

BIGRED//HACKS FALL 2014 SCHEDULE

Friday Sept 26

3:00:00 PM-5:00PM	Participant Registration (Call Auditorium)
6:00 PM	Opening Ceremony (Call Auditorium)
8:00 PM	Hacking Officially Begins (Physical Sciences Building)
9:00 PM	Wings Over Ithaca & Green Star (Vegan) Dinner
10:00 PM	Microsoft Tech Talk
11:00 PM	Capital One Tech Talk - Disrupting Banking through Software AT Capital One

Saturday Sept 27

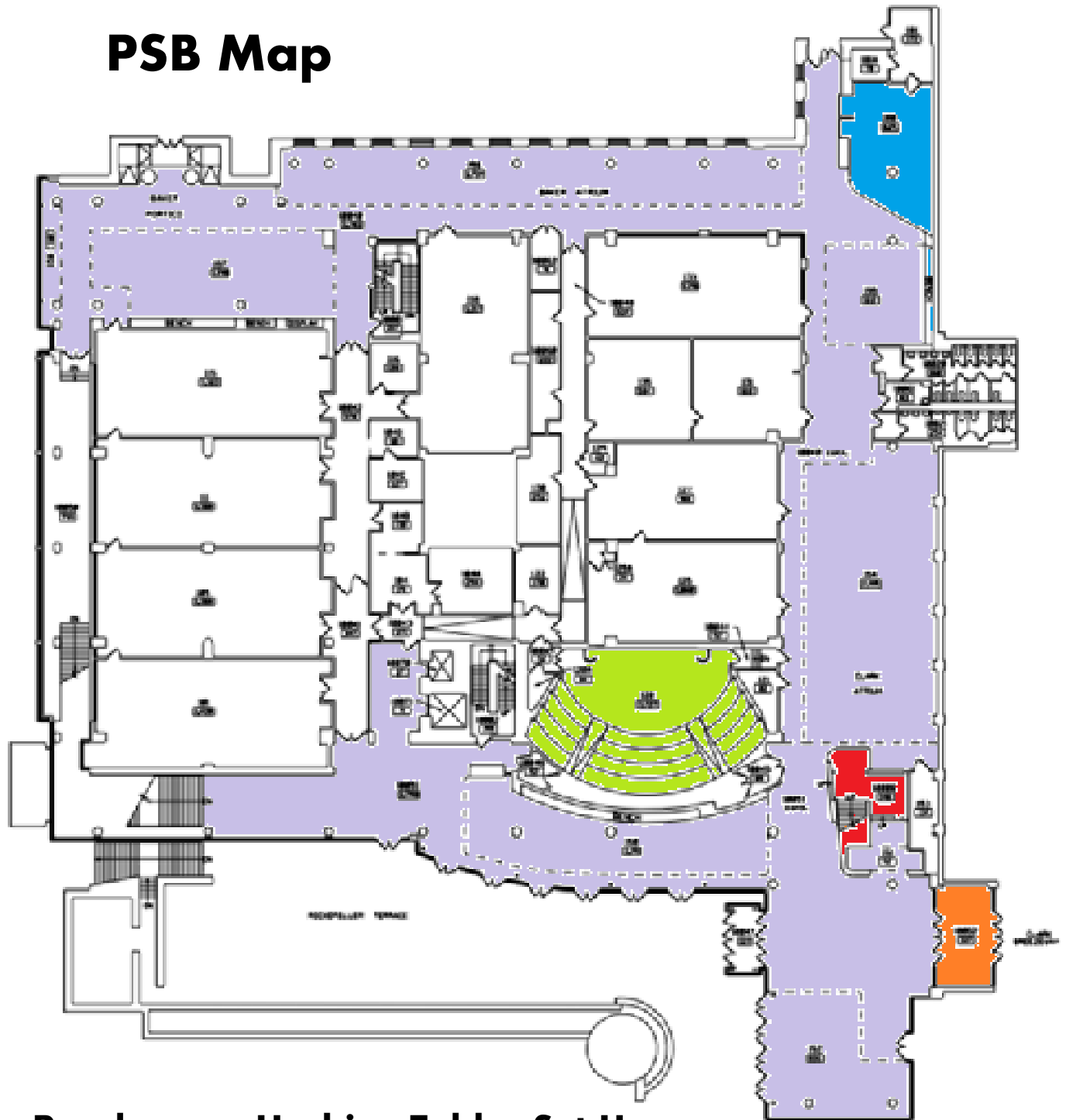
1:00 AM	Night Snack - Insomnia Cookies
7:00 AM	Sunrise Yoga
8:00 AM	Ithaca Bakery Breakfast
9:00 AM	Andreessen Horowitz Tech Talk - Presented by Factual and Airbnb
10:00 AM	Microsoft Tech Talk
11:00 AM	Goldman Sachs Tech Talk - Leveraging Big Data : Mastering Hadoop Hive
12:00 PM	Priceline Tech Talk
1:00 PM	Northeast Pizza Lunch
2:00 PM	Bloomberg Tech Talk
3:00 PM	Microsoft Tech Talk
4:00 PM	Ice Cream Social (Hosted by Goldman Sachs)
5:00 PM	TCS Tech Talk
6:00 PM	Tim Novikoff Talk - How to Build Great iPhone Apps
7:00 PM	Casablanca Dinner
8:00 PM	Bloomberg Lego Challenge (Clark 247)
10:00 PM	Taser International Talk

Sunday Sept. 28

12:00 AM	Night Snack
7:00 AM	Ithaca Bakery Breakfast
8:00 AM	Hacking Officially Ends
9:00 – 11:00 AM	Project Expo
11:00 PM	Wegman's Luncheon
12:00 – 2:00 PM	Closing Ceremony (Call Auditorium)

*all tech talks will be held in PSB 120

PSB Map



Purple: Hacking Tables Set-Up

Green: PSB 120

Orange: Clark 247 (access by stairs indicated in red*)

Blue: Access to Baker G02 and G08

***Stairs in red also indicates the way to get to the elevator to reach the resting rooms on Floor 7.**

Rules

1. All work on the project must be done between the hours of **8:00pm on Friday, Sept 26 and 8:00am on Sunday, Sept 28**. Work should be done in the Physical Sciences Building only.
2. Any outside resources used in the project must be used under permission of their license and should be equally and fairly obtainable by all hackathon participants.
3. Projects may not contain or promote any content that is illegal, infringes copyright, or demeans any other person or group.
4. Decisions made by judges for prizes are final and may not be contested.
5. Participants must follow all instructions made by a hackathon staff member of volunteer, or a staff member of Cornell University.
6. Teams can have a maximum of 4 people.
7. Do not use your own extension cords or surge protectors - these are a fire hazard with our current setup. Be conscientious of your outlet use.
8. Please be respectful of other participants and their belongings. If you are spotted being harmful to other participants, you will be evicted from the building.
9. Please be respectful of the space. Do not damage school property!

Social Media

Make sure you follow us on Facebook and Twitter because we will be posting updates on both of them all weekend!

Facebook: <https://www.facebook.com/bigredhacks>

Twitter: <https://twitter.com/BigRedHacks>

Our Sponsor prizes will be listed on Challenge Post here: <http://bigredhacks.challengepost.com/>

Judging Criteria

Creativity: Is the idea original and unique, or just a copy of something that already exists?

Technical Difficulty: How difficult was the project to build? Of the technologies used, were they used well?

Aesthetics: Does the project look put together and complete? How is the user experience?

Potential: Could you see this project being used in the future beyond the hackathon, or is it just a one-time deal?

Demonstration: How well did the team demonstrate their project?

Wi-Fi

Log into RedRover for internet access. (No password required!)

Final Judges



KEYNOTE SPEAKER

Matt Thompson, as General Manager of Microsoft's developer evangelism and startup efforts, Matt has the first hand opportunity to both observe and work with a number of Silicon Valley's most unique technology startups as well as top tier universities across the US. His time is split between working with this influential community of technologists as they adopt Microsoft technologies (including cloud, mobile, machine learning and our emerging IoT technologies); advising a number of early stage startups; and working with customers, partners, and students as they explore the breadth of the Microsoft platform offerings. Previously, as Sr. Director of Sun Microsystems' Cloud engineering organization Matt was responsible for the development of Sun's platform as a service offering and related cloud developer tools. When not working you'll likely find Matt off an island somewhere following his passion, underwater photography.



Tim Novikoff is the CEO of Fly Labs Inc., makers of the iPhone video app Fly, which was recently featured as #1 under Best New Apps by Apple. Tim also teaches iOS Development in the CS department at Cornell in Ithaca, as well as at Cornell Tech NYC. He received his PhD in 2013 from Cornell for work in algorithmic education theory with Jon Kleinberg and Steve Strogatz. Before going to grad school he taught math at Stuyvesant High School, and prior to that he was an actor in NYC, with work including voices for the MTV cartoon Daria.



Aaron Godert is Co-Founder and CTO of GiveGab where he leads all product management, growth hacking, engineering, and operations. He also serves as a member on the board of directors representing the common stock holders. He is an entrepreneur and technical leader with over 13 years of experience across a wide breadth of industries including consumer, social, higher-ed, banking, consulting, and open source software development. He has served as an officer on the board of directors for a number of nonprofits including Jasig, Inc. and the Kuali Foundation. He currently serves on the Cornell Club of Ithaca board of directors.

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Microsoft (co-host)

Microsoft is a company that is focusing on “cloud-first, mobile-first” technologies. From startups to students, people are working on projects that fit this model. Microsoft supports startups with programs like BizSpark and students with DreamSpark as well as the new Office365 offering. Our goal is to make these groups as well as enterprise developers have the needed tools and services to be successful. Our world is changing and Microsoft is one of the companies that are leading this change to the cloud and to mobile devices.

Bloomberg

Bloomberg’s R&D department is a global team of more than 3,000 software engineers and infrastructure architects responsible for creating the world’s premiere source for real-time and historical financial market data and analytics. We provide communications platforms, data, analytics, trading platforms, news and information to the world’s leading financial market participants. Our unrivaled software, platforms, and mobile applications are delivered on top of our state-of-the-art software and hardware developed by Bloomberg technologists for Bloomberg

Andreessen Horowitz (a16z)

Andreessen Horowitz backs bold entrepreneurs who move fast, think big and are committed to building the next major franchises in technology. Founded by Marc Andreessen and Ben Horowitz, we provide entrepreneurs with access to our deep expertise and insights in innovation, business development, market intelligence, executive and technical talent, and marketing and brand building. Find us in Menlo Park, Calif., and at www.a16z.com

Taser International

We make things that put bad guys in jail. We develop products that save taxpayers millions of dollars. And we solve problems that are literally life or death. Few companies can say that and few companies have a mission as simple or as important as ours: to protect life. EVIDENCE.com is a new division of TASER International, the same company that transformed law enforcement with conducted electrical weapons. Now we're doing it again with wearable technology and digital evidence management. We tackle both hardware and software challenges that will make a difference on a massive scale.

Priceline

Priceline's success as one of the biggest players in online travel is all thanks to our incredible global team of over 10,000 people. We’re a diverse group of creative, self-motivated individuals with a passion for making travel easier, more affordable and more rewarding for our customers.

Our culture feeds on collaboration. Individuals work in small, multi-disciplinary teams where we encourage experimentation, communication and teamwork. Every employee must be strong in his or her area of expertise, but willing to learn new skills and manage multiple projects simultaneously.

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Goldman Sachs

Goldman Sachs engineers design and implement technical and quantitative solutions to solve the most complex problems in the industry. Engineering is at the critical center of our business, and Goldman Sachs is a technology leader. With difficult challenges of global scope and scale, our dynamic environment requires innovative, strategic thinking and high-performance, highly reliable solutions.

Tata Consulting Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. By becoming a TCS Employee, you will be joining a world-class team with over 300,000 of the world's best-trained IT Consultants in 46 countries, revenue of \$13.4 Billion for the fiscal year ending March 31, 2014, and a retention rate of 99% among our 1,000+ clients - which include 49 of the top 100 Fortune 500 US Companies, 7 of the top 10 Fortune 500 US Companies, and 6 of the top 10 Global 500 Companies.

Capital One

Capital One is not your typical bank. We were founded in 1994, with the big idea of using analytics to provide customized financial products to consumers. But we didn't stop there. Capital One is now a diversified bank that offers an array of financial products and services to consumers, small businesses and commercial clients. Ranked #127 on the FORTUNE 500, Capital One has one of the most widely recognized brands in America and is one of the nation's 10 largest banks based on deposits. We've been named one of FORTUNE's 100 Best Companies to Work For, and we're looking for the very best campus talent to keep Capital One on the cutting edge.

Google

Google's mission is to organize the world's information and make it universally accessible and useful. Google is and always will be an engineering company. We hire people with a broad set of technical skills who are ready to tackle some of technology's greatest challenges and make an impact on millions, if not billions, of users. At Google, engineers not only revolutionize search, they routinely work on massive scalability and storage solutions, large-scale applications and entirely new platforms for developers around the world. From AdWords to Chrome, Android to YouTube, Social to Local, Google engineers are changing the world one technological achievement after another.

Entrepreneurship at Cornell (EaC)

University-wide office that works directly with Cornell schools, colleges, and organizations to help create and promote entrepreneurial culture and community at Cornell University. EaC (i) is governed by the Deans of 13 participating Cornell schools and colleges, (ii) is supported by a large, committed advisory council of over 80 members, and (iii) is energized by a diverse group of enthusiastic faculty and staff from across the campus.

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Oracle

Oracle is the only company able to offer a complete technology stack in which every layer is engineered to work together as a single system. We are uniquely positioned to innovate both hardware and software, because we engineer them to work together.

Globally, hundreds of thousands of organizations in just about every industry imaginable use Oracle products. At a time of profound change in not only the tech industry but also in the entire business world, Oracle is committed to providing innovative solutions to meet the new wave of challenges brought about as our global economy moves faster, gets more social and mobile, requires more visibility, reaches more people, and moves in real time, all the time.

In many ways, Oracle is revolutionizing the tech industry by doing things no other company has done before: devising hardware and software architectures to deliver the extreme performance and power that businesses today need, and at a lower cost.

EAI Technologies (EAITI.COM) is growing and looking for individuals who are quick learners and want to be part of a fun, passionate and highly accomplished team.

Discover the feeling of:

- *Loyalty*
- *Recognition*
- *Family*
- *Camaraderie*

Tired of working on a project for months at a time without the end in sight?

EAI at its core develops enterprise web, social and mobile applications for companies like Verisign, AOL, Neustar , Bank of America, and Cardinal Health leveraging Java/.Net, XML/Web Services, and open source frameworks while exploring emerging tools like Google Glass, Leap Motion, and Thalmic Labs MYO.

Moat

Moat is a SaaS analytics company focused on transforming brand advertising online. Moat's products include Moat Ad Search, Moat Pro and Moat Analytics. Moat Ad Search is a free display ad search engine. Moat Pro is an industry wide real-time search solution providing insights across brands, publishers, and ad tech. Analytics is a proprietary solution for advertisers and publishers to measure ad effectiveness and content engagement that exposes a new lens of attention measures that move beyond traditional digital metrics. Moat is currently hiring across many different roles, please visit jobs.moat.com and drop us a line.

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WilmerHale

WilmerHale offers unparalleled legal representation across a comprehensive range of practice areas that are critical to the success of our clients. We are 1,000 lawyers strong, with 14 offices in the United States, Europe and Asia. We practice at the very top of the legal profession and offer a cutting-edge blend of capabilities that enables us to handle deals and cases of any size and complexity. Today, businesses face greater scrutiny and more “bet the company” issues than ever before. With a practice unsurpassed in depth and scope by any other major firm, we have the ability to anticipate obstacles, seize opportunities and get the case resolved or the deal done—and the experience and know-how to prevent it from being undone.

Our more than 100 dedicated corporate lawyers are stationed in some of the most active startup markets, including Silicon Valley, Boston, New York, Berlin, Frankfurt and London. We have a longstanding tradition of representing emerging companies and entrepreneurs across a wide range of industries, and offer strategic advice and an indispensable business perspective that is critical to our clients’ success. Our team-oriented approach to service gives clients the flexibility to call on a number of experienced lawyers at any time, and our innovative QuickStart Program enables us to provide the highest level of responsiveness in a cost-effective manner. Additionally, we are able to draw on the full spectrum of renowned services offered by the firm—from intellectual property and labor and employment to tax, litigation, regulatory issues and beyond. We are extraordinarily proud of the innovative clients we serve, many of whom have helped change the way we all work, think

Yext

Yext lets marketers manage their local content, listings, store pages, social pages, campaigns, and more through the functionally integrated Yext GeoMarketing Cloud. Over 350,000 businesses, including dozens of Fortune 500 companies and top retailers, use the Yext Cloud. We are based in the heart of New York City with 300 employees and have been named #20 on Forbes Most Promising Companies 2014 list.

The Yext engineering team drives the technology behind our revolutionary GeoMarketing cloud. We’re looking for Software Engineers to help us continue building out our product and services. Our team works in an agile environment running two-week sprints that culminate with demos of features in progress. You will work alongside engineers from the top universities and

And a big thanks to the Cornell University Department of Computer Science, MLH, Lob, Codeship, WolframAlpha, NameCheap, Sabra, Uncle Wally’s Muffins, Insomnia Cookies for their support and donations.
