



# **NIEMOPEN Hackathon**

## **Fueling Data Standardization**



**NIEMOPEN**



**OASIS  
OPEN**

# OPENHAX: 1 hackathon to grow NIEM's awareness, funding and adoption.

**NIEMOPEN** will bridge businesses to standards through a series of consensus-building, co-creation hackathons and workshops.

- **Increase awareness** with businesses to accelerate cross-domain interoperability
  - **1,500** Businesses contacted
  - **50** Companies involved
- **Fund** the standard through increased sponsorship
  - **\$200K** Yearly NIEM Rev. Y3
  - **10+** New NIEM Sponsors Y3
- **Drive** NIEM adoption
  - **in 10** Scientific fields (NSF)
  - **at 100's** of Businesses

# KGC Case Study:



## Model



**Initial Sponsor:** U.S. National Science Foundation financing KGC



**GenHax client:** KGC (The Knowledge Graph Conference)



**Operator:** GenHax

## A Similar Mission to



- **Engage** stakeholders to co-create Knowledge Graphs
- **Advance** Knowledge Graphs science
- **Promote** Knowledge Graphs usage
- **Build the basis of a recurring business** for our client KGC, over 3 years

# KnowHax 2024: the 1st Knowledge-centric AI

Hackathon

Engaging

Promoting

Advancing

**275** Participants & Mentors

**9** Universities involved

**87%** NPS, **91%** satisfaction

**>25,000** views, organic

**>6000** People contacted

**>600** Companies contacted

**15** ambassadors, **5** influencers

**7** out of 15 NSF ProtoOKN supported

**4** websites, **2** apps, **1** startup created

**15** “resource groups” created

## Client Brief

- **Timeline:** 2.5 month to prepare, 3 weeks to operate, 2 months to show impact
- **Brand & App:** build, brand & maintain an app owned by client
- **Talent & Sponsors:** create channels & partnerships



# KnowHax Achievements: Impact for Companies

Business engagement around the NSF and KGC will lead to business value in upcoming hacks.

## KGC



**10 industries** supported through the NSF Proto-OKN projects, leading to:  
**493 companies + 117 VC** directly contacted  
**55 companies** attending the Pitch event  
**5 Companies** interested in sponsoring KnowHax after the Pitch event



## HOW WE ACQUIRED CLIENTS AFTER THE PITCH EVENT

**3 Brand challenge sponsors: \$35K ARR**

(+ 3 others in pipeline)

**2 Own-Challenge sponsors: \$250K ARR**

**1 Recruiting sponsor: \$25K one-time**

**Tech / Consulting sponsors:**

**accenture**



**accenture**



National Institutes of Health  
Turning Discovery Into Health



**Bloomberg**



# Visibility: Sharing Knowledge Graphs and NSF's Impact

This pilot offered lots of visibility and established the partners brands



- >**25,000** organic, slack & email views
- >**6000** Participants directly/indirectly contacted
- >**600** company leaders engaged
- 53** content pieces created (of which >**20** videos made by organizers and participants)
- >**30** CEO in various industries directly engaged
- >**20** ambassadors on social media sharing news
- 8** US federal agencies supported
- 5** Influencers (François S., Thomas D., Hugo S., Paco Nathan, Chaitan Baru)
- 4** social media accounts created

and >**40** more universities



## Model

- **Initial Sponsor:**  
OASIS **NIEMOPEN** Project
- **Additional Sponsors:** Government & Industry organizations
- **Operator:** GenHax

## Strategic Goals over the next 3 years:

1. **Engage** with businesses to accelerate cross-domain interoperability at the data level
2. **Promote** standard awareness, adoption and implementation
3. **Fund** the standard through increased sponsorship from Additional Sponsors
4. **Advance** use of NIEM for AI through Knowledge Graphs (providing contexts and semantics for training AI models)



# Proposed: OPENHax 2025 for NIEMOPEN

## Engage

3 - 5 hacks + 5 workshops + “Journeys”  
500 partic. per hack by end of Y3  
50 partners involved by end of Y3  
>80% NPS, >80% Satisfaction

## Promote

500K views per hack  
15K individuals 1500 orgs contacted 1-1  
2 other hacks evangelization (AI, Cyber)

## Fund

\$50K hack sponsoring/year (Y1)  
\$150K hack sponsoring/year (Y3)  
\$200K NIEMOPEN donations/year (Y3)

## Advance

4 standard ideations per workshop  
4 standard developments per hack  
4-8 standard tests & feedback journeys

## Client Brief

**Brand & Build:** a hybrid hackathon + its application

**Sponsors:** Build financing channel for **NIEMOPEN** with a dedicated [3 years Go-to-Market plan](#) to grow revenues by \$200-300K per Year after hack costs.

### First 12 months:

Feb: 8 months to prepare

Sep: 2 weeks to operate

Oct: 3 months impact, Journeys, and reporting





# Recommendation

*Year 1- 1 hack - \$50K fixed seed + \$50K variable from Additional Sponsors + Funding goal for NIEMOPEN*

- App Creation
- Marketing, Branding, Community Engagement
- Acquiring Sponsors for **NIEMOPEN**: \$50K to break even on the cost of the hack ([Plan](#)).
  - Stretch goal: Additional **NIEMOPEN** Sponsorship \$50K.
- Hosting Hackathon events (pre-, during and post-event)
- Post event activities (employee “Journeys”, report metrics, sponsors, social media)

*Year 2 & 3 - 2 hacks - \$50K fixed + \$50K variable from Additional Sponsors + Funding goal for NIEMOPEN: \$200K*

- Same as Year 1 + additional revenue from employee “Journeys”





# Appendix

# OPENHax Elements

Overview of the operational elements we'll set up for **OPENHax**

- **Hackathon Format:**

- **Hybrid:** Depending on partners who might want to make it partly local + facilities that NSF might bring.
- **Duration:** Workshop(s) a few hours. Hackathon: either a full week, or 2 days a week for 3 weeks.
- **Onboarding:** Stakeholders will register and be activated on the app (i.e. app.openhax.org)
- **Domain groups:** NIEMOPEN Domain Groups: will be set up and leveraged on the app.
- **Journeys:** Engagement activities for stakeholders after the hackathons to drive impact for 3 months
- **Application:** hackathon stakeholders will join the OPENHAX app and have related paid or free seats and features enabled for them

- **Hackathon Stakeholders:**

- **Organizer:** NIEMOPEN
- **Operator:** GenHax
- **Initial Sponsors:** DoD, OASIS (TBD)
- **Sponsors:** Companies supporting OPENHax financially
- **Donators:** Companies driven to donating to NIEMOPEN through the hackathon
- **Partners:** Organizations supporting NIEMOPEN or/and OPENHax in-kind (communication, resources)
- **Participants:** App users taking part in hackathon teams for days of work, in view of producing solutions
- **Mentors:** App users registering to mentor others, for a few hours only, not part of teams
- **Speakers:** Reputed individuals invited to speak during the hackathons
- **Leaders:** Reputed individuals invited to participate in Ideathon Leader Workshops before the hackathons

# OPENHax Audiences & GTM

Who we target and how we target them

- **Target audiences:**

- Additional Sponsors:
  - Tier 1 government contractors and large tier 2 companies who have the national and international network to promote the standard
  - Same as the NSF sponsors
- Participants & Mentors:
  - Technologists within Sponsor companies. Realizing the value of using NIEM for data interoperability. Example: Directors, Managers, SMEs.
  - Tech & IT SVP levels for leader workshops
  - No Students

- **Sponsor Segments:**

- **Segment 1 & 2:** NIEMOPEN + OASISOPEN current sponsors
- **Segment 3:** Data tech vendors and IT consulting
- **Segment 4:** Data tech final clients/implementers
- **Donators:** Companies giving directly to NIEMOPEN

## GTM Strategy

**Phase 1:** Get feedback and adhesion from Segments 1 and 2

**Phase 2:** Acquire 2-3 logos from Segment 4 to build up interest from Segment 3

**Phase 3:** Address Segment 3 at scale once we've got Segment 4 stories.

More: [Go-to-Market plan](#)

# OPENHax Challenges

Challenges are questions and topics on which participating teams are going to work.

- **Challenge goals**

- **Understand, define and promote** the advantage of **NIEMOPEN** compared to other standards/process, applied to different types of data and domains.
- **Leverage AI** to evolve the standard

- **Challenge requirements:**

- **Leverage AI for data.** **NIEMOPEN** needs to bridge multiple semantics and ontologies that were built at different times for making decision-ready data.
- **Challenge:** Define what we need to do, for all domains. Build a large KG to rule them all? or other ways to query?
  - **Define answer** over a prequel leader workshop with stakeholders.
    - NSF ProtoOKN group theme 2 to invite
  - **Avoiding silo issues:** Avoid the same cross-collaboration issues as are witnessed in the ProtoOKN groups. To avoid siloing issues, we need
    - Explicit boundaries to create alignment: “think about TCPIP standard imposed for the web: we need that for data”
    - Consensus is achieved by itself within a community of interest but not across. So: challenges to bring the various domains together, to a consensus. Facilitating the methodologies for assessing costs of standardizing data in one way or another could be part of the Leaders workshop too.

# OPENHax 2025 Timeline

## Planning & Preparation

- Define Objective
- Target Audience
- Theme/Focus

## Ideathon

- 2 hour leadership workshop
- Bring together leading sponsors, researchers, influencers.

## Post-OPENHax

- Judging, winners, prizes
- Post-Event social media impact promotion. Next hack's ideathon.
- Sponsor follow-up, Reporting



## Development & Marketing

- **Build** your Application, Website, Branding material, Event Calendar
- **Talent acquisition:** Participants and Mentors: Direct Campaigns, Social Media, Colleges & Universities, Developer Platforms, Direct Recruitment, Partners
- **Sponsor** engagement- existing and new

## OPENHax

- **Kickstart** and operate for 2 weeks
- **Onboard** & Build teams
- **Manage** community & run events
- **Organize** Mentor sessions
- **Aggregate** resources
- **Gamify** with milestones & badges
- **Activate** & drive success with activities
- **Pitch** solutions/challenge
- **Launch Campaigns** for next Quarter's hack



# GenHax Satisfaction

The only hackathon platform that implements solutions beyond events.

**Paco Nathan**  
(KG influencer)

“ Thank you @Hugo, the KnowHax Pitch Event was fantastic!! Congrats on the teams competing.

“ My team and I are excited to work with the many talented participants of this hackathon to address these emerging issues using knowledge-centric AI. [More](#)

**Tianyi Yang**  
(Researcher)

**Lew Lefton**  
(Researcher)

“ The CollabNext Team from the NSF Proto-OKN project is excited to engage with such great people at the KnowHax hackathon! [More](#)

“ Support is appreciated!! Thanks so much **Angelica (Participant)**

came back to new hack  
Episodes

**Yuan Tian (Participant)** “ Thanks for your help and management! I like KnowHax a lot with a rating of 10.

“ Hugo and the GenHax team exceeded expectations for our KnowHax hackathon and received gleaming praise from the NSF who were the main sponsor, importantly we saw great projects come from teams distributed across the globe. Looking forward to future collaborations.

**KGC** Thomas Deely  
(Sponsor)

**Stratos K. (Mentor)**

“ I am very happy to serve as one of the mentors for KnowHax, a first-of-its-kind hackathon on Knowledge Graphs and knowledge-centric AI technologies. [More](#)



# Let's Partner.





**WELCOME  
TO THE  
HACK  
SIDE**