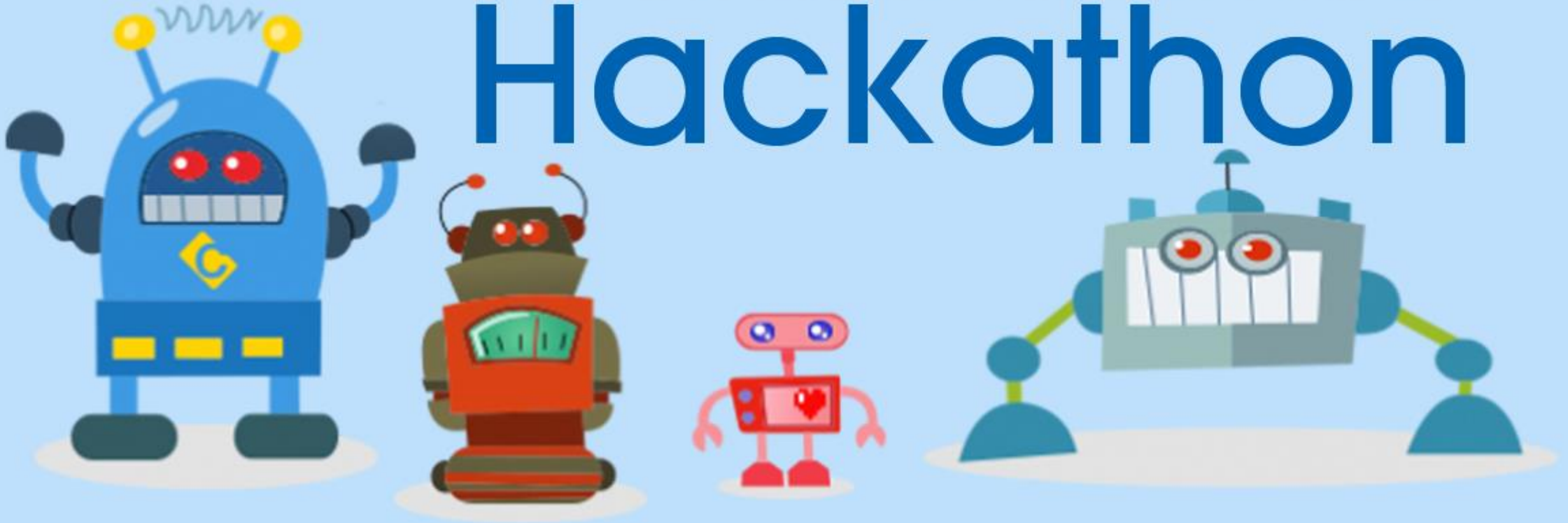


10 TIPS FOR A SUCCESSFUL Hackathon



Here are 10 Tips to help you have the best possible
hackathon experience:



Build Your Team Early

Get to know each other & brainstorm together, which will save you a lot of time the day of the event.



Make a Plan

Sketch out what your goals are & how you think you'll achieve them to give you guideposts as your project develops.



Brainstorm Strategically

Keep your focus on one or two main problems you'd like to solve, you're more likely to come up with a workable solution.



Don't Get Too Grandiose

Stay focused on what you can actually achieve in the time you have.



Make a Plan

Sketch out what your goals are & how you think you'll achieve them to give you guideposts as your project develops.



Don't Get Too Grandiose

Stay focused on what you can actually achieve in the time you have.



Be Adaptable

Be willing to pivot if the idea needs working over or if the tech capabilities aren't what you expected as you go through trial and error.



Teamwork Reigns

Each person should be clear on what their task list is, but be willing to help each other out.



Have a Workable Demo

At least one element of your idea should be operational by the time you speak to the judges.



Communicate Clearly

Ask for help if you need it. Speak up if you see an obstacle or have an idea for a solution.



Presentation Matters

The best idea in the world won't get any attention if no one understands what it is, what it does or who should



Don't Forget to Have Fun!

Make new friends, learn new skills, brainstorm creatively and help solve problems that face women around



TOP COUNTRIES IN 2018

For Public and Internal Hackathons



North America
1511



United Kingdom
519



Australia
335



Germany
326



Canada
247



France
195

PUBLIC
HACKATHONS

VS
2018

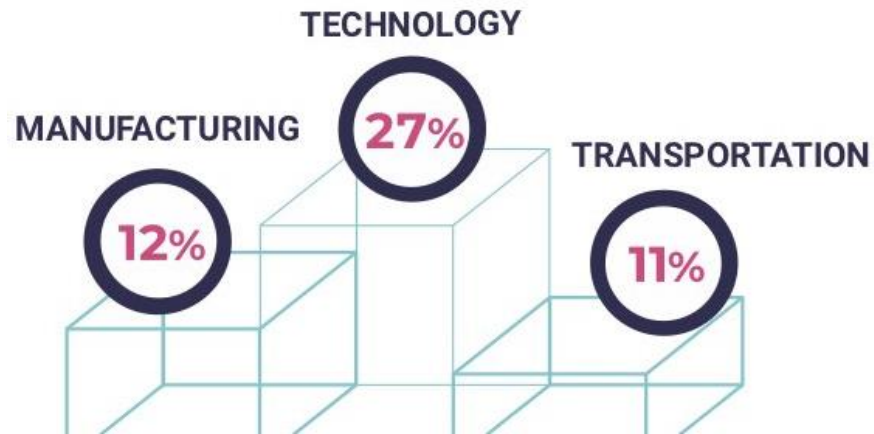
INTERNAL
HACKATHONS

64%

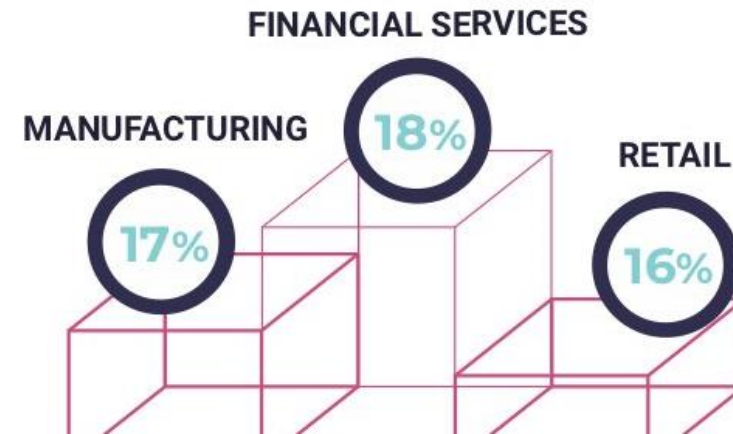
36%

TOP INDUSTRIES IN 2018

PUBLIC HACKATHONS



INTERNAL HACKATHONS



TOTAL HACKATHONS IN 2018

Public and Internal Hackathons

+30%

+26%

2016

3,450

2017

4,480

2018

5,636



MAIN OBJECTIVES

FOR CORPORATES RUNNING HACKATHONS IN 2018



PUBLIC HACKATHONS



Recruit top talent



Collaborate with startups



Launch new products and services

PARTICIPANT STATISTICS

TOP PROFILES FOR PUBLIC HACKATHONS

DEVELOPERS

38%

ENGINEERS

18%

DATA
SCIENTISTS

9%

MARKETERS

6%

TOP DEVELOPER LANGUAGES



JavaScript

26%



Java

22%



C/C++

13%



Python

11%

TOP TECH EXPERTISE



AI

21%



VR/AR

16%



IoT

12%



Security

11%



Blockchain

9%



STARTUP HACKATHONS

Startups compete to create solutions to a set challenge, with the aim of entering into a business relationship with the most promising team.

THE BENEFITS?

- An efficient method to scout suitable startups for companies
- Tap into the expertise of startups
- Obtain mature prototypes



RECRUITMENT HACKATHONS

A format calling on target profiles allowing companies to test skills, network and hire talent.



THE BENEFITS?

- Recruit top talent
- Enhance employer branding
- Test skills in a unique setting

HACKATHON AS A PROCESS

An internal operation to encourage creativity, apply innovative processes and launch solutions while leveraging the expertise of employees.

THE BENEFITS?

- Cross-collaboration within an organisation
- Foster intrapreneurship
- Improve work processes



WHO goes to HACKATHONS?

NEWBIES
30%

went to a

Hackathon
for the **FIRST TIME**
LAST YEAR



VETS

70%

went to a

Hackathon
before they were **COOL**



11%
female



89%
male

2%

over **54**

16%

35 to **54**

61%

25 to **34**

21%

18 to **24**

1%

under **18**

WHY do people go to HACKATHONS?

86%

Learning



82%

Meet People



38%

Change the world



28%

Win prizes



27%

Free Pizza



26%

Build a product



21%

Glory



20%

Find a Team



17%

Get Hired



13%

Attract Investors



TOP 3 REASONS

why attendees believe there are more
HACKATHONS

**Increased
awareness**



of APIs



of technology



of Hackers

