



Hello Team!

Welcome to the 2022 Aspire SPEED Hackathon. We're excited for you to participate – and potentially join the festivities on Necker Island!

How the Aspire SPEED Hackathon will work:

- Each team will have 48 hours to create a build product that addresses a problem statement from the ones provided.
- As part of the process, you'll follow the PS How to produce a product that leverages all 5 of Publicis Sapient's SPEED capabilities (Strategy, Product, Experience, Engineering, and Data&AI).
- Finally, you'll submit a video and presentation explaining your solution and providing examples of where your team displayed our core values in action (so make sure to take note of any of your breakthrough moments along the way); you will also submit the code for your product.

In this packet are some resources to help guide your work over the next 48 hours. Feel free to use Vox, Google, or any tools at your disposal to research and build your solution. We have also provided login and password information for a Cloud BURNER account if you need it.

This is a time to let your creativity, capability, and collaboration shine. Be thoughtful, have fun, and enjoy the journey!

Nigel

Hackathon Instructions

STEP 1. Select one Problem Statement from the ones provided where you feel you can create impact and that will be where you will focus your work.

STEP 2. Utilizing Publicis Sapient's PS How methodology, create a build quality product that addresses the problem area.

When applied to our clients' work, the PS How has a lot of depth and rigor. Definitely more than can be captured in 48 hours! So, for the Hackathon, you'll be focused on building a solution that addresses the following key outcomes of the PS How stages:

- Ignite & Hunt – Provide a clear statement of what need you are trying to address.
- Shape & Incubate – Clearly define the propositions to address that need and what is the plan to test them.
- Build – Build a product to demo the solution.

Remember, like our client work, your work will be iterative. If you learn something along the way that shifts your thinking, it's okay to refine.

STEP 3. Use the [SPEED capabilities](#) (Strategy, Product, Experience, Engineering and Data/AI) to create your solution.

- On the next two pages are some key questions that will help you incorporate SPEED into each step in the PS How.
- These questions will also be foundational to how your work is scored (scoring is also provided in this document).
- Your team should have also received an email with details on accessing a Cloud BURNER account. This is optional, but provided in case you need it.
 - **NOTE: No client code or data should be used on burner accounts or for the Hackathon.**

STEP 4. Record a video explaining your solution and ways of working, complete the Presentation Template to showcase your insights and work, and submit your code.

- You will be judged on how your solution incorporates SPEED and how your team reflected our [core values](#).
- Videos should be no longer than 5 minutes. Note: Videos that exceed 5 minutes will have points deducted.
- A submission link is provided on your Hackathon website sent in your Kickoff email.

Remember: Each team has 48 hours to complete your work. This will be based on the timer shown when you log in to the Hackathon website.

Key Questions to Guide Your Work

	SPEED Capabilities					SCORE
PS HOW	STRATEGY	PRODUCT	EXPERIENCE	ENGINEERING	DATA & AI	
Ignite & Hunt Provide a clear statement of what need is being addressed.	Does your solution either create new value, increase profits, or reduce costs? How?	Product Hypothesis Statement – What need does the solution solve?	Tell the ‘who’ and ‘why’ story and not the ‘what’ and ‘how’. Tell an empathetic story which allows us to connect to the target audience and places us in a future that is better for them and that we care about.			
Scoring	1	1	1			3

	SPEED Capabilities					SCORE
PS HOW	STRATEGY	PRODUCT	EXPERIENCE	ENGINEERING	DATA & AI	
Shape & Incubate Clearly define the propositions to address that need and what is the plan to test them.	How is the solution differentiated from what's in the market?	What Leading Indicators (measures) would you track to show the intended value is being delivered?	How does your solution innovatively address either new and/or previously unmet needs of your target audience? What are the moments of truth and/or key features that underpin and differentiate your proposition?	How can you use traditional technology in an unconventional manner, or unconventional technology to solve a typical engineering problem?	How can the use of Data & AI unlock new opportunities that did not exist before?	
Scoring	1	1	1	2	1	6
Build Build a product to demo the solution.		What are the five next Epics (issues to address) you will build? How have you prioritized those?	How have you addressed those unmet needs or incorporated those differentiating features through a well-executed product and rich interaction/UI design?	Have you used accelerators to enable the product to be realized? How has scalability been considered for this solution?	How can the solution create a Data flywheel (more data insights -> more users - > more insights) or have the potential of creating one?	
Scoring		2	2	4	2	10

	SPEED Capabilities					SCORE
PS HOW	STRATEGY	PRODUCT	EXPERIENCE	ENGINEERING	DATA & AI	
Core Values Share examples of how your team used our Core Values in your actions and choices.						5
Total Scoring	2	4	4	6	3	24

Instructions to Submit your Video, Presentation and Code

Video instructions:

- Each video should be no longer than 5 minutes and include the following:
 - **Introduction to the team**
 - **Answers to the core questions from the PS How – feel free to include any insights gathered during your process!**
 - Tell us the 'who' and 'why' story of your product: Who are your buyers? What need(s) are you addressing?
 - What is the proposition(s) to address that need? How did you test them?
 - Show us your solution and tell us how you used SPEED to bring it to life.
 - **Share which core value(s) were most relevant to your work and examples of where they came to life.**
 - Note: Videos that exceed 5 minutes will have points deducted.

Presentation instructions:

- Included on the website is a presentation template that should be completed.
- Remember to showcase any key insights or decisions that drove your work.

Before your 48 hours expires, submit your work! Submit your video, presentation and code to the link included in your team's Hackathon website (provided in your Kickoff email).

Accessing Cloud BURNER:

[Sign up](#) for your BURNER account – VPN is required to access, Automated process with NO approval required.

Refer to Getting started pdf(s) for any queries – [AWS](#) | [Azure](#) | [GCP](#)

Send an email to CLOUDBURNER-SUPPORT@publicissapient.com with subject “ASPIRE Hackathon - <Cloud Name>” to enable allow all services on your BURNER account.

For any issues or queries, write to CLOUDBURNER-SUPPORT@publicissapient.com (without “RE” in subject line) and a support ticket will be auto-generated.

NOTE:

Those with already existing BURNER account can skip to Step 3 above.

By default \$ 100 credit is given with each Cloud account. After consuming 90% of initial credit, another \$ 100 can be credited via portal (automatically **without** approval) by selecting Auto-credit extension in [portal](#).

[Reach out to us](#) for any further extension / for support.

More information about Cloud BURNER can be accessed v Vox page - <https://vox.publicissapient.com/home/ls/community/cloud-burner/>