hack.init()

Program Prospectus

250 Participants

Shanghai, China | July 8 - July 9

Table of Content

Introduction

What is a hackathon?

"Hackathon" is a portmanteau of "hack" and "marathon", in which "hack" stands for innovation instead of computer crime. It is an event for people with all kinds of talents to collaborate and create feasible solutions targeting daily issues.

What is hack.init()?

hack.init() is China's first high school hackathon that promotes inclusivity and cultural diversity. We are bringing together 250 brightest minds across the country to Shanghai for a 24-hour, nonstop feast of innovation. We pay special attention to the following three communities:

- **Local high school students:** "Hack", being an intimidating world, often scares off our fellow classmates. In the past few years, student groups in Shanghai have already advocated and empowered local students with the STEM education. They are now ready to hack.

- **International high school students:** We intend to include international high school students, for such is also a rare opportunity for them. We will bring together students from a diverse cultural to collaborate and to bond within our community.

- **University freshmen:** They are the future leaders, but aren't always welcome in college hackathons. Our collaborative hackathon will offer them a chance to fully investigate their potentials. They can also serve as mentors to guide the high school students..

Time

July 8 - 9, 2017, a two-day event with 24-hour consecutive hacking time

Feature

From previous hackathons we organized, we have a record of *1.4 : 1* male-to-female gender ratio (41.6% female participants). This time, we are aiming for a one-to-one gender ratio. Additionally, we emphasize "Fusion". hack.init() is where high school students and university undergrads can team up to tackle issues at hand and create feasible solutions.

Audience

For this edition's hack.init(), we are accepting students from 14 years old to 19 years old. including high school students and university underclassmen. All will sign liability waivers to ensure the integrity of this event.

The hack.init() Team

The masterminds behind hack.init() is a team of skilled high school students coming from various backgrounds to ensure the inclusivity and diversity of our event. Our Board of Directors is comprised of seven college and high school students at four geolocations around the world.

Technical Background

Our team includes the first-ever China team at the University of Pennsylvania's PennApps hackathon, and member who actively participates and organizes hackathons in Canada. Our team has participated and won various distinctive prizes in college hackathons locally, including but not restricted to the inaugural Fudan University's HACKxFDU, New York University Shanghai's hack{Shanghai}, and the inaugural Microsoft's Eastern China's Penta-Hackathon.

Media Background

Incorporating Techomedia, the first technology-oriented student media service in China, we have a robust school network throughout Shanghai and beyond. Techo has also co-organized and reported several events, such as Google App Inventor Contest, High School Hackathon Shanghai series, International Space Settlement Design Competition, International Hackathon Shanghai 2016, etc. Therefore, we believe it will bring hack.init() the attention it deserves.

Past Experiences

The hack.init() core team is very experienced in organizing hackathons. Following are some examples form the past:

The High School Hackathon Shanghai (HSHS) series

High School Hackathon Shanghai is the first high school hackathon in China. Established in February 2016, the High School Hackathon Shanghai Team has already held two hackathons with a total of 140+ participants.

International Hackathon Shanghai (IHS)

International Hackathon Shanghai (IHS) is the first hackathon in China for international students from middle school up to college. In the first-year test run on Nov 11 - 12, 2016, it had attracted 40 participants and this number is expected to grow as hackathon rises in popularity.

The Toronto Hacker Club (TOHC)

The Toronto Hacker Club (TOHC) is a student-run organization aiming to promote computer science education for secondary school students throughout the Greater Toronto Area. In previous years, the Toronto Hacker Club has hosted three hackathons and three tech workshops alongside Mozilla, Google, Lighthouse Labs, and other influential technology companies. The club has also been awarded the "Building Community through Sciences and Technology Award" by the Toronto Youth Cabinet.

Workshops

Workshops include pre-event workshops for beginners and advanced workshops during the hackathon in favor of our hackers. Following are some sample workshops we have in mind. For each one of them, we will invite experts or experienced industry leaders to give a crash course on the topics:

- Internet-of-Things Workshop (IoT)
- Arduino Workshop (Hardware)
- Front-end Workshop (Web)
- Back-end Django Workshop (Website Development)
- Docker Workshop (Website Development)
- Ionic Framework Workshop (Mobile Application)
- Android Development Workshop (Mobile Application)
- CAD Modeling Workshop (3-D Modeling)
- Artificial Intelligence
- Machine LearningNatural Language Processing (NLP)
- Natural Language Processing (NLP)

Event Agenda Preview

Saturday

08:00 - 09:30	Participants Check-in
09:30 - 10:30	Opening Ceremony
10:45 - 11:30	Team Up Session and Ice Breaker
10:45 - 11:30	Free Brainstorm
10:45 - 11:45	Lunch Served
11:30 -	Hacking On
12:00 - 13:00	Reserved Workshop Time
14:00 - 15:00	Reserved Workshop Time
17:30 - 18:30	Dinner Served
19:00 - 20:00	Reserved Workshop Time
21:00 - 22:00	Reserved Workshop Time
23:30 -	Late Night Snacks
23:00 - Following day 6:00	**Participants Are Not Allowed to Leave the Hacking Area**

Sunday

8:00 - 9:00	Breakfast Served
9:00 - 10:00	Reserved Workshop Time
10:30 - 11:30	Woman Hackers Meetup
11:30 - 12:30	Lunch Served
11:30 -	Hacking Stop, Project Submission Due
11:30 - 12:00	Recession
12:00 - 12:40	Expo Session One
12:50 - 13:30	Expo Session Two
13:50 - 15:00	Top 10 Demo and Judging
15:15 - 16:15	Closing Ceremony
16:30 - 18:00	Clean-up
17:00 -	**Non-ShanghaiTech Students Must Leave the Campus**

Admission Policy

We thought carefully about the kind of community we want to build, and settled on four scores for each applicant. Reviewers will be asked to skip anyone they know personally, making these scores as objective as possible.

Skill

hack.init() is committed to helping beginners discover the joy of building, and we're planning an extensive mentorship system and workshop series for hackers just starting out. But for non-Shanghai hackers, we will place a stronger emphasis on technical / design skills. We believe our non-Shanghai hackers will be the fantastic mentors and standard-bearers for the hackathon community, and we know they will show off the amazing things can be accomplished in 24 hours.

Passion

Skill is impressive in its own right, but we looked for people who also demonstrate a real passion for making things. We want hackers who love to tinker, to invent new things, and to share them with the world. Moreover, we don't want to miss what we call the "pumped beginner" - the hacker who might not have years of experience, but is incredibly excited about building and is putting out tons of work. Excitement matters.

Community

Yes, hack.init() is a competition. But it's also a community, a group of people that comes together for entire weekend and beyond. We want to make sure everyone is, for lack of a better word, nice. Willing to help their neighbors out. Able to get into the spirit without focusing on prizes above all else. Not a jerk. We're proud of the vibe that emerged during the last few high school hackathon events we organized and founded, and we're amped to continue it this time.

Background

On a very fundamental level, we are seeking to build a culture that is inclusive and open, and that starts with tearing down structural barriers surrounding race, gender, etc. So, we especially look to include those from underrepresented backgrounds. We feel that it's important for us to mention that taking background into account should not be conflated with accepting people who are "less qualified" to be at hack.init(), or "lowering the bar" in any way. Instead, we are expecting a significantly larger application pool comparing to the total number of participants we are able to accommodate.

Invited Participants

We will invite 4 - 5 teams of college upperclassmen to join us in the process of hacking. They will not participate in the final judging, but will rather be models for the rest of our participants. Their will have the same opportunity to showcase their products to the our sponsors, partners, and judges.

Sponsoring Information

Why Sponsor hack.init()?

High-Quality Audience

hack.init() is the country's premier youth hackathon. Our past participants include hackers who have received Regional Finalist Award of Google Science Fair, multiple hackathon participants, serial student entrepreneurs who have founded or worked for a few companies, and recipients of prizes from various ACM competitions. They come from over 10 cities across China, including all major metropolitans such as Shanghai, Beijing and Guangzhou. From prestigious high schools, previous hack.init() participants have discovered their hidden talents from the 24-hour immersive hacking experience.

Brand Recognition / Exposure

If you want to expand your influence and expedite your company's brand recognition, want to show off your company's awesome hardware or APIs, or just make more future leaders in the world of technology know about your company, you've come to the right place. Companies will love hack.init() because of its vast influence ad-wise. We have a six-figure page view along with partnerships with various media outlets. You will get all the exposure you want – a whole weekend with a huge concentration of innovators and potential future customers who are all looking for new things to try.

Talent Acquisition

High schoolers are a diverse and competent community. Among high schoolers in Shanghai, there are tech startup founders, million-yuan event organizers, media influencers with thousands of followers, and marketing interns for Silicon Valley tech companies. Hackathons give you incomparable access to top technical talent and we can proudly say that we attract some of the smartest people around. As one of the earliest hackathons in China, we have access to an unbelievably talented application pool, of whom we pick the most talented through a vigorous application process to come to hack.init(). We will share access of participant's resumes to eligible sponsors and partners. All sponsors are encouraged to negotiate internship or even full-time job offer with all participants.

Feedback / Adoption

Hackathons are the ideal environment to put your products to work. It allows real-time observation of potential real-life adoption of your product – the ultimate user testing. Watching hackers work on your product will become an invaluable part of your fine-tuning product functionality and documentation for a better user experience. Additionally, we provide a 300-person-strong user pool with innovative minds that test for robustness and scalability of your product. With add-ons such as stage time, API prizes, and limitless interaction with participants, we are determined to help you maximize these opportunities.

Proposed Sponsorship Types

We have listed the following proposed sponsorship types for reference. Please note that all kinds of sponsorships will be counted towards deciding sponsorship tiers.

Monetary Sponsorship
Monetary sponsorships are vital to deliver a high-quality event. To realize the true potentials of younger generations, we are looking for firms that are willing to support our finance for a good cause.

Prizes Sponsorship
Prizes are incentives - people love to see their work being recognized. We are looking for firms who are willing to provide their special prizes to support our hackers.

Promotion and Advertisement
We are looking for any organization / individual who have the resources to help us promote the event nationwide.

API Sponsorship
APIs are good friends for hackers. Due to the time limit, hackers tend to incorporate APIs into their projects to realize certain features. We want to make hack.init() hackers as resourceful as possible. To reach that goal, we are asking firms with available APIs to grant API accesses to our hackers or provide free credits for them.

Hardware Sponsorship
We are looking for hardware from circuit components to smart devices to VR devices. You can either lend them, gift them or award them to participants. We believe those hardwares will have some incredible applications from one of the most innovative crowds this country ever have.

Food and Drinks
Food and drinks are essential, especially for creating a good hacker experience. We are seeking firms who are willing to provide meal/drinks/snacks to the event.

General Supplies
T-shirts, stickers, and other customized swags, we are looking for firms that are willing to provide us with various kinds of supplies (in some way, ALL kinds of supplies) that we will be able to utilize during the hackathon, including but not restricted to 3D printers, toolboxes, and anything that would enhance the hacker experiences at hack.init().

Transportation Partnership
To bring out-of-Shanghai hackers to the event, we need ground or air transportation partners who are willing to provide bus routes or air travel for free or at a discounted price. We will provide our transportation partners with special recognition at ceremonies, as well as help promoting services even after the hackathon event ends.

Sponsorship Tiers

	Kilo	Mega	Giga	Tera	Title Sponsor
	$500	**$1,000**	**$2,000**	**$3,000**	**$7,000** minimum bid
GENERAL					
Send mentors*	✔	✔	✔	✔	✔
Sponsor table	✔	✔	✔	✔	✔
Demo	1 min	1 min	2 mins	2 mins	2 mins
Keynote presentation		2 mins	2 mins	3 mins	5 mins
Tech talk			1	1	2
Customized lounge				✔	✔
Present prize on stage				✔	✔
Branded meal				✔	✔
Opening remarks				✔	✔
RECRUITING					
Distribute materials	✔	✔	✔	✔	✔
Receive hacker resumes	Post-event	Post-event	Pre-event	Pre-event	Pre-event
Send recruiters*			✔	✔	✔
Meal / dinner with hackers				✔	✔
BRANDING					
Logo on website	✔	✔	✔	✔	✔
Award branded prize	✔	✔	✔	✔	✔
Swag in bag & your table	Swag bags	Bag & table	Bag & table	Bag & table	Bag & table
API directory	✔	✔	✔	✔	✔
Logo on t-shirt		✔	✔	✔	✔
Social media blast		1	3+	5+	10+
Post event email			✔	✔	✔
Co-Hosted by You					✔

* We understand there may be difficulties in getting to Shanghai on-site. However, we will try our best to provide remote access to the hackathon itself and all participants. Additionally, we will help distribute branding materials to our hackers on your behalf.

Past Sponsorships

Current Partnerships (as of February 27, 2017)

ShanghaiTech University

InnoSpring

Xuhui Association for Science and Technology

Clarifai (API Sponsorship)

Twilio (API Support)

.tech (Domain Sponsorship)

ThalmicLabs (Hardware)

MUSE (Hardware)

DJI (Hardware)

Hack Club (Content Parter)

Hacker Nest (Content

Budget

	Price(¥)	Amount	Subtotal(¥)	Total(¥)
Food and Meal				**36,300**
Meals (Three)	20	990	19,800	-
Breakfast and Late Night Snack (Two)	10	660	6,600	-
Drink	20	330	6,600	-
Other Snakcs	10	330	3,300	-
Branding and Advertisement				**7,583**
T-Shirt	17	330	5,610	-
Stickers (1K PCS)	1	100	100	-
Photo Booth	200	1	200	-
Poster	10	30	300	-
Drop-down Poster	70	5	350	-
Paper Wrist Band and Name Badge	3.1	330	1,023	-
Reimbursement and Stipend				**29,000**
Travel Reimbursement (Participants)	400	50	20,000	-
Travel Reimbursement (Guests)	1,000	5	5,000	-
Volunteer Stipend	200	20	4,000	-
Prizes and Certificates				**9,504**
Medals	15	12	180	-
Top Three Prizes	2,250	4	9,000	-
Certificates of Participation	1.2	270	324	-
Miscellaneous				**12,962**
Life Insurance	11.4	330	3,762	-
Emergency Fund	8,000	1	8,000	-
General Supply	700	1	700	-
Hacker Activity/Game Fund	500	1	500	-
Total Cost				95,349
Attendees = 250 (Participants) +40 (Staffs) + 20 (Sponsors) + 20 (Invited Participants)				330
Per Attendee Cost				288.94

Action Plan Overview

February

- Forming the Core Team
- Finishing the Sponsor Prospectus
- Secure a Venue
- PowerPoint Slides for Pitching
- Organizing team recruitment
- Website Placeholder
- Cash flow and budget
- First Draft for Event Agenda
- Drafting Sponsorship Contract Template

March

- Establish Project submission and judging platform (Devpost)
- Legal Framework and Specification
- Reaching out to the sponsors
- Social media establishments
- Organizing Campus Ambassadors and Contacting Schools

April

- Drafting Liability waiver & Code of conduct
- All Advertisement Goes Live
- Application Open
- Send Invitation among International Schools
- Settle details on workshops, judges, and mentors
- Logistics Design the Venue Setup

May

- Application review
- Lockdown vendors
- Volunteer recruitment
- Finalizing the schedule (include consideration for hacker experience)
- Publish Judging criteria
- Update website and Devpost
- Finish Building the Participants Info Database

- All Application Reviewed and Decisions Sent Out
- Collect Participant Information
- Departments Re-arranged to Logistics Department
- Final headcount
- Procurement and General Supply Ordering
- Confirm Travel reimbursement with Participants

June

- Complete Event emergency plan
- Confirm and Finalizing Hardwares, APIs, and Facilities
- Send Reminders and Add All Hackers to Chat Group
- Final Confirmation with the Sponsors, Mentors, and Judges
- Final workflow (Run of Show)
- Run through and Setup (Hacker Experience)
- Workshops
- Constructing the post-event survey

July

- Post-event advertisement
- Wrap-up
- Event report
- Successors

Contact Info

Shaolin Zhang
Co-chair
Mobile: +86 137-0179-7786
E-mail: shaolin.zhang@hackinit.org

Yiluo Li
Co-chair | Corporate Relations Co-director
Mobile: +86 137-6468-4558
Email: yiluo.li@hackinit.org

Tianheng Chen
Co-chair | Corporate Relations (Beijing)
Mobile: +86 152-1019-1255
E-mail: tianheng.chen@hackinit.org

Yuchong Pan
Co-chair | Corporate Relations (Beijing)
Mobile: +86 138-6752-7534
E-mail: yuchong.pan@hackinit.org