

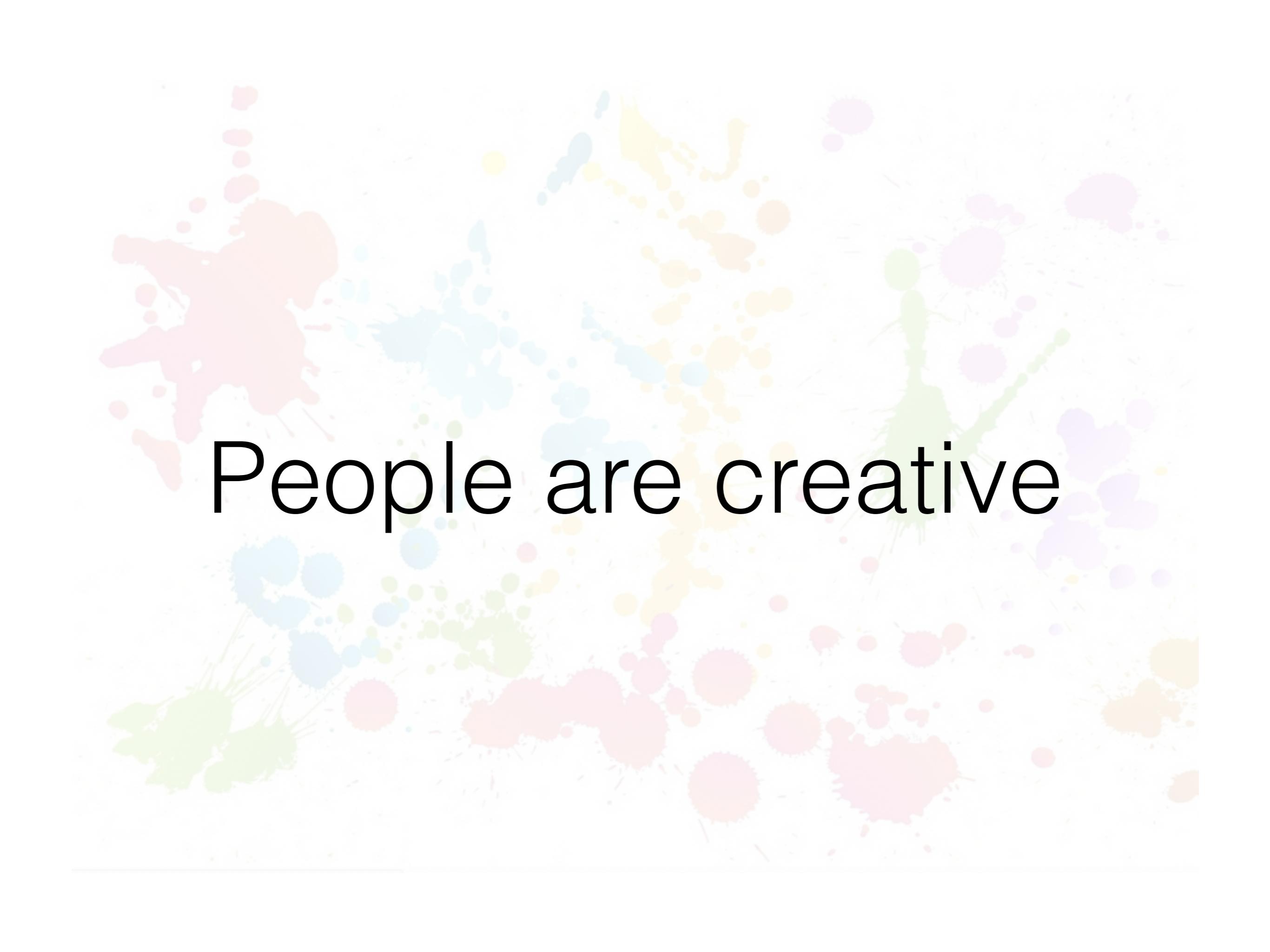
HACKATHON @HKUST

Sat 26 – Sun 27 April 2014

Your most creative weekend on campus

→ hackathon.cse.ust.hk

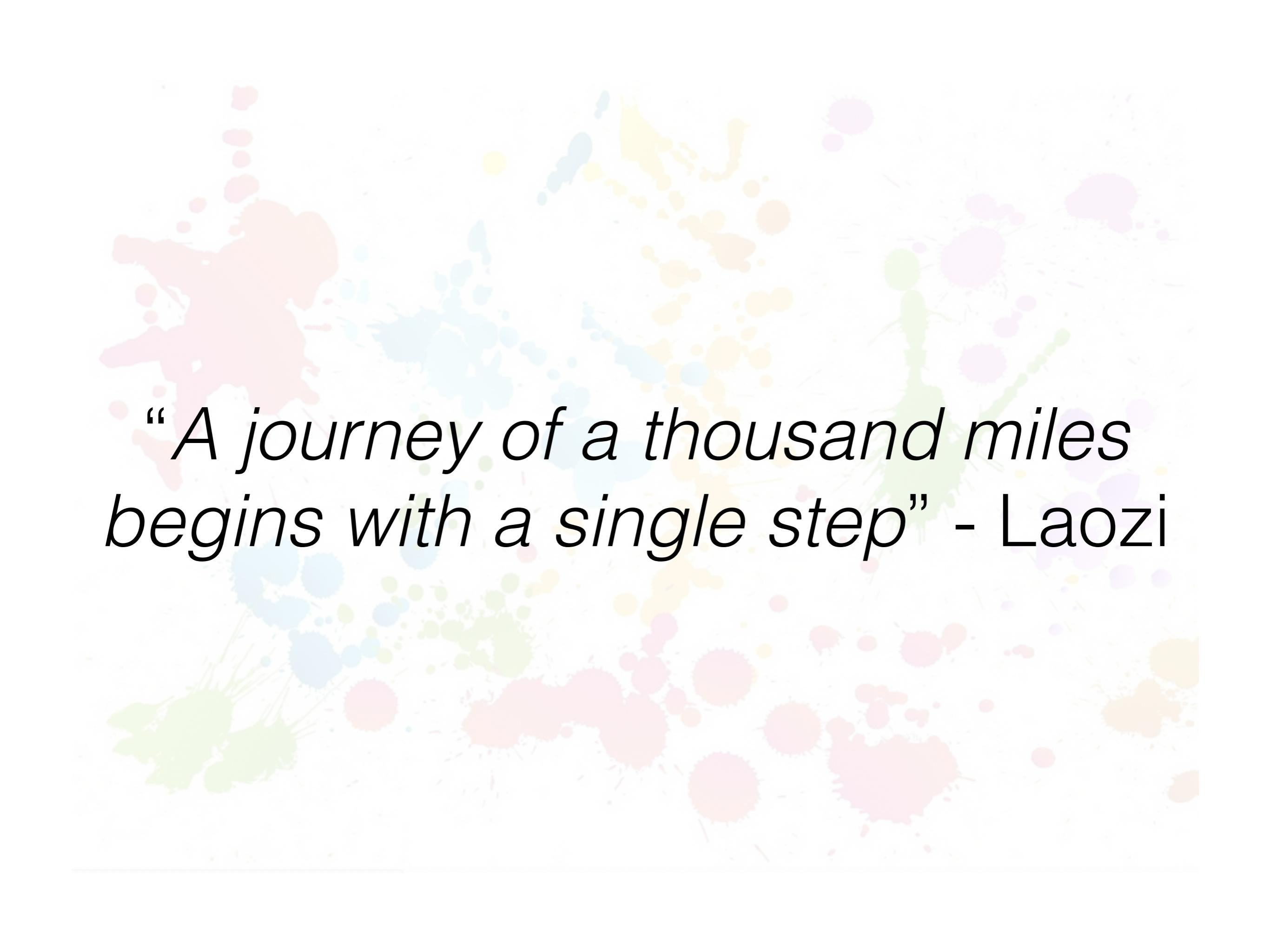




People are creative







*“A journey of a thousand miles
begins with a single step” - Laozi*



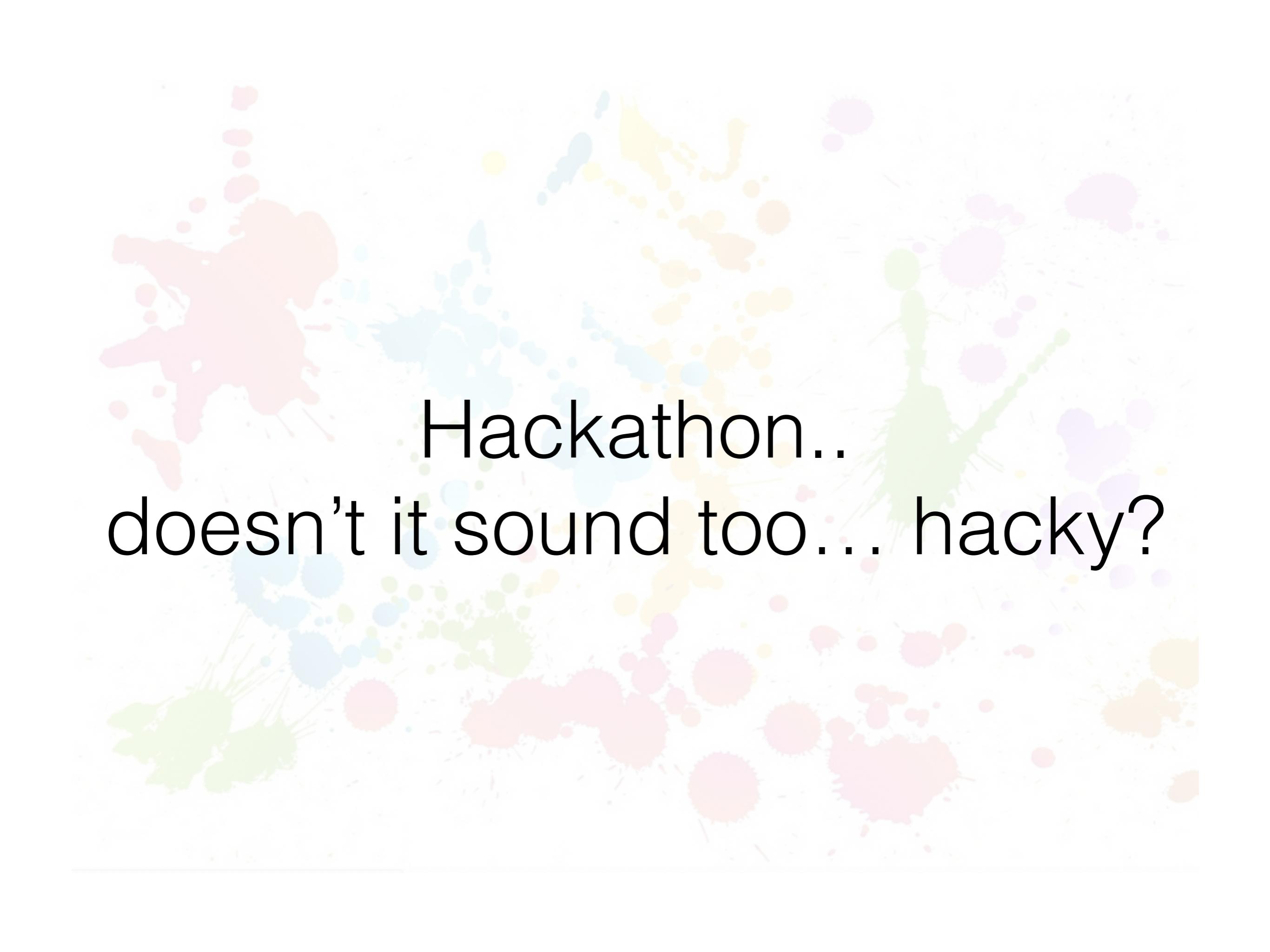


What is Hackathon?

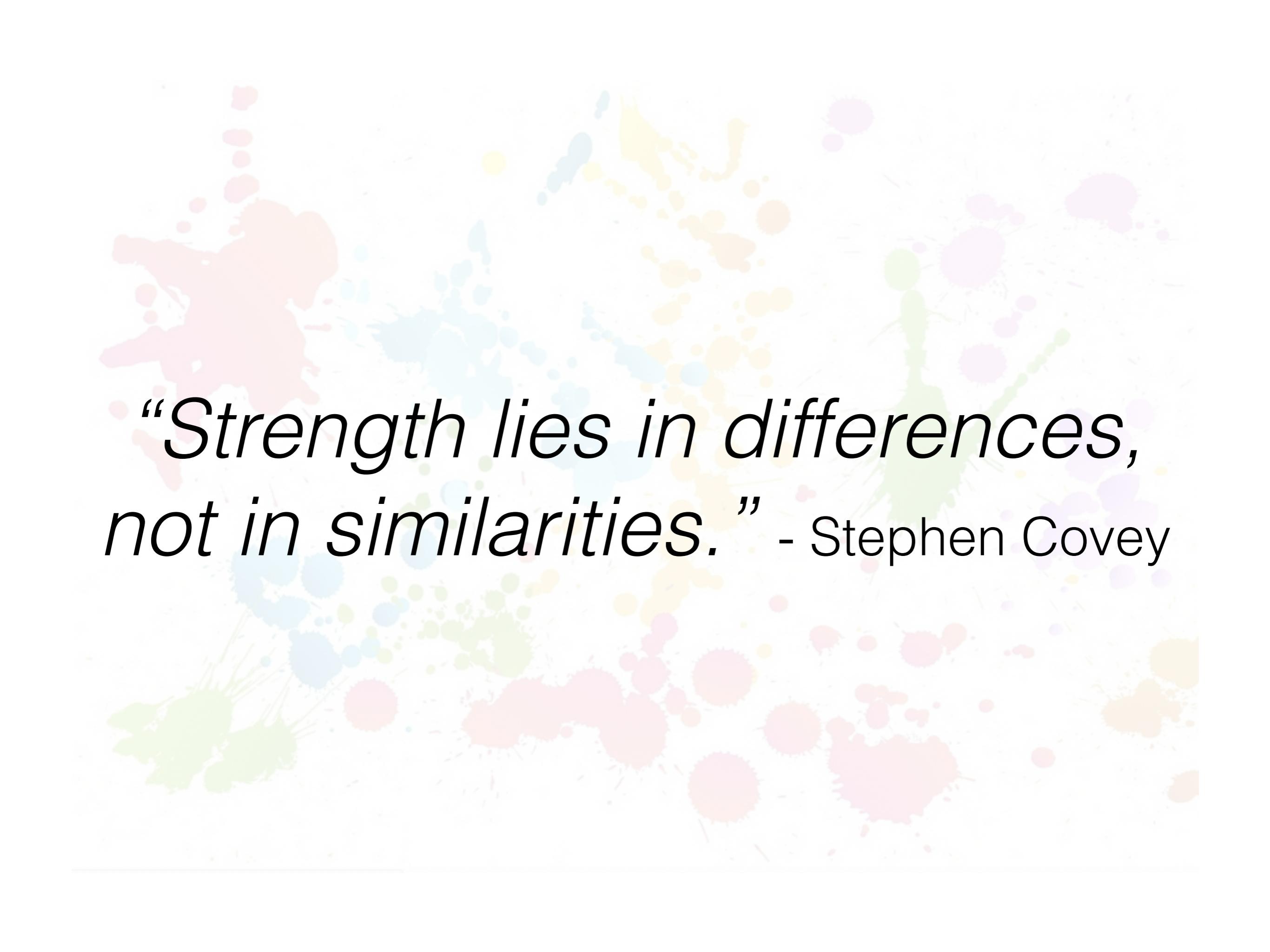
- Form teams
- Come up with ideas
- Build prototype
- Present

Why Hackathon?

- Your programming assignments, design projects, business cases, are made and prepared.
- Simulate real world experience
- Mentorship
- Chance for you to practice whatever you are learning
- Chance for you to start up a next billion-dollar businesses
- Chance for you to win cash prizes and internship opportunities at young and dynamic companies
- Chance for you to work with people from other departments



Hackathon..
doesn't it sound too... hacky?



*“Strength lies in differences,
not in similarities.”* - Stephen Covey



Where are you going?

BROWSE ▾

Find a place to stay.

Rent from people in over 34,000 cities and 192 countries.

Where do you want to go?

Check in

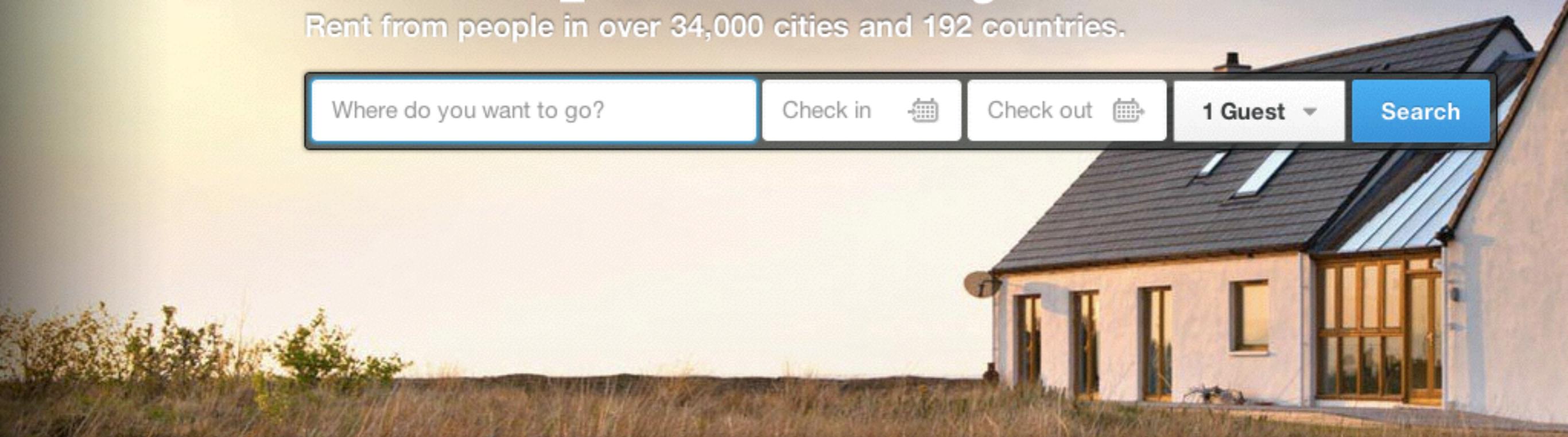


Check out



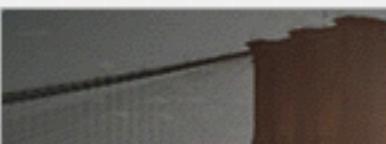
1 Guest ▾

Search



Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.

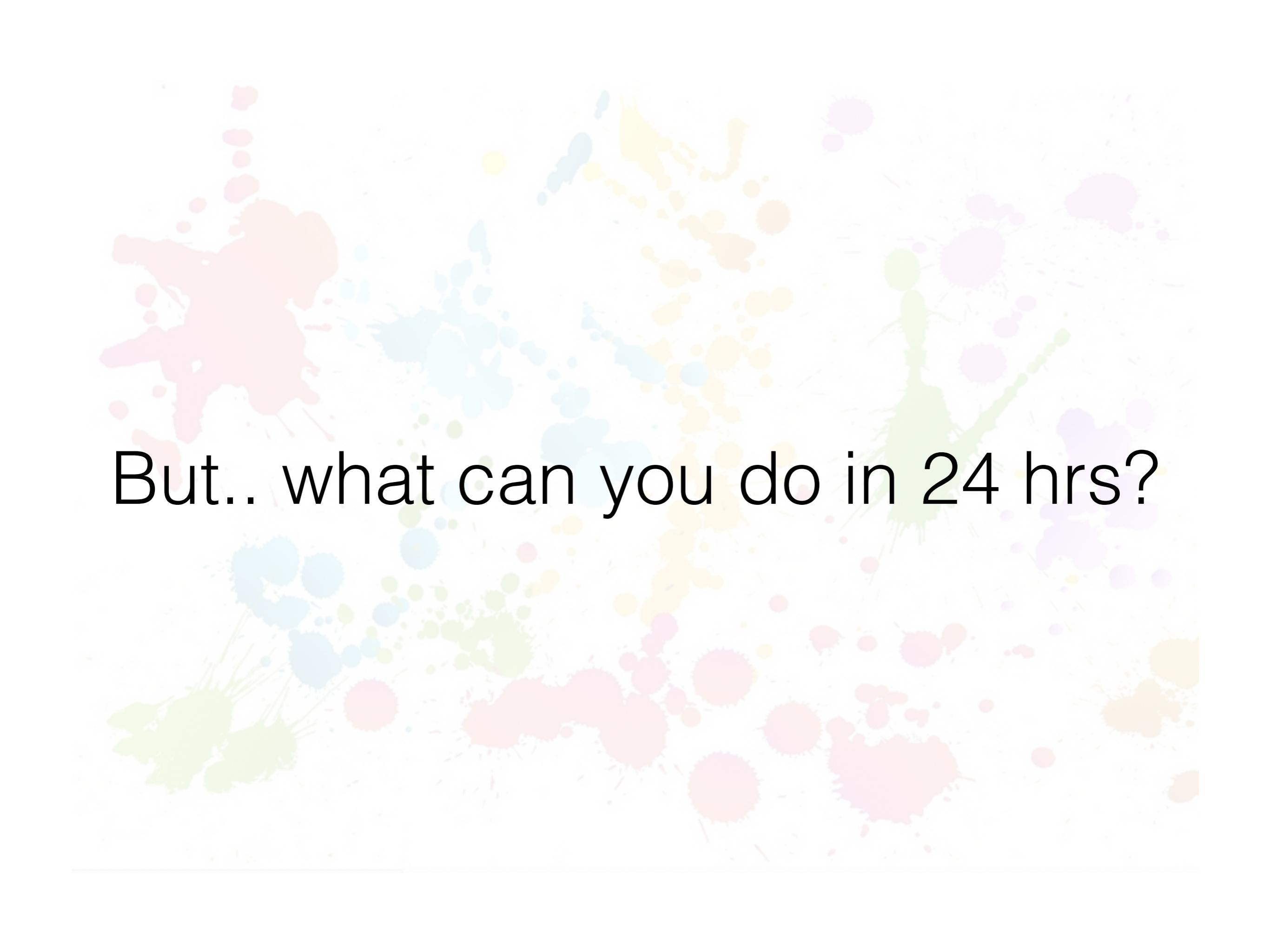


Your role?

- Design
- Programming
- Business Development
- etc.



It's about the team



But.. what can you do in 24 hrs?



Chat with your groups online:

[Log in](#)

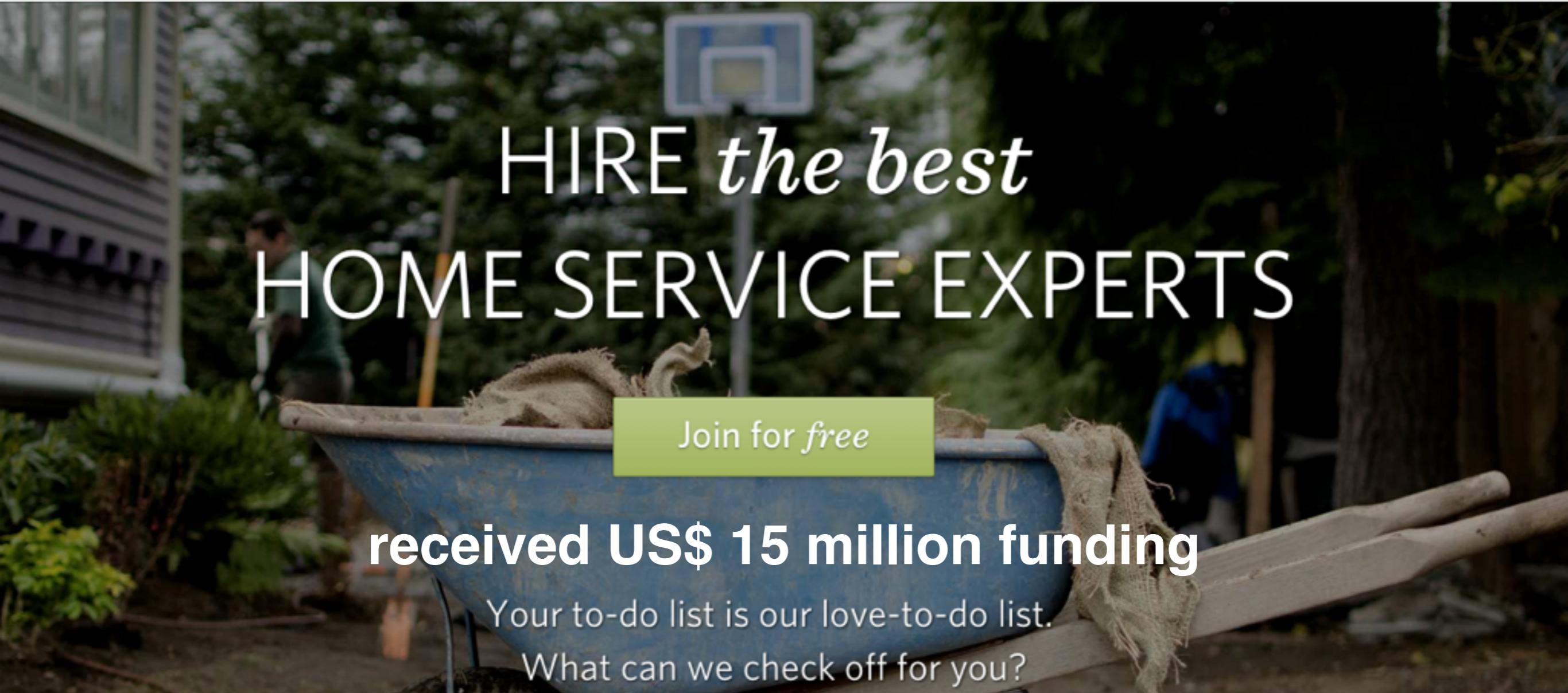
The best way to chat
with everyone you know

[Get the App](#)

"Lifechanger.... utterly indispensable"
GIZMODO



bought by skype for USD\$ 50 million



HIRE *the best* HOME SERVICE EXPERTS

Join for *free*

received US\$ 15 million funding

Your to-do list is our love-to-do list.
What can we check off for you?



Clean and tidy up the house

Why Hackathon@HKUST?

- #1 in Asia
- Growing startup community in Hong Kong
- Promoting entrepreneurship at HKUST
- Pioneering the Hackathon culture
 - First ever Hackathon held at a university in Hong Kong

Rundown

| | |
|--------------------------|-----------------|
| Team formation | Before event |
| Team selects an idea | Saturday 26 Apr |
| Build a prototype | |
| Present idea & prototype | Sunday 27 Apr |
| Winning teams announced | |

Team Formation

- Team: 2-5 people
 - At least 1 programmer
 - Others can have different roles (user interface, design, business aspects)
- When to form a team?
 - Before the event
 - Tonight
 - At the Hackathon: Saturday 26 Apr morning (9am-12pm)

Idea

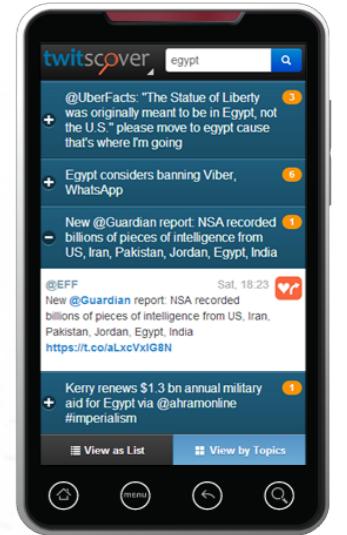
- Desktop app, web app or mobile app
- Anyone can propose an idea
- No restriction about topics
- We will provide some topics for inspiration
- At the beginning of Hackathon, each team decides which idea to work on

Solution

- All materials and software must be created during the Hackathon event
 - Code
 - Presentation slides
- The use of public and open-source software is allowed
 - Libraries
 - Frameworks

Judging Criteria

- **Main idea:**
 - How robust is your idea and how thorough have you thought about your solution?
- **Usability:**
 - The user interface design, user experience, and overall usability of the system.
- **Implementation:**
 - Implementation of your solution, the technology employed, architecture design, and implemented prototype.
- **Business value:**
 - Thinking about your solution from the economic perspectives, the eye of investors, your stakeholders, and your customers.
- **Presentation**



Judging Panel

- **Prof S.C. Cheung**
 - Professor in CSE
- **Dr Steven Lee**
 - HKUST Entrepreneurship Centre, E-Academy
- **Irene Cheung**
 - HKUST Alumnus, Entrepreneur
- **Jon Buford**
 - Entrepreneur, StartupsHK

RADICA
Grow eDatabase Value

Makible

Prizes

- 3 winning teams selected by judging panel
- Audience's favourite team
- Cash Prizes HK\$ 14,000
- Free cloud server hosting for 1-year
- **Internship** opportunities

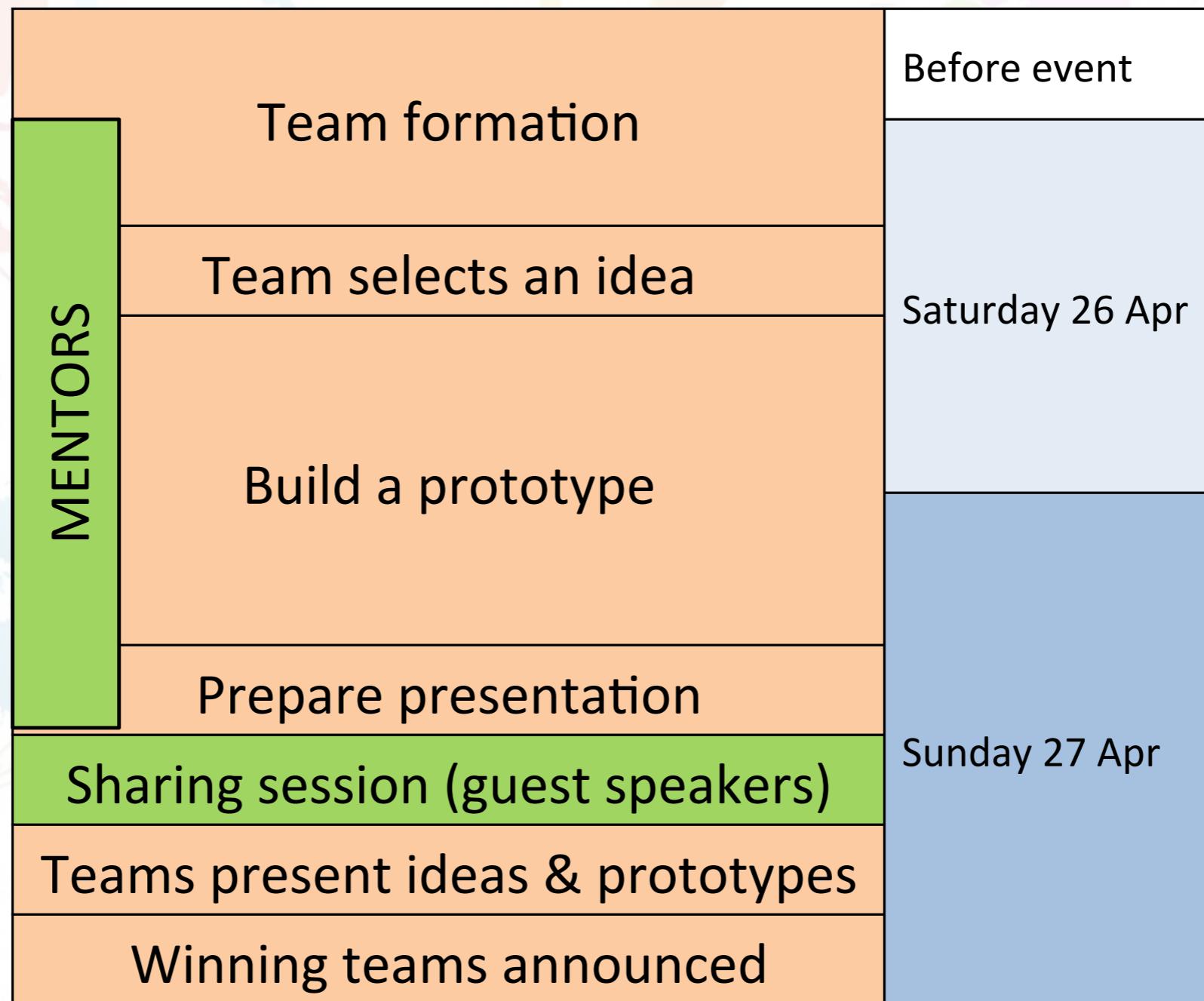


Fast-growing 3D printer developer



Award-winning e-marketing solutions

Mentors & Sharing Speakers



And of course.. Foods & Drinks

| | | |
|---|----------------------------------|-----------------|
| <p>Free food & drinks</p> <p>MENTORS</p> | Team formation | Before event |
| | Team selects an idea | Saturday 26 Apr |
| | Build a prototype | |
| | Prepare presentation | |
| | Sharing session (guest speakers) | Sunday 27 Apr |
| | Teams present ideas & prototypes | |
| | Winning teams announced | |
| | | |

And of course.. Foods & Drinks

- Pizza
- Snacks
- Tea, coffee
- Red Bull
- Soft drinks
- Can even bring your own food

What's Next?

- Get prepared
- Think of ideas
- Form groups
- Looking for team mates?
 - Meet others to form teams
 - (engineering, design, business students)
- Register! <http://hackathon.cse.ust.hk/>

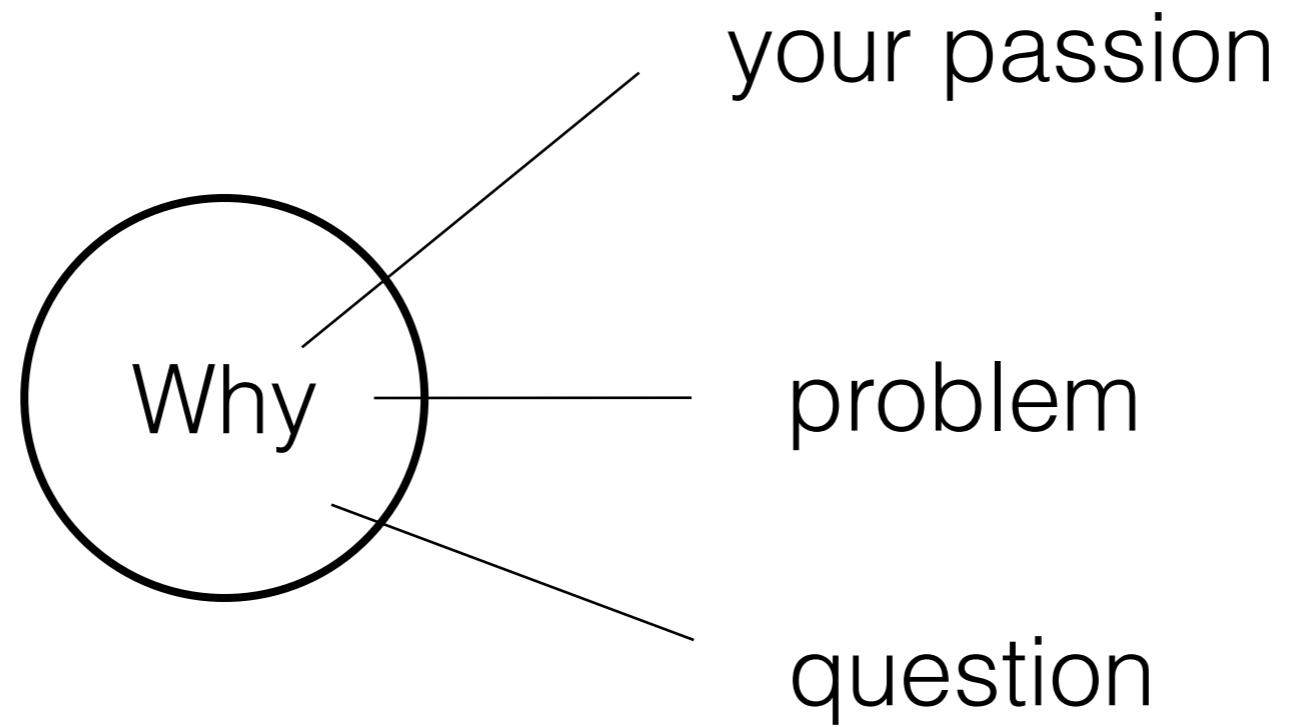


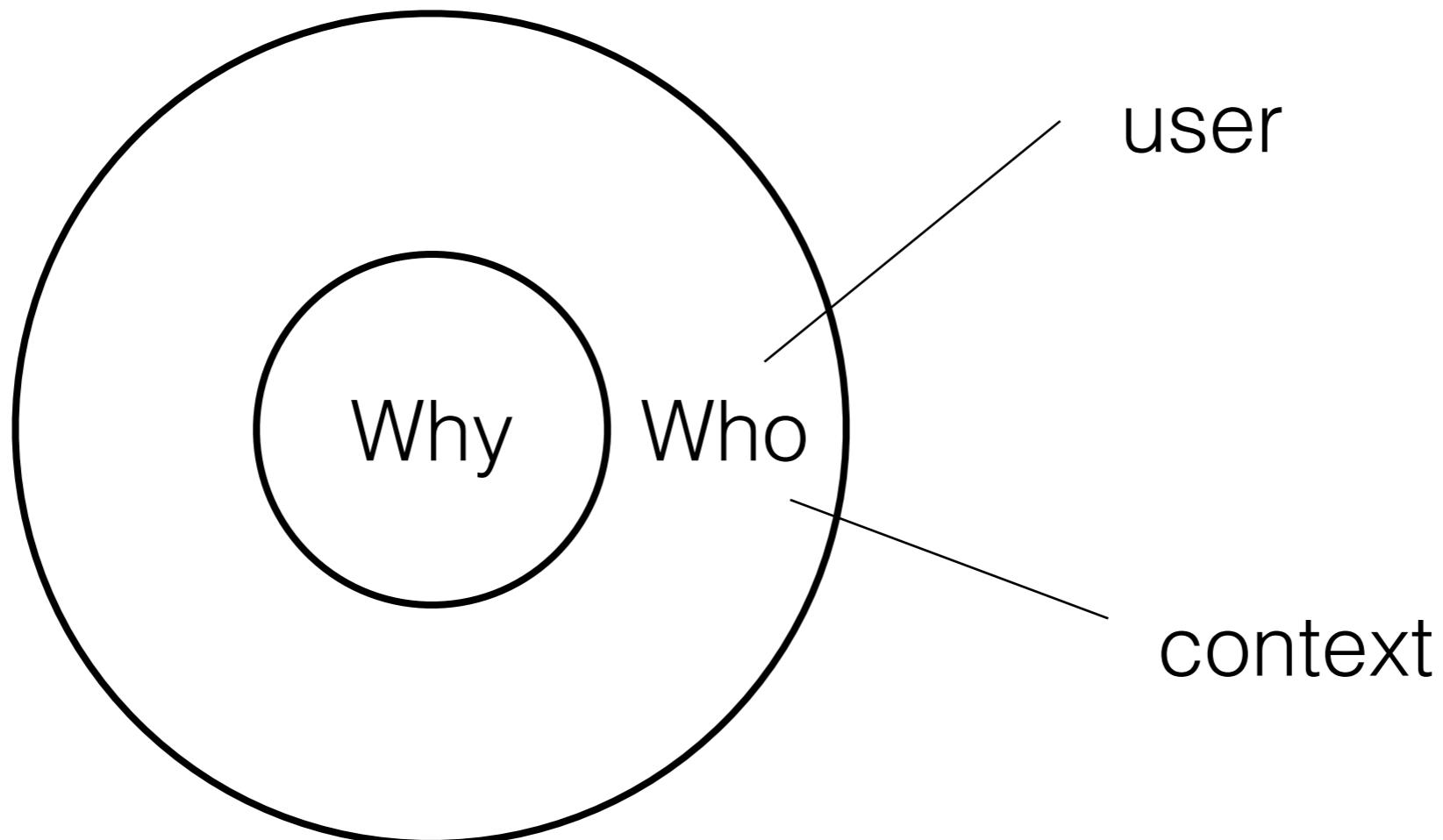
Part II:

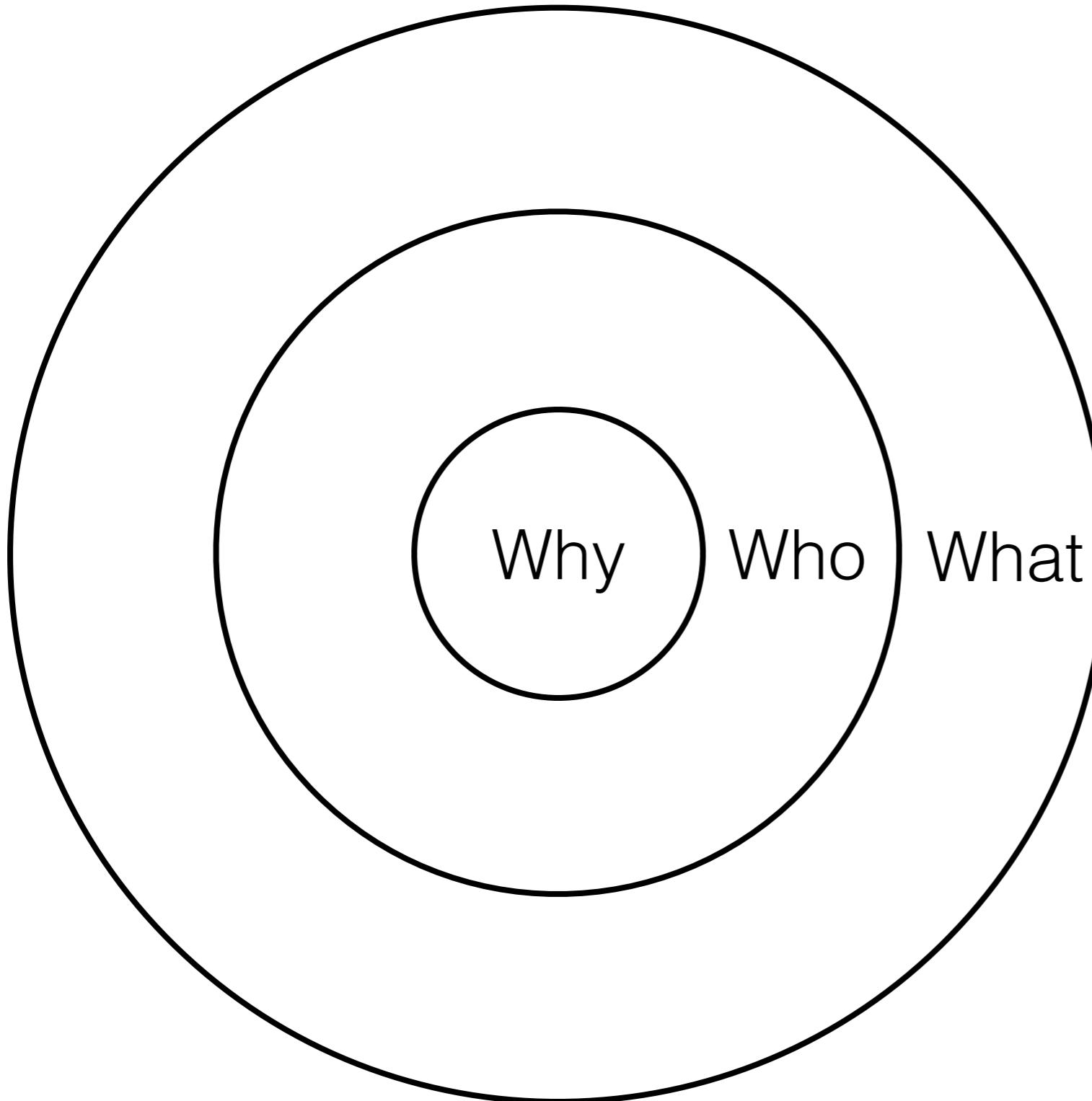
How to get a great idea?

"If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than five minutes."

Albert Einstein, Physicist & Nobel Laureate





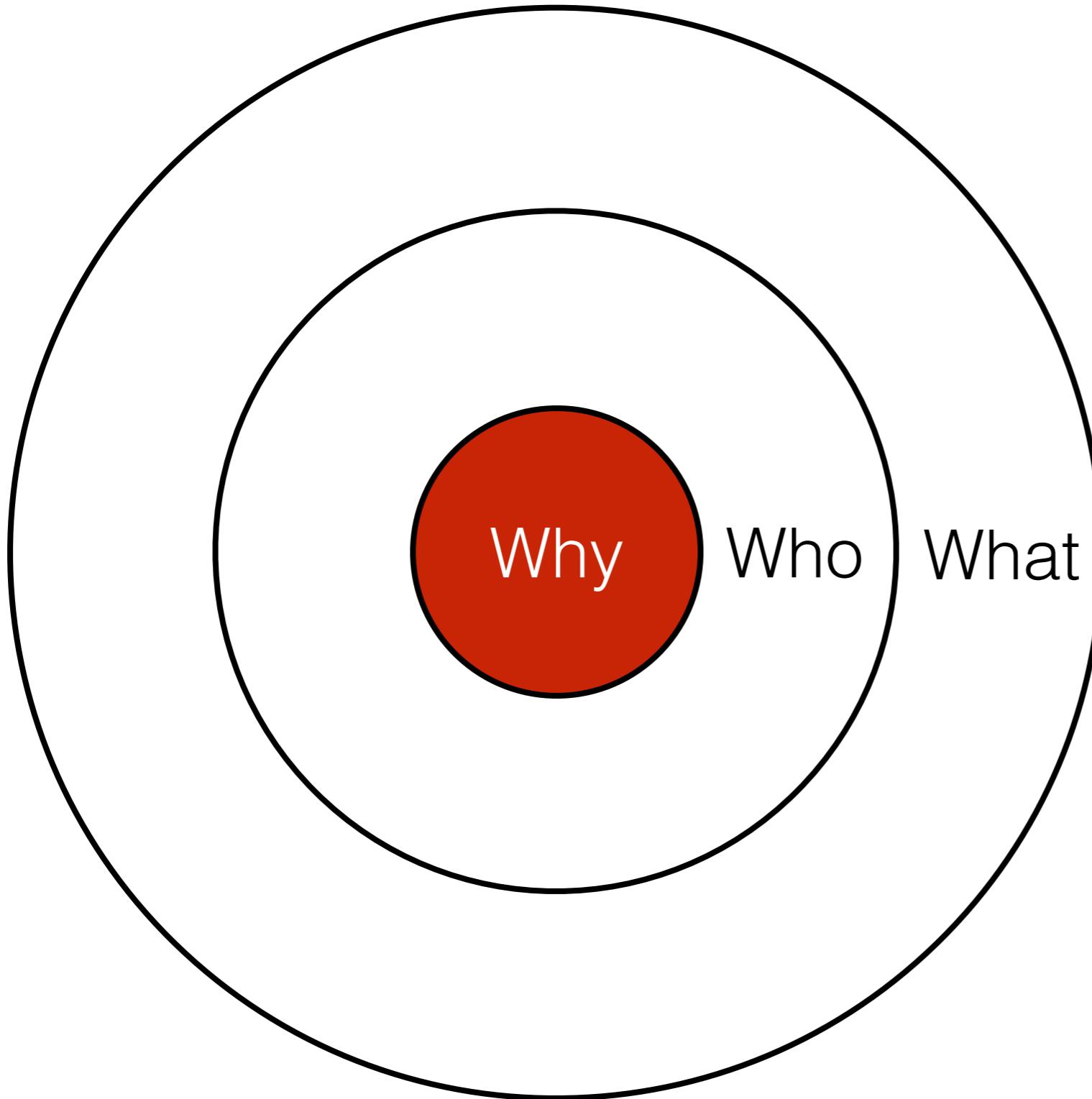


service?

product?

app?

web site?



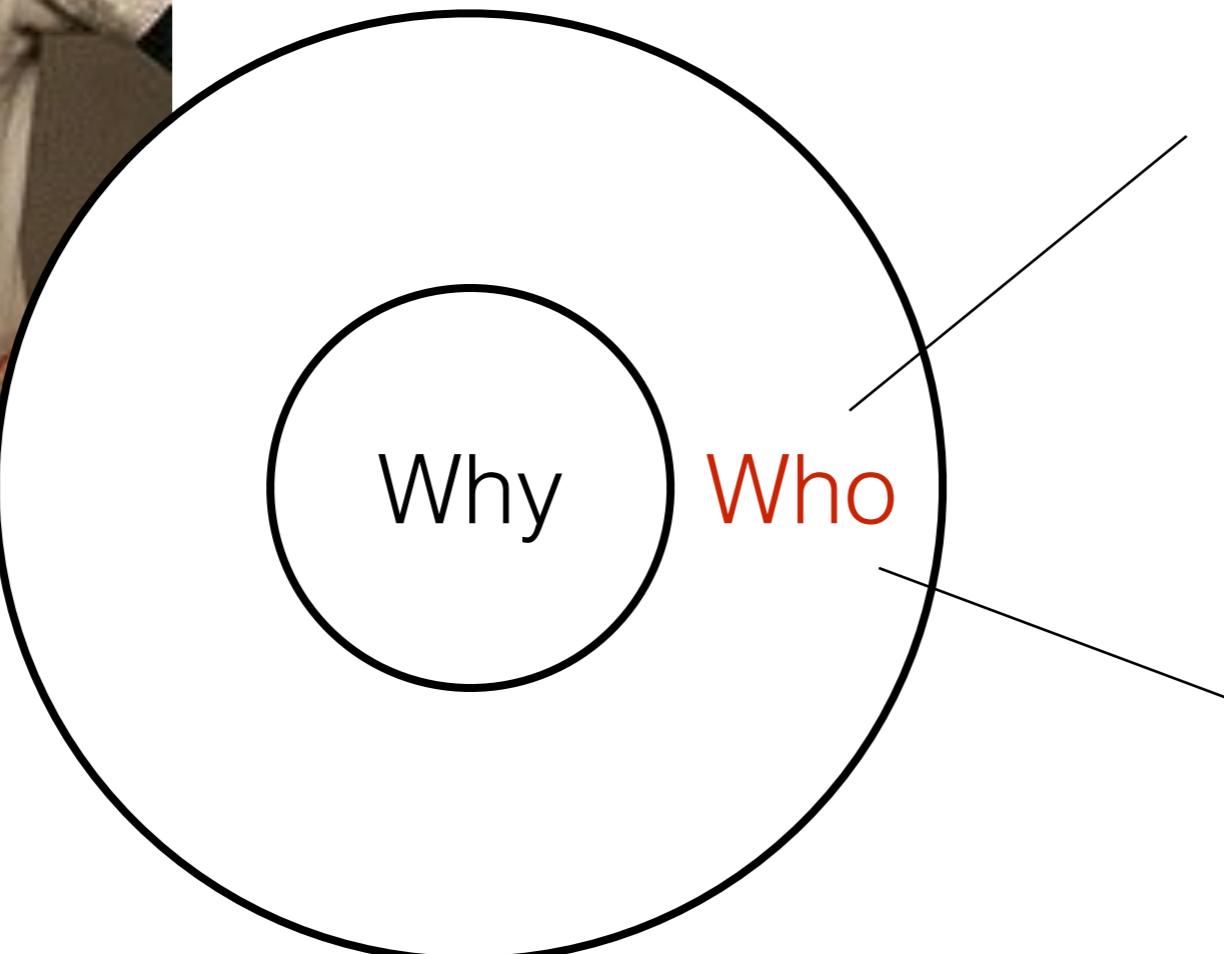


Why

I live in HK.
I want it to be clean.

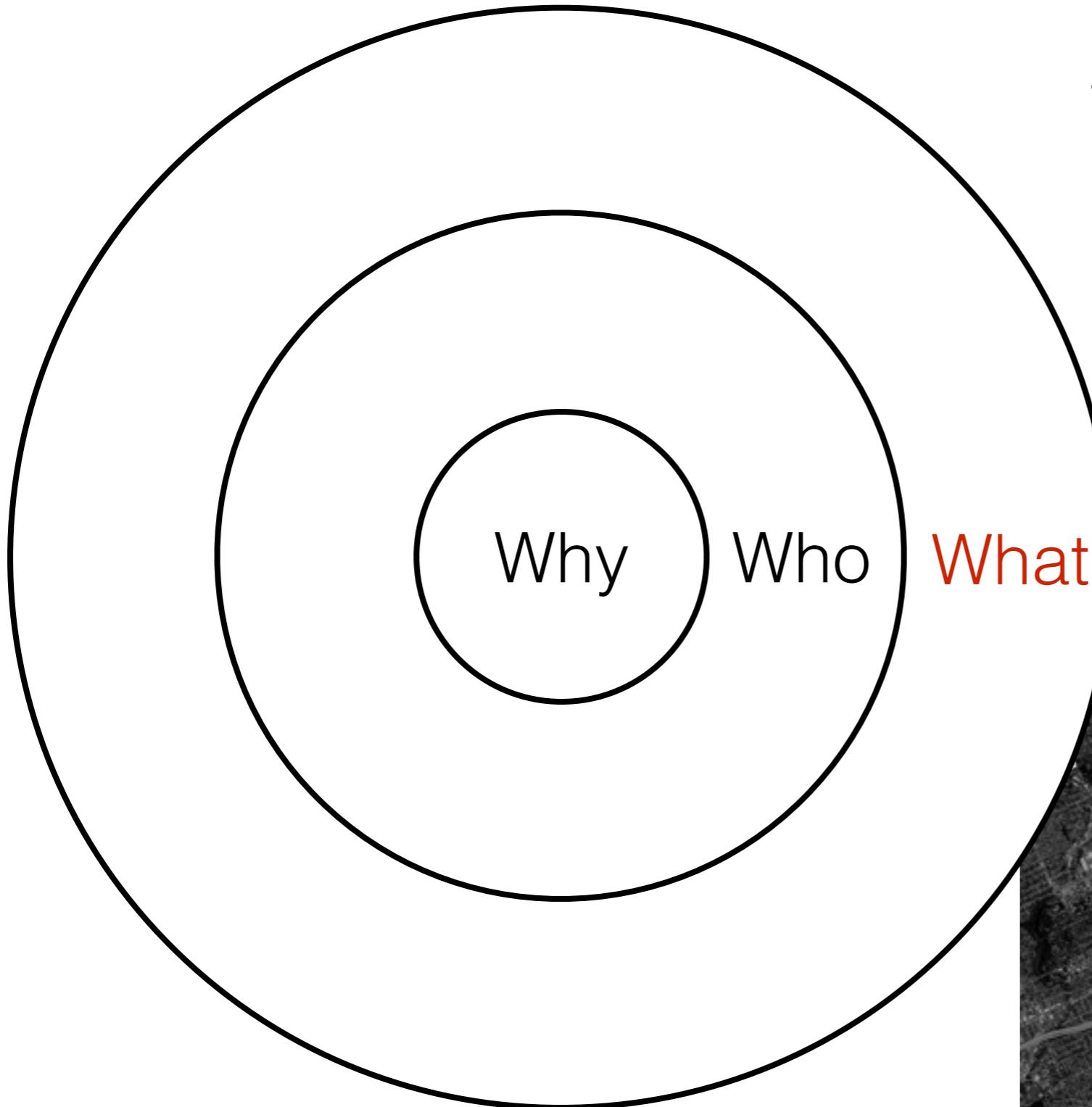
HK lanfills will
be full by 2015.

How can I encourage
people to recycle
household waste?



Environmentally
-conscious
Hong Kong Yan

Skeptical about
HK recycling



persuade them
that recycling works:

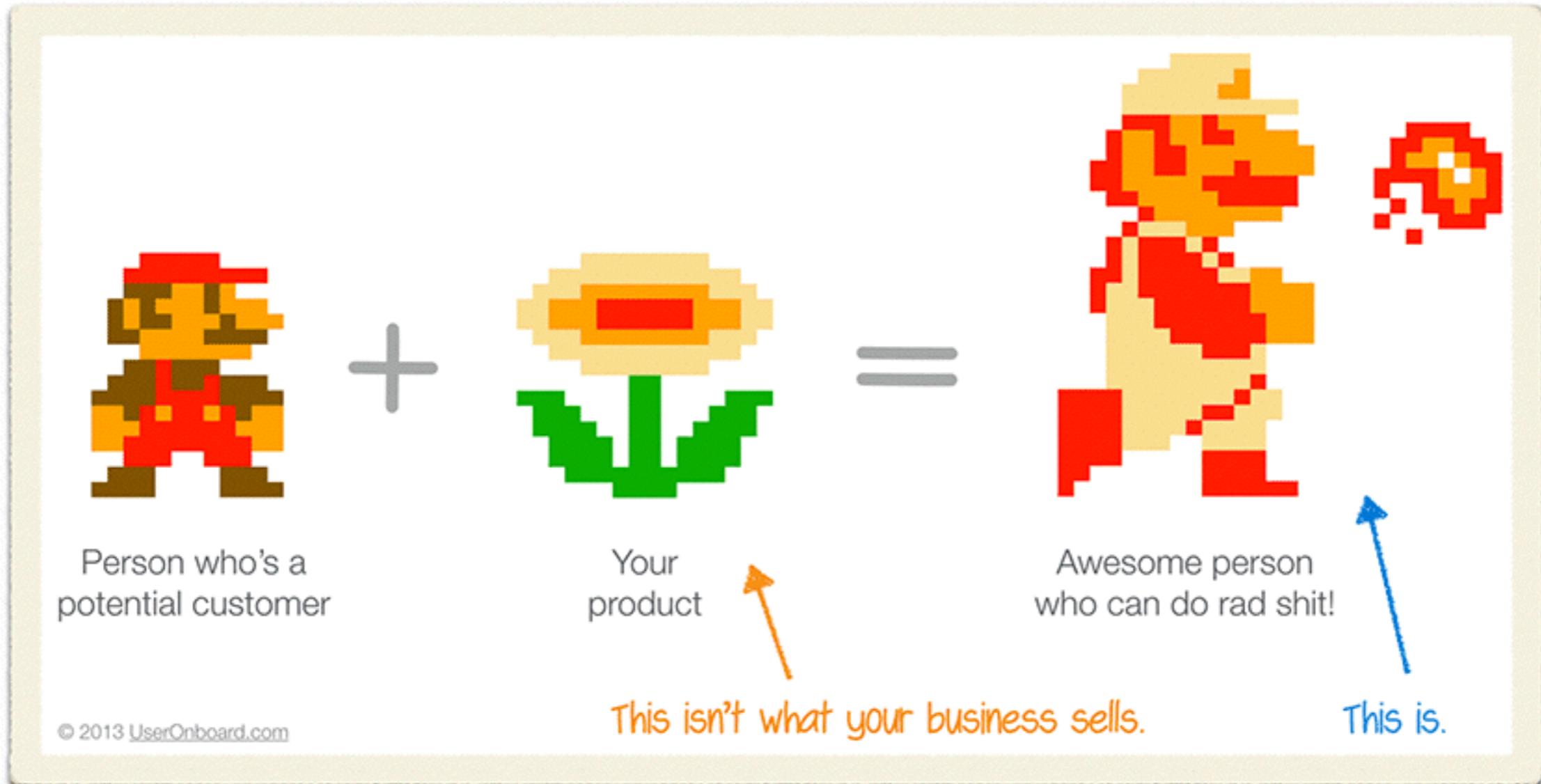
tracking device
mobile app



Communicate solution

- **What:** I am making a tracking device and an app
- **For whom:** For environmentally-conscious Hong Kongers
- **Why:** To track their recycling to ensure it does not end up in the landfill, because HK is running out of landfill space.

Communicate solution



Part III:

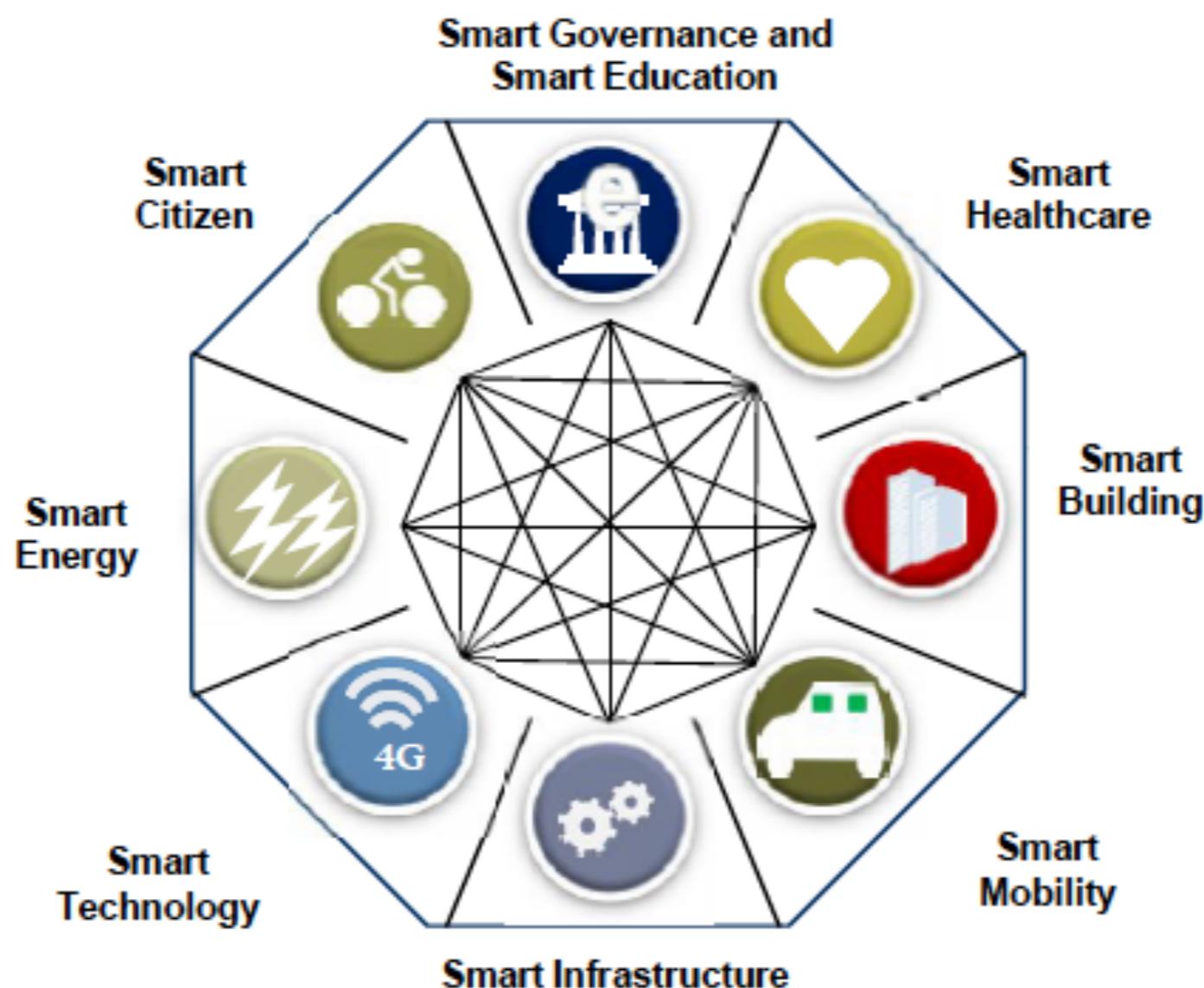
Get Inspired

Smart Cities
Prof. Po Chi Wu

Smart Conversations, Smart Cities

Po Chi Wu
Adjunct Professor
School of Business & Management
School of Engineering
HKUST

Smart City Concepts



Source: Frost & Sullivan Mega Trends, M920-MT August 2013

Smart City of the Future Value Architecture



Source: IDC Government Insights, 2013

| | |
|---|--|
| <p><i>Currently have</i></p> <p>What activities do cities currently do that they should shed?</p> <ul style="list-style-type: none"> • Outsource to reduce costs and free up resources; Divest non strategic interest. | <p>What are a city's core activities that should be retained?</p> <ul style="list-style-type: none"> • Source of competitive advantage • Do they need to be optimized, reorganized, consolidated? |
| <p><i>Currently don't have</i></p> <p>In which activities should cities continue to partner for external expertise?</p> <ul style="list-style-type: none"> • Necessary alliances to meet critical needs • Continue to partner and develop new alliances. | <p>What new activities should a city be expanding into?</p> <ul style="list-style-type: none"> • New source of sustained advantage • Use of internal assets, relationships and capabilities. |

Non-core competency
(External specialization)

Core competency
(Internal specialization)

Source: IBM Center for Economic Development analysis, in "A vision of smarter cities", IBM Institute for Business Value



Smarter Cities Challenge

Lessons for Leaders

- Be bold, even audacious
- Break down bureaucratic barriers
- Partner with the private sector
- Encourage citizen involvement
- Understand the value of data
- Embrace transparency
- Prepare to be surprised
- Invest for the future
- Take action immediately

Source: IBM Smarter Cities Initiative



Part IV: Team Exercise

Team Exercise

- **Why/Question:** Define problem
- **For whom:** Who is your user
- **What:** What is your solution to the problem

Finding a solution

1. Introduce yourselves
2. Discuss problem
3. Define question
4. Find at least 10 possible solutions
5. Combine, mash-up, decide top 3



Part V: Networking Session

