team Slack channel.



KRISTEN  
HAHN

DIGITAL PLATFORM CONSULTANT  
DIGITAL & INTERACTIVE SERVICES  
TOYOTA MOTOR NORTH AMERICA,  
INFORMATION SYSTEMS



JAMES  
HAVENS

GROUP MANAGER, DEALER SYSTEMS  
TOYOTA MOTOR NORTH AMERICA (TMNA)  
INFORMATION SYSTEMS / DIGITAL AND INTERACTIVE

BESMART  
/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's  
Go  
Places

# JUDGING CRITERIA

**Participants will be judged in four core areas:**

## **IMPACT**

- Would the app have real social impact?
- Can it change the world, or at least help someone in their community?
- Does it solve a stated goal of the hackathon?

## **INNOVATION**

- Is the solution novel?
- Does it solve a problem in an original, creative way?

## **TECHNICAL ACHIEVEMENT**

- Did the participants solve a hard technical problem?
- Did they get a working demo completed within the allotted time?

## **COLLABORATION**

- Did the team have a unified commitment to the goal?
- Did all team members contribute to the project?

BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

**Participants are required to use the following frameworks and APIs:**



Twilio is a cloud communications platform for software developers to build, scale, and operate real-time communications in their software applications.

Twilio powers the future of business communications, enabling phones, VoIP, and messaging to be embedded into web, desktop, and mobile software. We take care of the messy telecom hardware and expose a globally available cloud API so developers can interact with intelligent and complex communications systems.

## Links

- [Website: www.twilio.com](http://www.twilio.com)
- [API Docs: www.twilio.com/docs](http://www.twilio.com/docs)

BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

# HACKATHON UPDATES

## SEPT. 29

Attend scheduled BE Smart Hackathon Team Conference Call

## OCT. 4

- Concept document due @ 12:00 p.p. EST

## OCT. 6

- Storyboards due @ 9:00 a.m. PST
- Meeting with Mentors @ 9:00 p.m. PST

BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

## PARTICIPANT CODE OF CONDUCT

Participants agree to the following during the BE Smart Hackathon:

- Respect for self
- Respect for others
- Punctuality
- Participation in all events scheduled during the Black Enterprise TechConneXt Summit

If any participant is found engaged in any misconduct, that person and the entire team will be removed from the Summit and sent home.

BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

## DON'T FORGET

- To bring your school T-shirt/sweatshirt to wear to the Corporate Tours on Monday. If you forget you will NOT be able to attend.
- Socialize the BE Smart Hackathon using #BEHACK

BESMART  
-/-@CK A T/-/ON



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

# STUDENT SCHEDULE

## **Friday, October 6th:**

Students Travel  
Student Hangout: Welcome Lunch/Dinner

## **Saturday, October 7th:**

Hackathon - 8a-5p - sponsor Toyota  
8a-9a Breakfast  
9a-1p Hackathon  
1p-2p Lunch  
2p-5p Hackathon  
Break - 5p-6p  
Workshop & Dinner - 6p-8p - sponsor Intel  
Break - 8p-9p  
Hackathon - 9p-8a

## **Sunday, October 8th:**

Hackathon from 8a-5p - sponsor Toyota  
8a-9a Breakfast  
9a-1p Hackathon  
1p-2p Lunch  
2p-3p Presentation Preparation  
Hackathon presentations from 3p-6p - sponsor Toyota  
Top 3 winners not announced until Monday afternoon on main stage.  
Break - 6p-7p

Workshops & Dinner - 7p-9p – sponsors Dell & MillerCoors  
Hackathon - 9p-8a

**BESMART**  
**/-/ @CK A T/-/ON**

## **Monday, October 9th:**

Corporate Tours - 8a - 5p  
Corporate Tour & Breakfast - sponsor Google  
Corporate Tour & Lunch - sponsor Intel  
Corporate Tours - sponsors only  
HBCUs (15) are introduced on TCX Mainstage - 5:15p-5:35p  
Top 3 winners announced on TCX Mainstage  
Student Attend TCX Reception - 6p-7:30p  
Workshop & Dinner - 8p-9:30p - sponsor AT&T

## **Tuesday, October 10th:**

Breakfast - 8a-9a  
Students MUST attend the Summit - 9:30-5p  
Top 3 teams present on TCX Mainstage (alphabetical order) - 12:30p-1:30p  
1st, 2<sup>nd</sup>, and 3rd place winners on TCX Mainstage (alphabetical order) - 2:00p-2:20p  
Students attend TCX Reception - 5:45p-7:45p  
Student Hangout: - sponsor; same time as reception in different room; also a hangout while they wait to leave.  
Students travel



The All-New  
**C A M R Y**  
TOYOTA | Let's Go Places

# CONTACT US



## Shelly Jones Jennings

VP, Director of Digital

212.886.2882

[joness@blackenterprise.com](mailto:joness@blackenterprise.com)

## Robin White Goode

Education Editor

212.886.9586

[whiter@blackenterprise.com](mailto:whiter@blackenterprise.com)

BESMART  
-/-@CK A T/-/ON



The All-New

C A M R Y



Let's  
Go  
Places