

HAEC the PEARL

活动计划书

Program Prospectus

2019年 4月 27-28日

__prologue__

What is a “Hackathon”?

A Hackathon—otherwise known as a hack day or hackfest—is designed as a competition built upon the collaboration between computer programmers, designers, and innovative thinkers. Originating from the words “hack” and “marathon”, teams are asked to complete a project typically within a 24-hour time frame, testing passion, endurance, planning, and teamwork ability. The projects that have come from Hackathons have been known to be eXtremely innovative, due to the out-of-the-boX thinking required to win an event like this.

Who are we?

We are NYU Shanghai undergraduate students who also act as leaders for our respective robotics and programming clubs. We are passionate about what we do and would like this hackathon to also act as a means for those who feel the same way.

What is “Hack the Pearl”?

Hack the Pearl is a hackathon run by a small group of students at New York University Shanghai. University students across China and around the world will be invited to apply and participate in this event. 150 programmers of excellence will be selected to participate based on their resume, past projects, talent, and experience. Food, travel, housing, merchandise, and prizes will be provided based on available funding.

The vision of “Hack the Pearl 2019”

1. HackShanghai 2014 was the first major Hackathon in China, bringing the hacking culture into China, and demonstrating China’s talents to the world. It was a lot of Chinese students’ first-time experience with an event like Hackathon. They eXplored new

possibilities that could have been formulated nowhere else, with lots of excitement and good memories. Hack the Pearl 2019 aims at providing the same opportunity to university students across Shanghai, China, and even the Globe.

2. Great success as previous HackShanghais were, there is an argument flowing in the Chinese internet, saying Hackathons in Shanghai often could not produce “real projects” and were mostly formalism. Hack the Pearl firmly believes that is a false assumption regarding the potential of Shanghai. “Hack the Pearl 2019” will provide a hacking environment that extensively assist the participants to create the best projects, and put a large emphasis on the quality of the teams’ submitted projects.
3. Teamwork in software/hardware development is especially challenging, yet a crucial skill for any developer in the contemporary open-source market. Many talented Chinese developers learnt to program at a very young age, but compared to the Western counterpart, Chinese developers have an apparent lack of teamwork and cooperation. We hope that via “Hack the Pearl 2019”, more Chinese students can embrace the culture of team development, learn to cooperate, and furthermore help their peers realize the significance of teamwork. Not only will the participants build connections among themselves, but ultimately, the teamwork spirit will pass beyond their hacking experience and influence their way of living. “Hack the Pearl 2019” aims to cultivate responsibility, respect, trust, and honesty in the next generation of Chinese society.

__sponsorship__

Why sponsor “Hack the Pearl 2019”?

- Recruit people and ideas
[acceptance rate data here] [real-time participant sign up data here]
Our participants will be the most excellent creators, showcasing their skills live at the event.

Sponsors are allowed to have their own tracks and prizes. Adopt a project submission to solve your company's problems, or recruit a team to grow their project bigger.

- Publicize your brand name
Show the world the vision of your company by sponsoring a good Hackathon. [coverage data here] With "Hack the Pearl 2019", you can make your brand name known to the world.
- Promote your API
By providing your API for "Hack the Pearl 2019", you not only increase the exposure of your API, but you can also get user feedback and valuable usage case examples. It is hard to seek another opportunity where so many incisive API users meet together. Set your track around your API for higher impact.
- Make dreams come true
Enable college students to turn their ideas into reality.
- Support the hacking community in Shanghai, China, and the world
By sponsoring "Hack the Pearl 2019", you are helping build the programming community, promoting education and the industry as a whole.

NYU Shanghai is a campus with a history of 5 years, in 2 of which a successful Hackathon of high impact was held.

HackShanghai 2014: <http://2014.hackshanghai.com>

HackShanghai 2015: <http://2015.hackshanghai.com>

These events saw fierce competition for participation, received high remarks and intensive media attention. "Hack the Pearl" is not affiliated with these events, but through interviews with the leaders and committee members of HackShanghai, we believe in a success rate of about the same or higher.

__budget__

	Unit Price	Quantity	Sum
Meals	¥20	1,000	¥20,000
Drinks	¥8	400	¥3,200
Snacks	¥20	400	¥8,000
Advertise	¥1000	10	¥10,000
Venue rent	¥100	250	¥25,000
Printing	¥1	2,000	¥2,000
Venue setup	¥12,000	1	¥12,000
Travel	¥500	60	¥30,000
Prizes	¥?	?	¥?
Merchandise	¥?	300	¥?
	Total:		~¥110,200

__packages__

	Silver	Gold	Platinum	Diamond	Pearl
	¥5,000	¥10,000	¥20,000	¥30,000	¥50,000
Exposure					
Logo on Hack the Pearl website	X	X	X	X	X
Logo on delegate package	X	X	X	X	X
Logo on participant t-shirt		X	X	X	X
Dedicated email to participants			X	X	X
Invitation to opening ceremony		X	X	X	X
Invitation to closing ceremony		X	X	X	X
Recruitment and Networking					
Access to project submissions					X
Company booth			X	X	X
Receive participants' resumes AFTER the event				X	
Receive participants' resumes BEFORE the event					X
Receive participant email list					X
High Impact					
Representative on adjudication panel				X	X

Host a workshop				X	X
Keynote presentation					X
Second/Third place prize sponsorship				X	X
First place prize sponsorship				X	X
Meal sponsorship	X	X	X	X	X