**When will it take place**

* We need a weekend\*\*
* Best Weekends looking like Nov 6-8,

or Nov 13-15

**Who are our participants**

* Canadian and College University Students
  + Computer science programs
  + digital artist programs
  + video game development programs

**What will the structure of the hackathon be**

* weekend based
* 48 hour long
* At physical HUBS and virtually on the website

**What is the goal of the hackathon**

* Increase Hackworks Branding
* Show people what Hackworks can do as a hackathon planner, demonstrate our expertise and to get more clients
* Build our participant community

**What is the Theme**

* Pick one ourselves: EX. Post apocalypse, space, the future, super hero, unlikely hero,
* OR Sponsor dictates theme

**Who are the Sponsors we are going to target**

* McDonald's
* Unity
* Ubisoft

**Why would a sponsor be interested in a game hackathon**

**How will we provide value to the sponsors**

* Base the theme on their brand
* recruiting acces
* Final product access (they get to publish the game)

**Where will it take place**

* Physical HUBS on campus
* virtually on the GCA website

**Which Schools are going to participate (what are our target physical HUBs/ which are the best schools for the GCA? EX. the schools who will have the most participants)**

* George Brown
* U of T
* Ryerson
* Algonquin

**Website Goals**

* Upgrade matchmaking tool
* Rework the flow
* Increased how to submit information
* Intergrate with hackworks.com
  + Profiles?
* Online judging tool in alpha
* Forum integration?

**Submissions**

* We are not tied to mobile anymore
  + What do we want to do?
  + What is easiest?
  + What has the most value?

**Random Questions I have**

* Will there be a pitch day?
* Will there be a Grand Finale?
  + What’s the scope?
    - **Grande Finale with top 3 teams pitching their apps**
* What will be the prizes?
  + Depends on sponsors, but what is are target?
  + Is it all cash or is it in-kind - like start a business advice, legal advice, working with the game studio from your hub?
    - **Cash - Funding to bring their game to market ( we should experiment with ways to keep the project going after the hackathon, for example we can give them milestones and at each milestone they meet they receive funding)**
    - **Potential job opportunity via sponsors**
    - **Prizes from sponsors**
* What is the goal of the hackathon for hackers?
  + Learn?
  + Final Product?
  + Prototype?
    - **Viable Prototype that can be made into a real marketable game and a great learning experience**
* What is the look/feel of the event going to be? are we sticking with pixels or should we upgrade?
  + What are the benefits of being consistent or changing?
  + Will assets be easier or more difficult to create (we pay for artists time)
    - **I like the idea of rebranding the logo and color scheme to something more up to date with the new direction of the GCA**