

DEV DOJO

Hackathon 101

Jeremy Lau :)



What is Hackathon to you?

Hacking

Creating a
website

Building a
business

Developing a
software



Create Change



Report Card

Hackathon

8

Business Case

5

Pitch, Proposal,
Ideathon,
Debathon

Virtual Hackathon

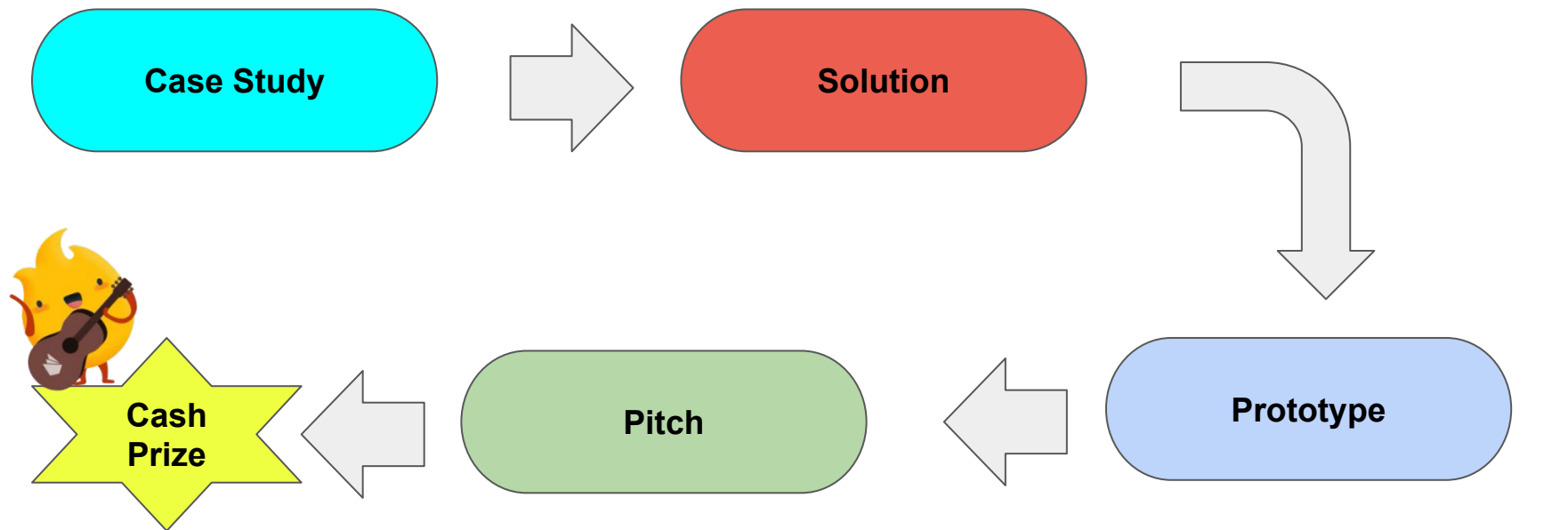
- NUS (Best Freshman Hack)
- MYHackathon (Top 20 Finalists)

Physical Hackathon

- Odyssey Hackathon (Champ)
 - InnoJam | Smart City Design Challenge 2023 (Champ)
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The Perfect Hackathon





Now the question is “How To Win A Hackathon”



What is more important?

The Solution

The Pitch

The Sustainability

The Income



Judging Rubric (Pre)


Solution (20 marks)

- Innovation
- Impact
- UI/UX
- Technology

Business (20 marks)

- Business Model
- Business Sustainability
- Market Analysis/Plan
- Competitive Advantages

Pitching (10 marks)

- Demonstration
 - Time Allocation
- 

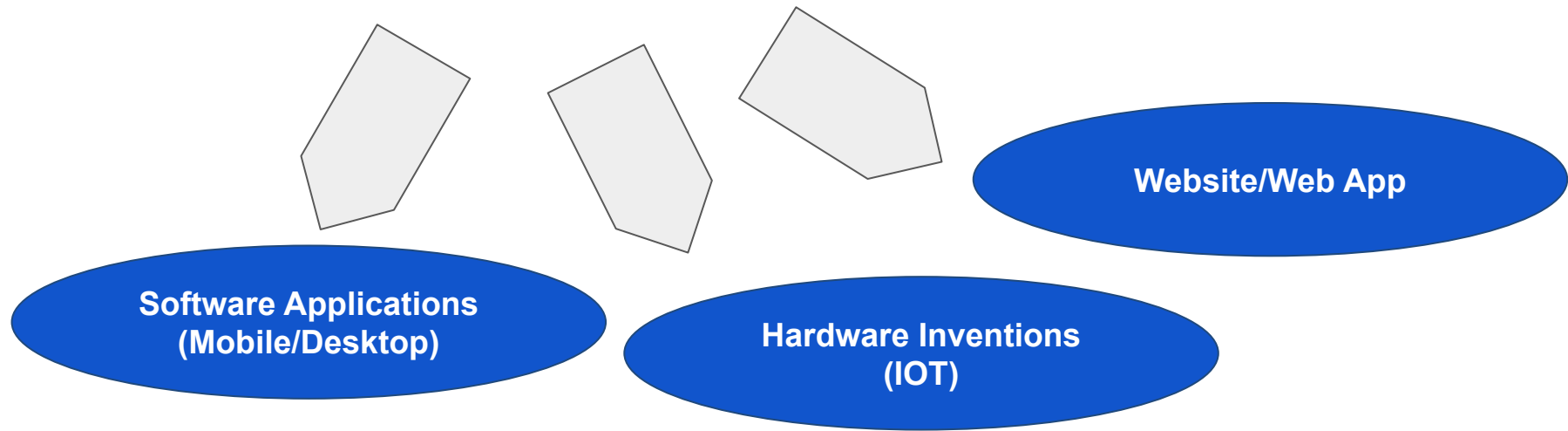
Let us deep dive into The Solution



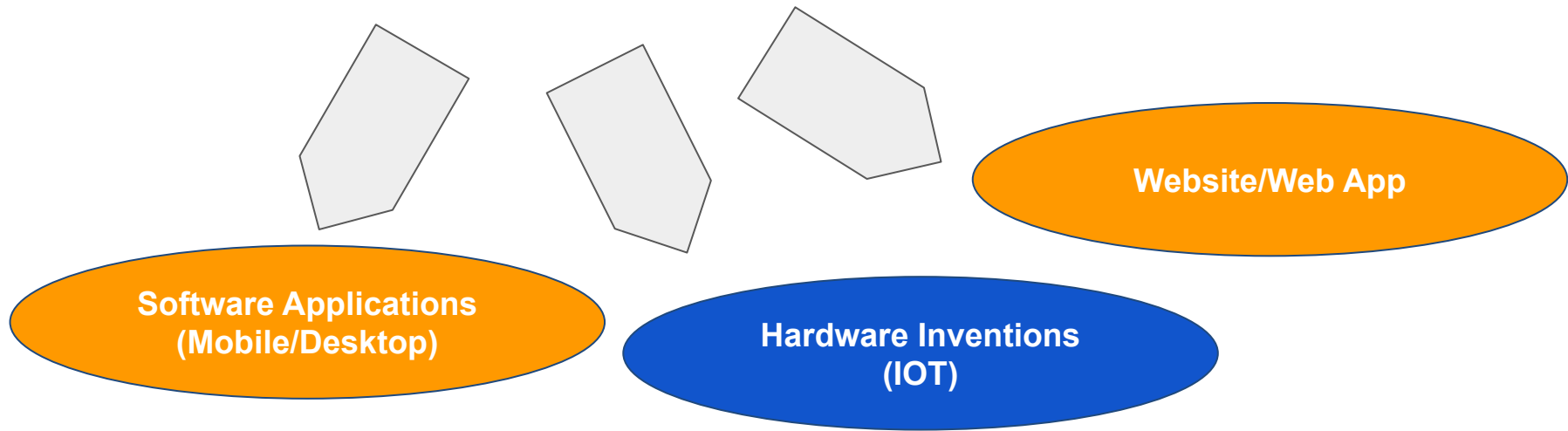
Question 1: What is a Solution?



In a hackathon, a solution could be



In a hackathon, a solution could be



Question 2: How to pick a solution?



Domains

- Ed-Tech
- Healthcare and Life Sciences
- Smart Cities and Urban Development
- Streamlining and Enhancing the Efficiency of the Hiring Process Using Artificial Intelligence (AI)



Can I ChatGPT?

Why not?



To create an impactful solution.

- Sources of inspiration
 - News (Online/Offline)
 - Government Initiatives
 - 17 SDGs
- The easiest, look at your day-to-day life.



Question 3: How to validate a solution?



Questions to ponder.

1. Will you use this application?
2. Is your solution a redundant proposal?
3. How sustainable your solution is?

Judging Rubric (Pre)

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Pitching (10 marks)

- Demonstration
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1. Will **you use** this application?
2. Is your solution a **redundant** proposal?
3. How **sustainable** your solution is?

?

Let us deep dive into Business Aspect



What are the types of business model?



In simpler words, it means how do you
earn money?



Common Ways

- Subscription Model
- Freemium Model
- Ads
- Direct Sales Model
- Sponsorship

The key question:
Why should people pay?



People are already
paying for the same.

It is a **new need.**

Or someone would pay?

If so, how much **should you charge?**

The key question:
Why should people pay?



Let us deep dive into Competitors Analysis



Red Ocean vs Blue Ocean

**Existing
a.k.a Occupied Market**



**Uncontested
a.k.a New Market**



The Hackathon Dummy Tools

UI/UX Prototype

- Figma



- Adobe XD



Competitor Analysis

- Business Model Canvas
- SWOT Analysis
- Red Ocean & Blue Ocean
- Market Positioning Maps

Data Sources

- Open Source
<https://data.gov.my/>
- Financial Report

Financial State

Needs and Wants

Impacts-level

It is very important to recognise
“The stakeholders”

Level of
Engagement

Commitment



What Programming Language?



Be Smart. Use frameworks.

Front-end

- React
- Angular
- Vue.js

Back-end

- Express.js (Node.js)
- Ruby on Rails
- Django (Python)

Others

- Swift
- UIKit
- Unity (C#)
- React Native

Pitching 101



Hackathon 101 : Jeremy Lau



Creator: Michael Davis

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The Way To Pitch

1. Business Proposal
2. Story Telling (Words)

Makes it Interesting + Professional

The Don'ts 🚫 in a Hackathon

1. Rush to complete a solution.
2. Copy + Paste existing solutions.
3. Think that your solution, will automatically be funded.
4. Ignore UI/UX Design.

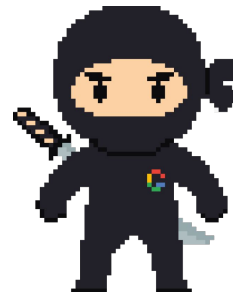




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Connect with me :)

"Be the change"

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