

@ NAVI AI x GDG DevFest  
11.15.2025

# Prehacks

## *Tips to win!*

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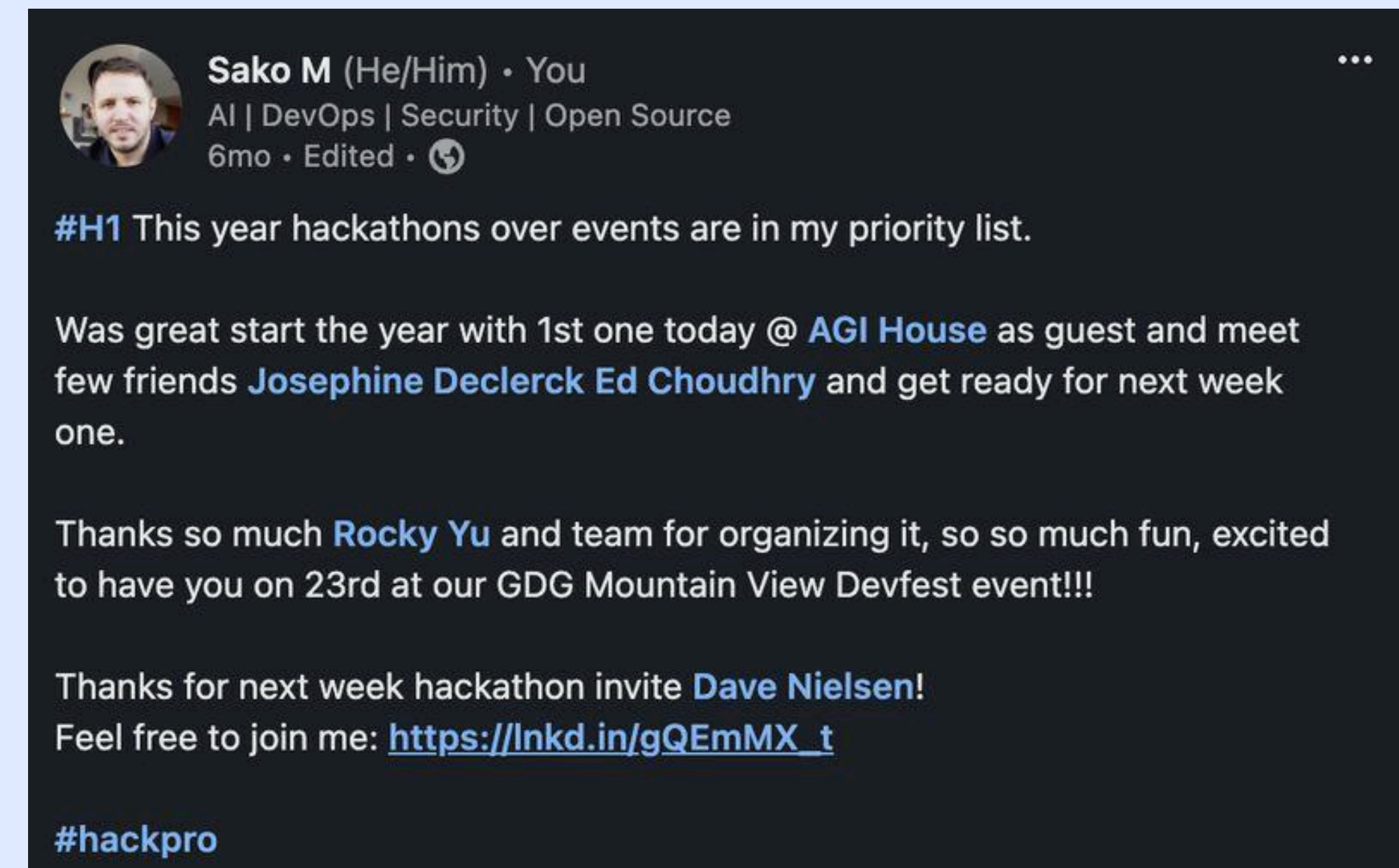


# Who I Am / Why Me

🏆 50+ hackathons in 2024-25

🏆 Multiple 1st & 2nd place finishes, 1/50 top hackers selected for 1st reinvent Hackathon in Nov.

🏆 Winning never gets easier - but I get better at predicting it, by perfecting every single detail and the **process itself**.



<https://www.linkedin.com/in/sakom>

# My definition of hackathon

WITH IDEA YOU **DON'T** HAVE,  
WITH PEOPLE YOU **DON'T** KNOW,  
WITH TOOLS YOU ARE **NOT**  
FAMILIAR:  
**SHIP USEFUL THING FAST!**

# OBJECTIVES

Process1	Performance2	Outcome3
<ul style="list-style-type: none"><li>• Have as big team they let to, and ideate till mapping tasks to team skills and interests.</li><li>• Ask for help when needed, use as many sponsor products, usually they have free perks during the hackathon.</li><li>• Have a dedicated team member to work on logistics and research/presentation.</li></ul>	<ul style="list-style-type: none"><li>• Don't rush to solution, you ll be judged based on problem understanding and feasibility of solution.</li><li>• Have a shiny interactive UI.</li><li>• You can hack on the back end side as much you want to.</li></ul>	<ul style="list-style-type: none"><li>• Win the hackathon</li><li>• Have a good experience</li><li>• Ask friends to take a video while presenting on stage, so that can check later to get better on it.</li><li>• Take a picture and share in linkedin / twitter</li></ul>

# STAGES TO WIN

Step 1

THINK



Step 2

DESIGN



Step 3

EXECUTE



Step 4

PRESENT





# 1. IDEA HOOK

## Receive Signal

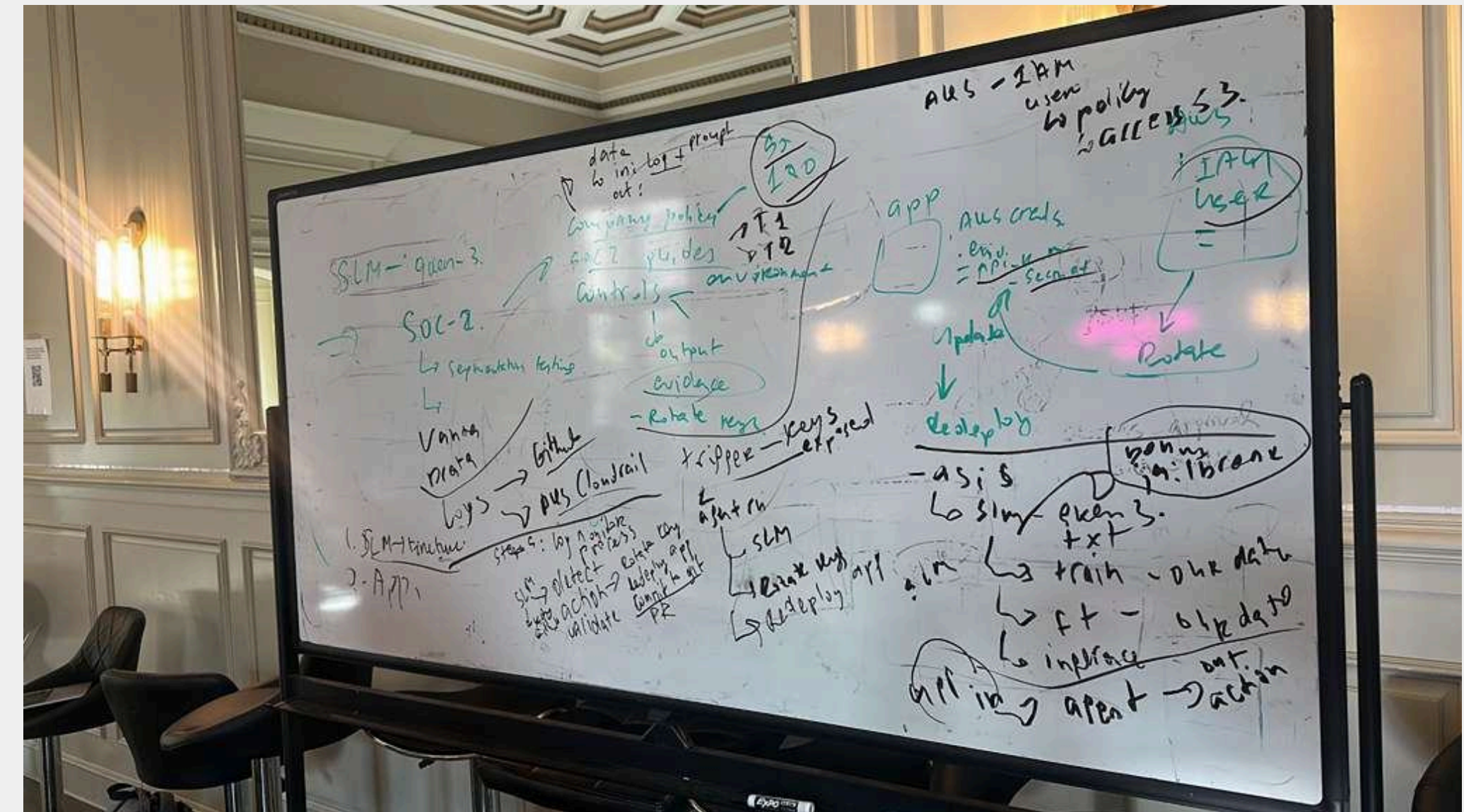
- ✓ Be present, open to ideas
- ✓ Separate signal from noise

## Transform to Action

- ✓ Convert signals into structured, actionable steps

## Iterate Fast

- ✓ Move from decision to action to result - tight feedback loops



# 2. Define ICP

Pick a persona (customer, user, company) aligned with hackathon:

- ✓ Demographics (who they are)
- ✓ Firmographics (org traits)
- ✓ Psychographics (mindset & drivers)
- ✓ Pain points / jobs to be done
- ✓ Trigger events
- ✓ PMF (4Rs)
- ✓ Exclusions (Anti-ICP)



# 3. 4RS OF VALUE CREATION

✓ **Revenue** – MAKE OR  
SAVE MONEY

✓ **Runtime** – MAKE OR  
SAVE TIME

✓ **Risk** – LOWER  
EXPOSURE TO  
MISTAKES OR FAILURE

✓ **Reputation** – ELEVATE  
STATUS, CREDIBILITY  
OR TRUST

## The 4Rs of Value Creation

**Revenue**

Make or save  
money

**Runtime**

Make or save  
time

**Risk**

Lower exposure to  
mistakes,  
compliance, or failure

**Reputation**

Elevate status,  
credibility, and  
market trust



# 4. Design Data flow

**1/ Model quality:** yes, it matters. But most top-tier models are good enough for 90% of use cases.

**2/ Prompt quality:** structure, tone, instructions. It shapes the model's behavior.

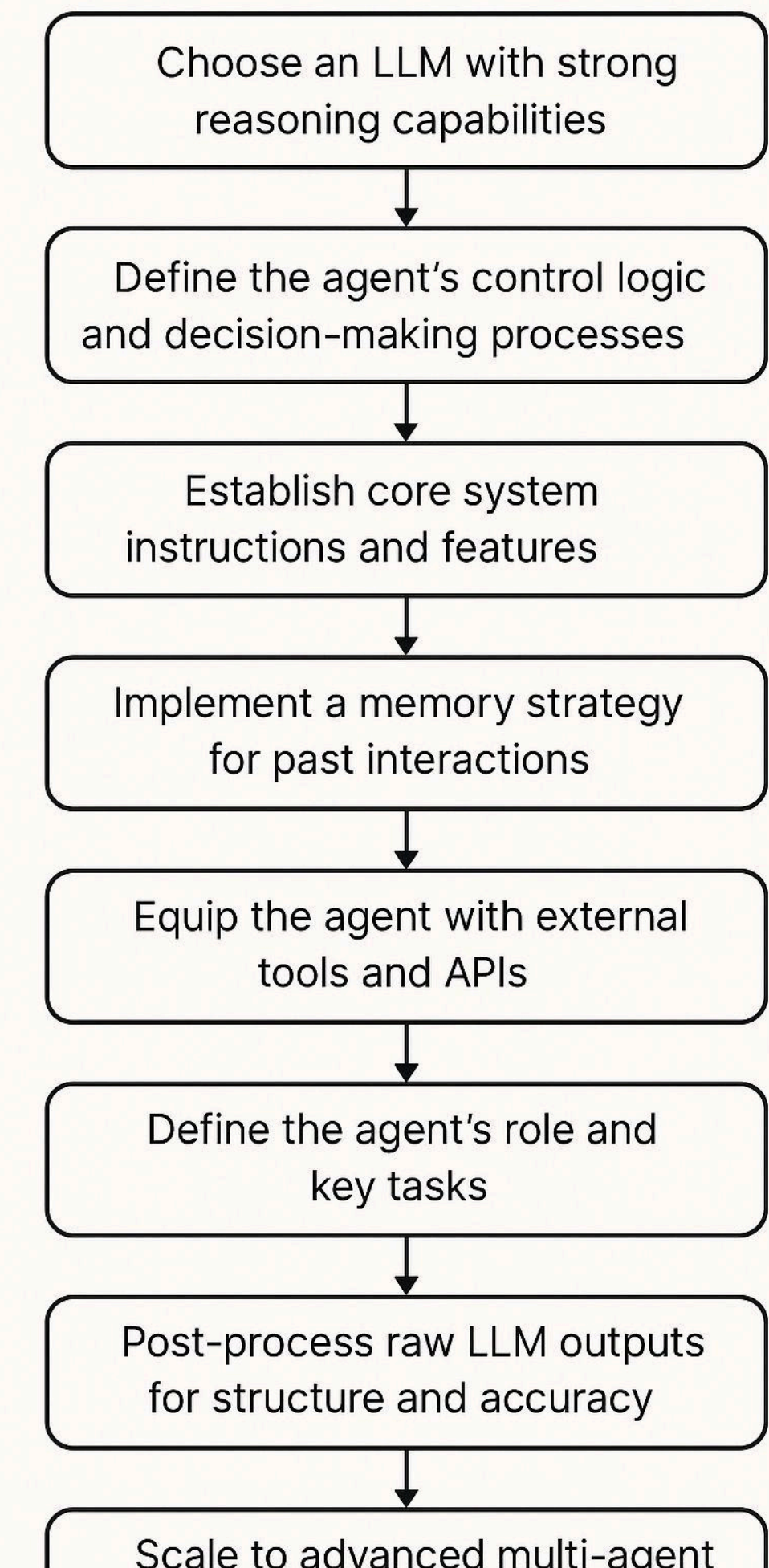
**3/ Context quality:** this is the big one. The right documents, data, and retrieval setup can 10x relevance.

Excellence comes from designing the right system.

$$\text{Quality of Results} = f \left[ \begin{array}{l} \text{Quality of Model} \\ \text{Quality of Prompt} \\ \text{Quality of Context} \end{array} \right]$$

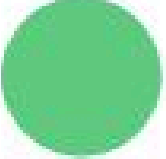



# 5. Design Agent

- ✓ Choose the Right LLM
- ✓ Define the Agent's Control Logic
- ✓ Define Core Instructions & Features
- ✓ Implement a Memory Strategy
- ✓ Equip the Agent with Tools & APIs
- ✓ Define the Agent's Role & Key Tasks
- ✓ Handle Raw LLM Outputs
- ✓ Scaling to Multi-Agent Systems (Advanced)






# 6. Scale grader(bonus)

## GROWTH ENHANCERS

-  NETWORK EFFECTS
-  DISTRIBUTION & VIRALITY
-  MARKET SIZE
-  GROSS MARGIN

## GROWTH LIMITERS

-  (LACK OF) PRODUCT MARKET FIT
-  ORGANIZATIONAL SCALABILITY
-  OPERATIONAL SCALABILITY



# 7. Product usage(bonus)

The goal isn't just to build something that works - it's to build something that scales, fits into real use case, and survives beyond build day.

And Amazon's customer obsession principle still applies:

- cheap
- reliable (quality, realtime, security)
- fast (performance, ease of use)

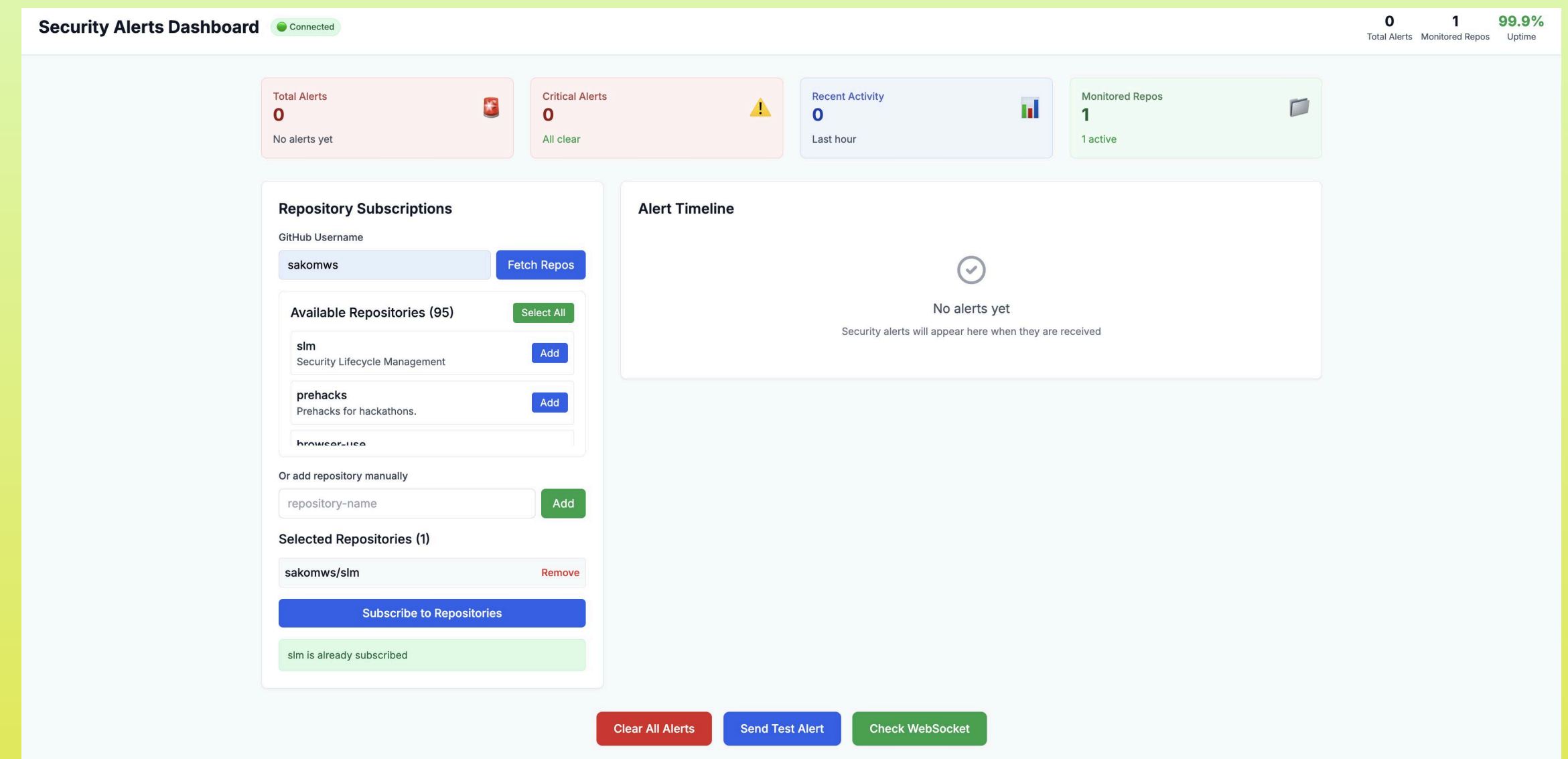
# 8. CRAFT A CLEAR & EASY TO UNDERSTAND STORY.

<div>Project Name</div> <div>1 linear project description.</div>	<div>Motivation</div> <div>What triggered to work on the problem.</div>	<div>Problem</div> <div>Summarize the core problem.</div>	<div>How big is problem</div> <div>Scale or impact of the problem.</div>
<div>Solution</div> <div>Leveraged [data/ insights] to implement [actions], and achieved [results].</div>	<div>Architecture</div> <div>The technical architecture or key components used.</div>	<div>Team</div> <div>Mention the team members and their roles.</div>	<div>Links</div> <div>Links to code, slides and demo if any.</div>

# Reference project

Automate SOC-2 compliance evidence and secret rotation across GitHub, AWS, and internal apps, while integrating logging, validation, and deployment automation into the CI/CD pipeline.

[https://www.linkedin.com/posts/sakom\\_winning-never-gets-easier-but-we-get-activity-7380911819999268865-tAJE](https://www.linkedin.com/posts/sakom_winning-never-gets-easier-but-we-get-activity-7380911819999268865-tAJE)





# Vibe code 100 apps

- ✓ well-defined persona
- ✓ solve a real problem(4Rs: revenue, runtime, risk and reputation)
- ✓ well architected: scalable, usable, reliable, secure etc.
- ✓ well designed quality data workflows
- ✓ well documented
- ✓ deployed online
- ✓ human/ai friendly interface
- ✓ experiment with different ai tools in stack
- ✓ open source

Feel free to share yours using hashtag: [#timeisnow2025](#)



 Dec 31 is reporting day. Let's goo!