

A black and white photograph of the Emory University gate sign. The sign features a decorative wrought-iron scrollwork frame with a central lantern. The word "EMORY" is written in capital letters on a plaque below the lantern.

hackATL

2013

Emory Entrepreneurship &
Venture Management Club

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vm

Welcome!

Emory Entrepreneurship and Venture Management is excited to host hackATL, Atlanta's premier hackathon at the Goizueta Business School. We are excited that you have chosen to participate in the first annual hackATL. Whether you are new to hackathons or this is your hundredth, hackATL has something for you!

The event will begin with a networking session where you can meet some of the best minds in Atlanta and start to form your team which will attempt to create a new program, application, or business plan within 48 hours. Although this will be intense and highly competitive, we know the event will be an incredibly rewarding experience.

Throughout the weekend you will meet new people, overcome challenges, and face setbacks, but through it all we are sure you will have a great time. We encourage you to take full advantage of this opportunity to learn and develop because as much as we may try to make hackATL great, it won't be successful without you.

Best of luck: let's build stuff!

Emory Entrepreneurship and Venture Management

About EEVM

Emory Entrepreneurship & Venture Management is Emory's first campus-wide entrepreneurship and venture management organization. It is our goal to foster entrepreneurship on campus while also exposing students to the venture capital/private equity space. We hold regular speaker events featuring some of Atlanta's best entrepreneurs and are developing a startup culture at Emory. We want to get students excited about building things.

Friday Schedule

5:00 - 6:00 PM

Registration Opens

Coca-Cola Commons

Check-in with our team and receive your name tag, schedule, and t-shirt (t-shirts are first come first serve)

6:00 - 7:00 PM

Dinner and Networking

Coca-Cola Commons

Enjoy your dinner, sponsored by Twisted Taco, Willy's Mexicana Grill, Domino's, and Papa John's, as you mingle with other participants.

7:00 - 8:00 PM

Introduction to hackATL

Auditorium 130

Our team will introduce ourselves, give an overview of hackATL, go over the schedule, and give an example of what your team should have completed before you present on Sunday. Jeff Dyment of Fitmoo will speak about entrepreneurship, his company and the Fitmoo project.

8:00 - 10:00 PM

Pitching Ideas and Forming Teams

Coca-Cola Commons

This is your time to network! Meet your talented fellow participants, share your ideas, and find your teammates! If you came with an idea you want to work on, you will be able to briefly pitch your idea during our open-mic session to find people who want to help with your idea.

8:30 PM

Team Registration Opens

Coca-Cola Commons

Once you have formed your team, head over to our team registration table. We will officially register your team, your team members, and your project. Your team will also be able to reserve work-rooms at this time.

10:00 PM

Hack Away!

Get started! Get to know your team members, talk about your general ideas for your project, and start creating a detailed plan for your business idea. If you have questions or need help getting started, don't hesitate to talk to one of our team members or our mentors.

Saturday Schedule

9:00 - 11:00 AM

Brunch

Coca-Cola Commons

Good morning! Today is your big work day. Most of the day will be spent working with your teammates to develop your project as much as possible so that it will be ready to present tomorrow. Please enjoy the bagels, provided by Goizueta Business School's BBA Office, and get started on your work!

2:00 - 2:30 PM

Workshop on Business in the Health-care Industry

GBS 231

Sahil Patel is the executive vice president of ER Express, overseeing sales, client relationships, product development, and company strategy. An Emory University alumnus, he also holds an MBA from Harvard Business School. Prior to ER Express, he worked at CodeRyte and MedAssets.

2:30 - 3:00 PM

Workshop on Educational Businesses and HR Management

GBS 231

Stuart Bracken is currently CEO of Bioscape provides patient focused educational content to partners within the healthcare ecosystem that is both engaging and interactive. He is also co-founder and CFO of CallMe!, a built-for-purpose company that specializes in human capital management for the call center industry.

Stuart's career to date includes co-founding three separate companies in different industries. Most recently, he led Financial Planning and Analysis at Firethorn, an Atlanta-based startup in the mobile commerce space, which was acquired by Qualcomm for \$210 million, and prior to that with PriceWaterhouseCoopers' Investment Management Group in New York City.

3:00 - 3:30 PM

Workshop on Fitness & Wellness Businesses

GBS 231

John Duisberg and Prem Bhatia are Co-Founders of Cooleaf, an Atlanta based company focused on building a health and wellness platform for individuals, employers, and fitness providers.

Prior to Cooleaf, John spent eight years at Availity in the healthcare IT industry. During his tenure at Availity, John specialized in new product development and program management.

Before Cooleaf, Prem lead business development and strategy initiatives at RelayHealth and has a background in health care payments and benefits from his time at American Express.

3:30 - 4:00 PM

Workshop on Social Entrepreneurship

GBS 231

Ashish is currently Executive Director at TiE Atlanta, a global non-profit that fosters entrepreneurship through mentoring, networking & education. Ashish has raised over \$750k and rose to a chapter rank of #4 from #40 for TiE Atlanta in the past 4 years.

Previously, he spent over 12 years in sales and management roles with the globe's largest financial institutions: Deutsche Bank, Merrill Lynch, Invesco & Bank of America. He is a board observer on 5 privately held companies and a non-profit, equity investor in the public markets & volunteers his time mentoring at risk youth at Usher's New Look Foundation, The Nicholas House, Raksha and GA Pacific's Young Entrepreneurs Atlanta program.

4:00 - 4:30 PM

Workshop on Bringing Entrepreneurial Ideas to Life

GBS 231

Michael Flanigan attained a degree in Chemical and Biomolecular Engineering at Georgia Institute of Technology. After working with a few social start-ups, he co-founded theExpressionary.com and Khraze, LLC. He has also served as Operations Manager for Hypepotamus, and is currently a co-founder of covello.

His interests and experience include startups, social media as a marketing platform, product development and creation, public relations, event planning, market research, and market development.

5:00 - 6:00 PM

Entrepreneurship Q&A Panel

GBS 208

There will be several entrepreneurs to answer questions from the audience. They will be sharing their stories of starting their business and offering valuable advice that you don't want to miss! This event is also open to workshop-only participants.

The panel includes Jonathan Cone (Co-founder of Itzaflash.com), Mike Ames (CEO of bizgarage), Toly Shilman (Manager, Business Development and Sales at Intellimedix) and Dario Kirola (Force Majeure, McKinsey & Company).

6:00 - 7:00 PM

Dinner

Coca-Cola Commons

Take a break from your hard work. Grab some pizza sponsored by Pizza Bella and tacos sponsored by Bad Dog Taqueria, relax, and get energized with some free energy drinks, sponsored by Redbull!

9:00 - 10:00 PM

Pitch Practice

GBS 208

Gain valuable input from mentors and fellow participants. You will have 5 minutes to pitch your idea and will have up to 5 minutes to receive feedback from the audience. While this pitch practice session is optional, getting other people to look over your project will provide you with fresh insight and areas to improve on before your actual presentation tomorrow.

11:00 PM

Hack Away!

Continue to work on your project. You are allowed to stay overnight if you wish to continue working through the night. We will also have showers available. Our team will be around if you need any help, and we will also be providing midnight snacks!

Sunday Schedule

-- 10:00 AM

Final Touches

Almost there! This is your time to finalize your business plan and your presentation. Remember that you only have 5 minutes to pitch your idea, so practice a few times to make sure you effectively communicate your ideas to the judges. As always, mentors and team members will be around to help you.

10:00 AM

Project Due!

Submit your project presentation. You will only be allowed to use what you submitted during your pitch to the judges.

11:00 - 12:00 PM

Preliminary Judging

Classrooms 201, 204, 208, 301, 331

The judges will be using a uniform, objective scoring rubric and this score will determine whether or not your team will make it to the final round of judging.

12:00 - 12:45 PM

Lunch

Coca-Cola Commons

Congratulations! You've survived. You have created a business in less than two days. Now, relax and enjoy the pasta catered from Saba and some shaved ice sponsored by SunO. We will announce the teams proceeding to the final round of judging at the end of lunch.

1:00 - 2:30 PM

Final Judging

W525 - Reception Space

The top teams will pitch their projects in front of all of judges and participants. Each team will have 5 minutes to present and a maximum of 10 minutes to answer questions. You can also ask questions by submitting the questions via Twitter!

Judges:

Sanjay Parekh

Renee Dye

Jon Birdsong

Jesse Maddox

Jeff Dyment

Benn Konsynski

2:30 - 3:00 PM

Keynote Speaker

W525 - Reception Space

As we wait for the scores to be tallied up, we will have a performance from Emory's acapella group, No Strings Attached. Then Sanjay Parekh, Start-up genius and venture capitalist, will be giving a short keynote speech. Finally, we will be giving in giftcards to random winners!

3:00 - 3:30 PM

Prizes Awarded

W535 - Reception Space

We will award our top 3 winners with various prizes. We also have mini-awards to give in, so make sure to stick around in case your team wins!

Guidelines

- 1.** Have fun – although the event is a competition you should also be here to meet new people and have a great time
- 2.** If you use old code, please inform the judges
- 3.** Create teams of 4 or more
- 4.** Keep name tags on – people are new to each other and it will be helpful
- 5.** Keep valuable items with you – we are not responsible for lost or stolen items
- 7.** In case of emergency call Emory Police (404) 727-6111 or if life threatening, 911. Please inform us of any calls to Emory Police or 911.
- 8.** Be respectful to others
- 9.** Don't damage property - If you engage in any activity that threatens or damages the infrastructure of Emory University, including but not limited to damage to property, vandalism, (actual) hacking into the network, or the lives of any participant or staff, you will be held accountable for your actions and not be allowed back.
- 10.** Check your email – this is where important information and announcements will come out
- 11.** If you need assistance look for people in EEVM shirts. They will be able to help you.

Presentation Guidelines

Presentations must be approximately 3 minutes in length, unless judges request more time in order for all contestants to be given a fair chance.

You will be graded on the following Criteria

- Originality/ Innovation
- Feasibility
- Revenue Potential
- Presentation

How you chose to present your product or business idea is up to you! Note that you may give judges typed out documents or spreadsheets if you believe they would be valuable for your presentation.

Criteria	3	2	1	Weight
Innovation	Team shows immense creativity. They breach new ground that is unexplored by current industry conditions, or introduces a fresh solution to an antiquated problem.	Team attempts to address an issue creatively but falls short, instead offering a solution that seems like a natural extension to current ones.	Team's idea commonly exists in current industry conditions. Solves a problem that doesn't exist. Team seems locked inside the box.	x2
Feasibility	Product has a reasonable time frame for implementation. It seems highly plausible that there is a market for the product.	There seems to be significant obstacles in the path towards clear implementation. But given time and effort, the the obstacles can be overcome.	Implementation seems highly unlikely. Team should go reevaluate their rational thought processes.	x1.5
Polish/Design	Prototype has an intuitive user interface and is presented with clear design eye in mind.	Product has acceptable functionality but has not been packaged in a user-friendly format.	Prototype is barebones and simply is a proof of concept.	x0.5
Presentation	Team covers both demonstration of prototype and briefly describes all aspects of a business plan, incorporating elements of marketing, finance, operations, and contextual information. Presentation is smooth and all members participate.	Presentation includes most essential elements but is unpracticed and seems rushed. No product / prototype has been created [if needed].	Team seems unprepared for business pitch and is missing many key categories. Team's product has technical difficulties during presentation.	x2
Revenue / Exit Potential	Team creatively maximizes revenue potential of idea by including multiple streams and a timeline of application. There seems to be obvious potential for growth over first few years.	Team provides only one source of revenue and no potential for growth. It is clear that product will not be viable if all market projections are not met.	No clear revenue streams, even multiple years after launch.	x2

Goizueta Business School



The Goizueta Business School (1300 Clifton Rd NE, Atlanta, GA 30322) is located on Emory University's main campus and is roughly 15 minutes from downtown Atlanta. Named after Roberto Goizueta, the former president of The Coca-Cola Company, the Goizueta Business School has a long history of producing top business professionals. Currently ranked as the 5th best school for an undergraduate business education, 18th for MBA programs in the US and 28th for MBA programs worldwide; Goizueta is a great place for any business student. Goizueta offers BBA, Full-Time MBA, Evening MBA, Executive MBA, Executive Education and PHD in Business programs. For more information about the Goizueta Business School or application information please check out <http://goizueta.emory.edu/>.

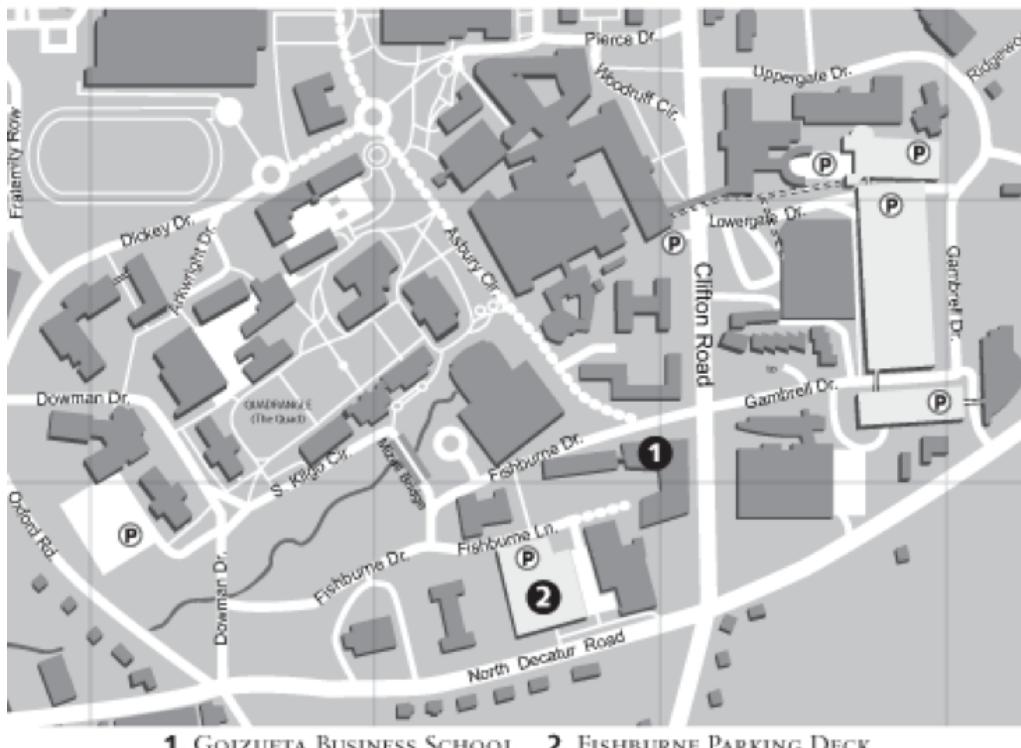
Parking

Parking will be available for free on Friday starting at 4:30pm in the Fishburne lot. Parking on Saturday and Sunday is free.

If you enter from the North Decatur side prior to 5pm mention that you are with HackATL to get free parking. If you enter from the Fishburne side it is free and the gate should be up.

Fishburne Parking Deck
1672 North Decatur Road
Atlanta, GA 30322

1300 Clifton Road Atlanta, Georgia 30322



1. GOIZUETA BUSINESS SCHOOL 2. FISHBURNE PARKING DECK

Driving Directions

Goizueta is a great place for any business student. Goizueta offers BBA, Full-Time MBA, Evening MBA, Executive MBA, Executive Education and PHD in Business programs. For more information about the Goizueta Business School or application information please check out <http://goizueta.emory.edu/>.

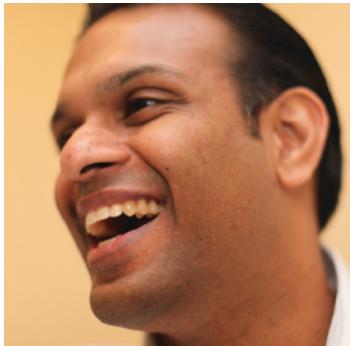
Walking Directions

From Fishburne Parking Deck: Walk up the hill toward the Business School complex. Head directly down the amphitheater and enter through the glass doors.

Alternate Parking

If the Visitor Parking Deck has a "full" sign outside, drive inside to see if there are any parking spaces. If not, exit the parking deck and then turn left. Proceed to the bottom of the hill to the stop sign and turn right on Dowman Drive. Additional parking is on the left hand side.

Judges



Sanjay Parekh

Sanjay Parekh is the founder of Startup Riot and a co-founder of Shotput Ventures. Prior to his current efforts to build up the Atlanta area entrepreneurial community he was the Founder, CEO, Chief Strategy Officer, and member of the Board of Directors at Digital Envoy, a IP based geographic targeting technology company. He

was also an American Marshall Memorial Fellow at German Marshall Fund of the United States, member at Young Entrepreneurs Organization, and a Technology Pioneer (2002 & 2003) at World Economic Forum. In 2003, he was named to the MIT Technology Review TR100 as one of the top 100 innovators in the world under the age of 35.



Jon Birdsong

Jon Birdsong has B2B and B2C technology experience. Before starting Rivalry, Jon ran sales and marketing for SalesLoft (Atlanta Ventures portfolio company and Tech-Stars 2012 company). Before SalesLoft, Jon lead marketing at OpenStudy, one of the Top 10 Most Innovative Companies In Education (Fast Company). Rivalry is a new sales process management software that helps drive competition among sales reps with the use of live leader boards and other real-time competitive tools so both team members and sales leaders can track performance.



Benn R. Konsynski

Benn R. Konsynski arrived at Goizueta Business School following six years on the faculty at the Harvard Business School where he taught in the MBA program and several executive programs. Prior to arriving at HBS, he was a professor at the University of Arizona where he was a co-founder of the university's multi-million dollar group decision support laboratory. He holds a Ph.D. in Computer Science from Purdue University. He has published in such diverse journals as Communications of the ACM, Harvard Business Review, IEEE Transactions on Communications, MIS Quarterly, Journal of MIS, Data Communications, Decision Sciences, Decision Support Systems, Information Systems, and IEEE Transactions on Software Engineering.

Renee Dye

Renee Dye is the Founder and Managing Member of Stratitect, a Strategy Consulting Firm. Prior to founding Stratitect, Renee served as a Senior Expert in Strategy for the Atlanta and London offices of McKinsey & Company from 1996-2012. Renee has served clients across every industry on a range of strategy topics, with particular expertise in strategy development and strategic planning, war gaming, innovation and ideation, corporate strategy, and decision-making. Renee has researched and published on a wide variety of strategy-related topics, and her articles have appeared in Fortune, Harvard Business Review, Advertising Age, and The McKinsey Quarterly.

Jesse Maddox

Jesse is the CEO of TripLingo, which makes mobile apps to help travelers overcome the language barrier. TripLingo was named by Business Insider as one of the “11 Groundbreaking Inventions of 2011” and was awarded the “2012 Business Travel Innovation of the Year” by Fast Company and the Global Business Travel Association. Jesse was also awarded the Global “3 Under 33” Award by the Association of Corporate Travel Executives. Jesse is passionate about using technology to solve problems, an admirer of entrepreneurs, and someone who really enjoys finding himself in strange lands (every now and then).

Jeff Dyment

Jeff serves as the Managing Director and Head of Global Business Development and Client Relations at Belenos Capital Management. Mr. Dyment joined Belenos Capital Management. He served as the CEO of GenSpring Family Offices, LLC. He served as a Managing Director and Chief Investment Officer at The Drax Group, where he was responsible for a broad range of investment activities, including asset allocation, manager selection, portfolio construction and liquidity management. He was the Founder and Managing Partner at Maritime Capital LLC. Mr. Dyment served as the CEO of Private Equity at Asset Management Advisors, where he built the firm's private equity investment business and was responsible for product development, capital raising and investor relations. Mr. Dyment is a Founder at Vencast, Inc. and served as the Chairman and CEO, where he created the leading online distribution platform for hedge funds, private equity funds and venture capital funds. Mr. Dyment received his Master of Business Administration degree from the J.L. Kellogg Graduate School of Management. He received his Bachelor of Science degree in Business and Economics, with a major in Finance, from the Lehigh University.

Information Desk

The information desk will be located at the Coke Commons on the bottom floor of the Goizueta Business School. There will be staff to help you with all of your tech problems and answer any question that may arise.

Contact Us!

[fb.com/emoryevm](https://www.facebook.com/emoryevm)
@emoryevm

[fb.com/hackatl](https://www.facebook.com/hackatl)
@hackatl

contact@eevm.org

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