



Dear Open Geneva Hackathon Organizers,

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**Please read very carefully**

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We are glad to count your event among 30+ hackathons and co-creation events during Open Geneva. As you know, Open Geneva is an Open Innovation Festival with the goal to engage youths, students, scientists, collaborators of organizations and business, citizen at broad into practicing innovation collectively, proudly and with fun. We believe that anyone can start and develop projects that may significantly improve society, locally but also globally.

We have designed Open Geneva as a one-week festival, which is organized in 3 stages from April 9th until April 15th.

1. **Kick-off** and warm-up **Conferences** (Monday until Thursday),
2. Concentrate on projects during the **Hackathons** (from Tuesday but mainly Friday and Saturday),
3. Get together and share results during the **Hack Show** on Sunday afternoon.

In this letter, we offer simple guidelines to help you get the best possible experience of this unique moment for you and for your participants. Because Open Geneva is only the beginning of many potentially amazing entrepreneurial stories, we are also currently building **online infrastructure** and **acceleration partnerships** to continue promoting innovative projects, after the festival. As a young Open Innovation Festival, Open Geneva is still being structured with some unknowns. For instance, the online infrastructure and acceleration partnerships are in the making. Yet, we invite you to start promoting these facilities among your innovative communities.

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**Here, are the 5 key aspects to keep in mind for hackathon and event organizers :**

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## 1. Open Geneva Kick-Off (CCIG, 9th April 4-6pm)

The **Open Geneva Kick-Off** is a relaxed moment for hackathon organizers to meet, know each other and exchange last minute tips. It will start with a rather short briefing on the festival, with latest news. Then, as an ice-breaker, we propose that any hackathon or event organizer may come on stage and pitch their event for 2 minutes (no slide).

Please fill your name and event title in the following Doodle if you want to pitch your event at Open Geneva Kick Off :

<https://doodle.com/poll/4he6u4nzqgbukmpv>

After the pitching session, a cocktail will be offered by the CIGG at 5:15pm (please register below)

When and Where : Monday 9th April 4-6pm at Chambre de Commerce et d'Industrie de Genève (CCIG)

Register : <https://www.eventbrite.fr/e/billets-kick-off-open-geneva-44792372191>

## 2. Open Geneva Conferences

Our goal is to attract more people into practicing innovation, and for that, we have launched an informal evening conference program, which you can follow on the program webpage:

<http://opengeneva.org/program/>

Here is an overview :

- On Monday, right after the Open Geneva Kick Off, you will have a chance to hear amazing speakers on **Digital Citizenship and Democracy** (in French: [La citoyenneté et la démocratie à l'ère du digital @ FER Genève](#)).
- On Tuesday (3:30 - 5:00pm), Geneva Airport organizes a conference entitled : [Regards croisés sur la créativité et l'innovation @ Genève Aéroport](#).
- On Wednesday (6:00-7:30pm), we will gladly have **Brian Killough, the Head of NASA's Committee on Earth Observation Satellites**, and other Geneva speakers concerned with **Geographic Information Systems (GIS) for Good**, for a conference on [Conference on GIS for GOOD : Global to Local @ FER Genève](#) (mainly in English).
- On Thursday (4-6pm), Hewlett Packard Enterprise organizes [Open doors on Open Innovation for IoT and Energetic Transition](#)
- On Thursday again (6-8pm), you may want to listen to 15 candidates pitching their PhD research in 3 minutes [@ Ma thèse en 180 seconds](#)

### 3. Open Geneva Sparkboards

Even though somewhat painful, documentation is the step 0 of proper continuation of a project, because it helps showcasing and refer to for further advertisement or to aggregate a community around an outstanding problem.

We have partnered with Sparkboard.com (a boutique business run by a Canadian hacker living in Berlin) to help each hackathon organize its own online community in the simplest way. Each hackathon runs its own sparkboard, yet in order to create additional knowledge exchange opportunities, we consolidate all sparkboards under the Open Geneva umbrella :

<https://opengeneva.sparkboard.com/>

Check out two outstanding examples of sparkboards : <https://hackathon-hug.sparkboard.com/> and <https://smartcityhack.sparkboard.com/> (during Open Geneva 2017).

If you want to launch your own Sparkboard, please fill the following form. Your Sparkboard will be created within 48 hours : <https://bit.ly/2q34sRC>

Costs of creating a Sparkboard are covered by Open Geneva, as online project documentation is part of our mission to share information and promote open innovation.

### 4. Prepare for the Hack Show (Campus de la HEAD, Sunday 15th April)

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**Register to the Hack Show**

[www.opengeneva.org/hackshow](http://www.opengeneva.org/hackshow)

**and please forward the registration link to your communities.**

**Note that the Hack Show is a public event open to everyone and its baseline is**

***“Discover the Faces of Innovation”***

**The presenters will talk either in French or English**

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One of the very exciting things with Open Geneva is the multitude of hackathons all over the place. For 1, 2 or more days, people concentrate and rush on their projects, to a point that they have barely opportunities to interact with other innovators, within the same hackathon and furthermore across hackathons.

At Open Geneva, we believe that projects get deeply enriched if they are shared **across communities**: What can happen when a CERN physicist discusses a HUG Hospital innovation with a nurse, a physician or a patient, or when a social worker from Hospice Général hears about an innovation for migrant youths developed at the humanitarian hackathon organized by Terre des hommes? How an innovator having participated to the hackathon Blockchain Xploring @ Oracle could give a hand to an innovator having invented the future of beauty at Coty? And so on, by socially interacting beyond usual community boundaries, participants **collide ideas and mutually further enrich their projects**.

In a festive and relaxed atmosphere, the Hack Show is aimed at an intense mix of ideas and knowledge between innovators and for the broader public. Every project gets a chance to be featured with a poster or short pitch (3mins upon selection c.f., below).

#### **a. Poster Preparation**

Last year, we received 48 posters featuring projects in e.g., medtech, bioinformatics, smart cities, social innovation, digital citizenship. These posters brought an incredible energy to the cocktail party, with people exchanging about their respective experiences, and thus, creating durable links.

We believe that the combination of the poster session with the cocktail is core to the Open Geneva experience, and we highly encourage your teams to produce these posters during your hackathon.

Posters are so important to us that we will print them all overnight for your participants. We will also keep a digital copy of the poster for documentation of projects produced at Open Geneva.

You will soon receive more detailed informations, with poster templates, which you will be able to customize to your own hackathon, and dispatch to your participants. We will in particular let you know where to send posters for printing, and the deadline for doing so.



**A sharing atmosphere at the Hack Show 2017**

#### **b. Hack Tour & Pitch Selection** (Friday 13th and Saturday 14th April)

On Friday and Saturday (earlier in the week for hackathons starting before), we will organise between 2 and 3 delegations to tour all hackathons. The **Hack Tour** delegations are composed of officials, journalists, acceleration partners and Open Geneva members. They have 2 primary purposes:

- Witness and showcase the vivid innovation environment across academic institutions, international organisations, public, semi-public and private organisations, as well as well as associations in the Great Geneva Area (there will a hackathon organised in Ferney Voltaire by our friends at Pangloss Labs)
- Spend some time talking with innovators to identify the surprising projects to featured at the Hack Show on Sunday.

Please note that we may not necessarily invite teams that already won the first prize at a hackathon, even though this aspect is indeed taken into consideration. The main goal of the Hack Show is not to find a winner, but rather to feature the diversity of innovation in Geneva.

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**Stay tuned, on Saturday night we will reach out to the hackathons organisers for the selected pitches. Any team can be selected. We will kindly ask you to help us make contact and arrange that team register for the training session on Sunday morning (10am-12pm) and early afternoon (1pm-3pm). Pitches can be in French or English.**

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**c. Silent Party & Poster Polishing** (Temple de Plainpalais, Saturday 14th April 7pm- 4am)

To celebrate after the hackathons, our friends at [Genève Ville Vivante](#) are throwing a [Silent Party at the Temple de Plainpalais](#) on Saturday 14th April 7pm - 4am)

See event here : <https://www.facebook.com/events/1992859280728327/>

There, we will have media design and communication professionals helping teams produce outstanding posters for the Hack Show. The posters will be printed overnight and on Sunday morning and displayed at the Hack Show.

**d. Pitch preparation** (Sunday 15th April 10am - 12pm & 1-3pm)

For teams selected for a pitch, we offer professional training in English or in French for a 3 minute pitch. For each team the training session is 30 minutes. Teams should come prepared with max. 3-5 slides on their computer or on a USB key.

Again oral presentations will be selected from surprising projects that represent best the diversity of innovation in Geneva.

## **5. Acceleration partners**

The future of projects interests us highly, and we aim to direct the projects of your hackathons to the accelerator partners locally, as well as at the national and international levels. Acceleration programs range from helping launch a crowdsourcing campaign (**heroslocaux.ch**), offering summer school programs for SDGs (**Geneva-Tsinghua Initiative**), participating in a 2.5 days prototyping session in June (**Lift:Lab**), going fast-track on the largest Swiss acceleration program (**MassChallenge Switzerland**), bootstrapping a more sustainable business (**Best for Geneva**), launching (resp. exploring) a medtech startup (**Geneus**), receiving funding for a project that improves quality of life in Geneva (**g'innove**), getting personalized mentoring by corporate business practitioners [**Colibri / BNP Paribas (Suisse)** in collaboration with **Amaris**], or having a startup project using geodata in the Great Geneva Area (**Geofab**). Finally, we will have a delegation from **Tsinghua x-lab** looking for projects to accelerate in Beijing, China,

Some acceleration partners will be with us for the Hack Tour, some will be around at the Hack Show, others will organise an informal pitch session at their booth at the Hack Show [**Colibri / BNP Paribas (Suisse)** in collaboration with **Amaris**].

The acceleration program is in its starting phase. However, we will do already our best to connect you with the representatives of the accelerators. Meanwhile, you can go online and check out their websites :

[MassChallenge](#),  
[heroslocaux.ch](#),  
[Tsinghua x-lab](#),  
[Lift:lab](#),  
[g'innove](#),  
[Geneva-Tsinghua Initiative](#),  
[Best for Geneva](#),  
[Geneus](#),  
Colibri (no website),  
[GEOFAB](#),

For more information, please send us an email to [acceleration@opengeneva.org](mailto:acceleration@opengeneva.org)

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We are looking forward to meet you all and we wish you the best for your hackathon!  
Do not hesitate to contact us at the following address for any questions: [hello@opengeneva.org](mailto:hello@opengeneva.org)

**...and do not forget to have fun!**

The Open Geneva team