

# WELCOME TO GIVEBACKHACK!



CCAD MindMarket, April 17–19 2015

**#GIVEBACKHACK**

# YOUR LAUNCHPAD FOR SOCIAL INNOVATION



1. Share your idea and/or listen to other participants' ideas of how to help solve the community's problems.



2. Team up around an idea that you believe in and work on it over the weekend. Build it with the support of some incredible mentors.

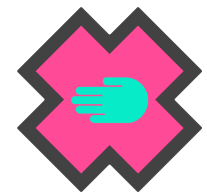


3. Present the idea with your team to a panel of distinguished judges, who decide which team wins seed funding of up to \$10,000!



**#GIVEBACKHACK**

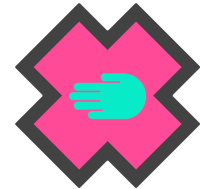
# We're local.



**#GIVEBACKHACK**

# The GIVEBACKHACK MISSION

- Bring amazing people together (check)
- Share ideas that will create a positive, social impact in our community
- Take some of those ideas and **make them real**
- Share the product with the community (& get them involved)



#GIVEBACKHACK

# HOW *YOU* WILL BE SUCCESSFUL

- Learn from the mentors.
- Get to know people.
- Pitch an idea.
- Join a team (regardless of if it's your idea).
- Be willing to learn & try new things.
- Be open, positive & go with the flow.
- Allow your comfort zone to be *pushed*.
- **HUSTLE.**



#GIVEBACKHACK



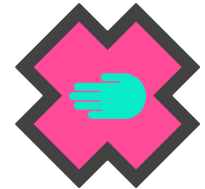
# JUDGING CRITERIA

**#GIVEBACKHACK**

# JUDGING CRITERIA

You have a huge opportunity in this weekend to get together with talented people who can take ideas off of paper and make them into reality.

**But how do you do that?**

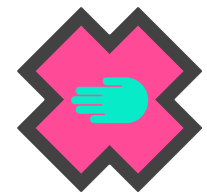


**#GIVEBACKHACK**

# JUDGING CRITERIA

PRODUCT / SOLUTION	BUSINESS MODEL / IMPACT	USER VALIDATION / DESIGN
<b>Build Something</b> , or fake it until you make it!	<b>Create a model</b> that will allow your idea to <u>sustain</u> and clearly <b>articulate</b> how you will make an impact.	<b>Talk to your users &amp; stakeholders.</b> Design a product based on <b>user</b> need.

**Quick realization:** You have a *huge* opportunity in this weekend to get together with talented people who can take ideas off of paper and make them into reality.



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# JUDGING CRITERIA (we'll email it out!)

PRODUCT / SOLUTION	BUSINESS MODEL / IMPACT	USER VALIDATION / DESIGN
<b><u>Product</u></b>	<b><u>Business Model</u></b>	<b><u>User Validation / Design</u></b>
What did you build?	What are your costs (now and as you grow)?	Did you talk to all types of users/ stakeholders for your product?
What is your <b>Minimally Viable Product (MVP)</b>	How will you gain users?	How <i>many</i> users did you talk to?
What will your product / solution look like <i>now</i> ?	How will you cover costs? What are your opportunities for gaining funds (now & as you grow)?	Did you design a solution that works best for your users?
What will your product / solution look like <i>as you grow</i> ?		Will people use what you built?
Who is your competition & how are you different?	<b><u>Impact</u></b>	
	How many people will you affect now & as you grow?	
<b><u>Solution</u></b>	How will you affect your users?	
Is there a clear problem?	How will your impact be sustained?	
Is your solution clear?	How can you get the community involved?	

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# LOGISTICS

- PARKING:
  - ANY CCAD Parking Lot
  - The Church lot (right outside the MindMarket) is **off limits on Sunday**. Do not park there.
- WIFI: EventNet
- Password: gbH@ck15
- **Respect the venue**
  - No writing on walls/tables/projectors
  - Clean up after yourselves **before you leave**
  - Don't touch the art



**#GIVEBACKHACK**

# UBER IS YOUR FREE RIDE



U B E R

DOOR TO DOOR  
CONVENIENCE

SIGN UP WITH THE CODE

**HACKCBUS15**

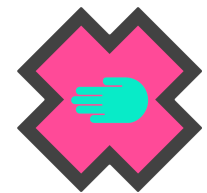
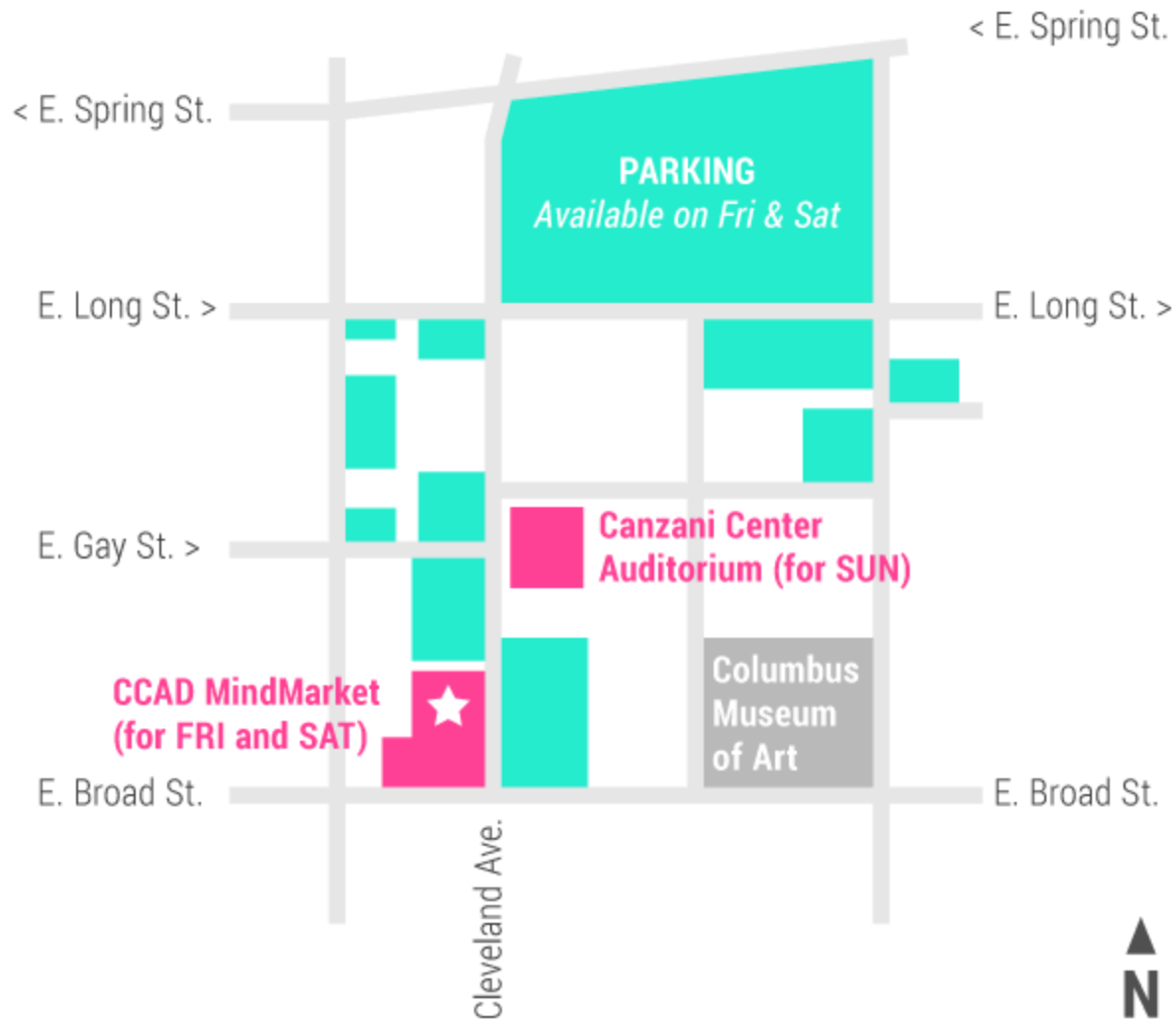
FOR A FREE FIRST RIDE  
UP TO \$20

EXPIRES 8/19/2015. NOT VALID ON TAXI.

- 1 DOWNLOAD  
THE UBER APP
- 2 ENTER THE  
PROMO CODE
- 3 REQUEST YOUR  
UBER RIDE

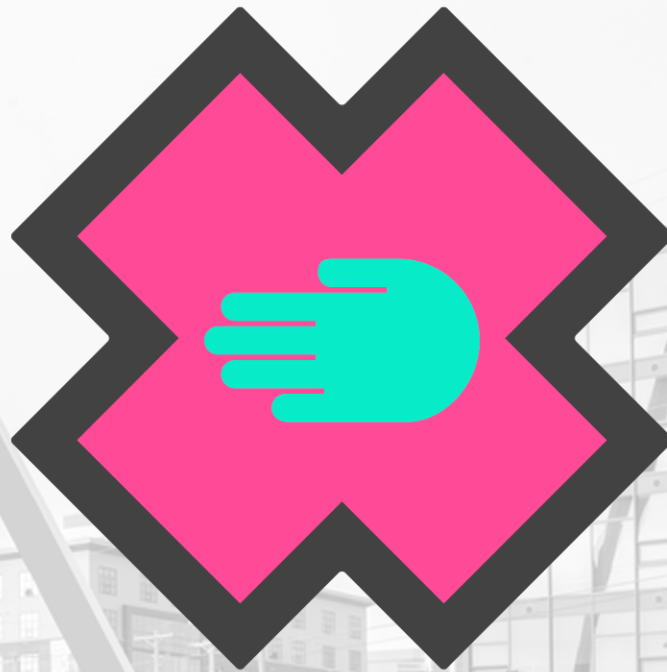
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# LOGISTICS



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# THANKS FOR ATTENDING!



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