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**General notes:**

* If we can, try to keep the text in certain areas as concise as possible, Ian if it helps, add in Text limit restrictions on areas you think we shouldn’t go too long with the text.
* BLUE is text to be added to website

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# Landing Page Content

**Brief opening message - what a hackathon is and what Hackworks does:**

A hackathon is an exhilarating, competition-charged event that drives innovation and encourages entrepreneurial thinking. We imagine, organize and execute hackathons.

**Benefits of hackathons / 6 reasons for hosting a hackathon**

**Brief Introduction:**

WHY HOST A HACKATHON?

Hackathons are the swiss army knife of events. They have the power to supercharge economies of innovation in every industry, in every country and in any language.

1. **INNOVATION**

**Short:**

Hackathons are an arena for those obsessed with the passion to problem-solve, to build something out of nothing. Engage the creative crowd and discover innovations off the beaten path.

**Long:**

Hackathons are an innovative proving ground for new ideas.

They stimulate the creative juices of participants and foster problem-solving and risk-taking in a casual environment. The diversity of participants guarantees a multitude of perspectives and the time limit on hackathons creates a uniquely productive atmosphere that forces participants to distil their visionary concepts down to actionable solutions. All this increases the chance of finding innovative fixes to persistent problems.

Company internal hackathons flaunt many of the same benefits as external competitions. Internal hacks can unshackle some of the corporate bureaucracy that hinders creative thought and help big brands overcome the struggle of accepting innovation within the company. Companywide hackathons can solve all kinds of challenges ranging from day-to-day workflow issues to software solutions to customer service concerns or even the creation of new products. Simply put, internal hackathons are a great way to reinvigorate a company’s innovation culture and capabilities.

**2. COMMUNITY CREATION**

**Short:**

Technology is changing how we do business and connect with the world. Be part of this change by activating a tech-savvy community of enthusiasts to rally for your cause.

**Long:**

In our technology-centric world, even the traditionally analog landscape – like the Taxi industry – is not exempt of unpredictable disruption by technology startups. To stay current and connected to the makers and entrepreneurs that may be leading these overnight sensations, it has become increasingly important for all businesses to engage with and create an innovation community of their own. Developers, the experts in the universal language of change – code – provide the fuel to generate these innovations and are the center of gravity of such invention-focussed communities.

**3. DEVELOPER ENGAGEMENT**

**Short Description (Landing Page):**

Realize the full value of your software solutions, gain developer trust and activate the community to open new growth opportunities.

**Long Description (Expertise page):**

Hackathons build a bridge to the developer community.

For companies whose competencies lie in providing technology solutions, hackathons help establish two-way conversations between those that develop the technology (APIs, APKs, data sets etc) and the people that use them. This feedback loop increases developer adoption, which is crucial if solutions are to proliferate across new channels.

**4. CORPORATE BRANDING**

**Short:**

Hackathons are a fantastic vehicle to position its hosts and sponsors as corporate changemakers by demonstrating honest investment in the social coding movement.

**Long:**

Associating your brand with a hackathon can change the public’s perception of your brand and help acquire developer mindshare. Hosting a hackathon or getting involved as a sponsor is an efficient way to deliver more awareness about your company to a prime, target audience – the maker community – and increase brand exposure in the tech world.

**5. IP DEVELOPMENT**

**Short:**

Hackathons are a hotbed for innovation. Participants’ submissions may open up additional markets, customer bases, spawn new product lines or entire companies.

**Long:**

Hackathons are great, not necessarily because the silver bullet will be found, but because participants may find something you never knew you were looking for. This may be using your software solutions to break into new markets or developing extensions that open up entire new customer bases.

In addition, participants often not only develop a prototype of an app but frequently its infrastructure as well. A hackathon can build a genuine business case for the submission that justifies and facilitates further development and investment in the team that provided the solution.

**6. RECRUITMENT**

**Short:**

Hackathons allow employers to look beyond resumes and interviews to candidates’ product development capabilities, team dynamics and stress resistance.

**Long:**

As project-based challenges, it’s hackathons that come closest to testing a candidate's capabilities of handling challenges in the workplace.

With software developers and data scientists in high demand, it’s challenging for companies to gain exposure, garner interest and determine the best talent. Hackathons address both challenges. Companies gain awareness in the developer community and are perceived as “hacker-friendly”. This helps attract top talent and once the candidates apply, they have at least one project under their belt and have proven to be passionate enough about their work to spend a weekend with little to no sleep.

**Next Steps:**

**(Brief Landing page text)**

Let our expertise and professionalism make your hackathon a world class experience.

Button: Find out more

Button: Plan a hackathon

# About Page

**Hackworks Overview/Description:**

Hackworks evolved out of XMG Studio, with experience planning and executing hackathons

across Canada since 2010.

We have earned a reputation as creative, multi-disciplined and successful hackathon experts with unmatched bench strength and an unstoppable drive for results.

We’re not afraid to roll up our sleeves and get dirty. We never settle for anything less than

extraordinary. This is why we hold the record of having organized the largest competitive

hackathons in Canada for 4 years running and have strong relationships with the maker

communities across the country.

# Services

See this Google Doc:

https://docs.google.com/a/hackworks.com/document/d/1jEoK7HtxkgG8XhzmuNRubLej\_aAgEXRbmS\_o6p-wjFU/edit?usp=sharing

# Expertise

Our passion for enabling software developers to show off their skills has earned us the trust of some of the best brands, non-profits, government agencies and startups in the world.

**GCA Case Study:**

@Andrew Will be writing these next week

**CODE Case Study:**

@Andrew Will be writing these next week