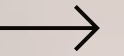




Organizing a Hackathon for VET students

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- ✓ Understand what a hackathon is and why it's beneficial for VET students.
- ✓ Learn how to organize a hackathon with a focus on sustainability.
- ✓ Discuss practical tips and best practices, with a specific focus on a one-day event.

Objectives and agenda

1. What is a Hackathon?
2. Why Organize a Hackathon for VET Students?
3. Steps to Organize a Hackathon
4. Example One-Day Hackathon Agenda
5. Focus on Sustainability
6. Tools, Resources, and Handouts
7. Q&A

What is a Hackathon?

A HACKATHON IS A COLLABORATIVE EVENT WHERE PARTICIPANTS WORK IN TEAMS TO SOLVE PROBLEMS OR DEVELOP SOLUTIONS WITHIN A LIMITED TIME FRAME, TYPICALLY RANGING FROM A FEW HOURS TO MULTIPLE DAYS.

Key Components:

TEAMS

Small groups working together.

CHALLENGES

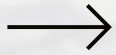
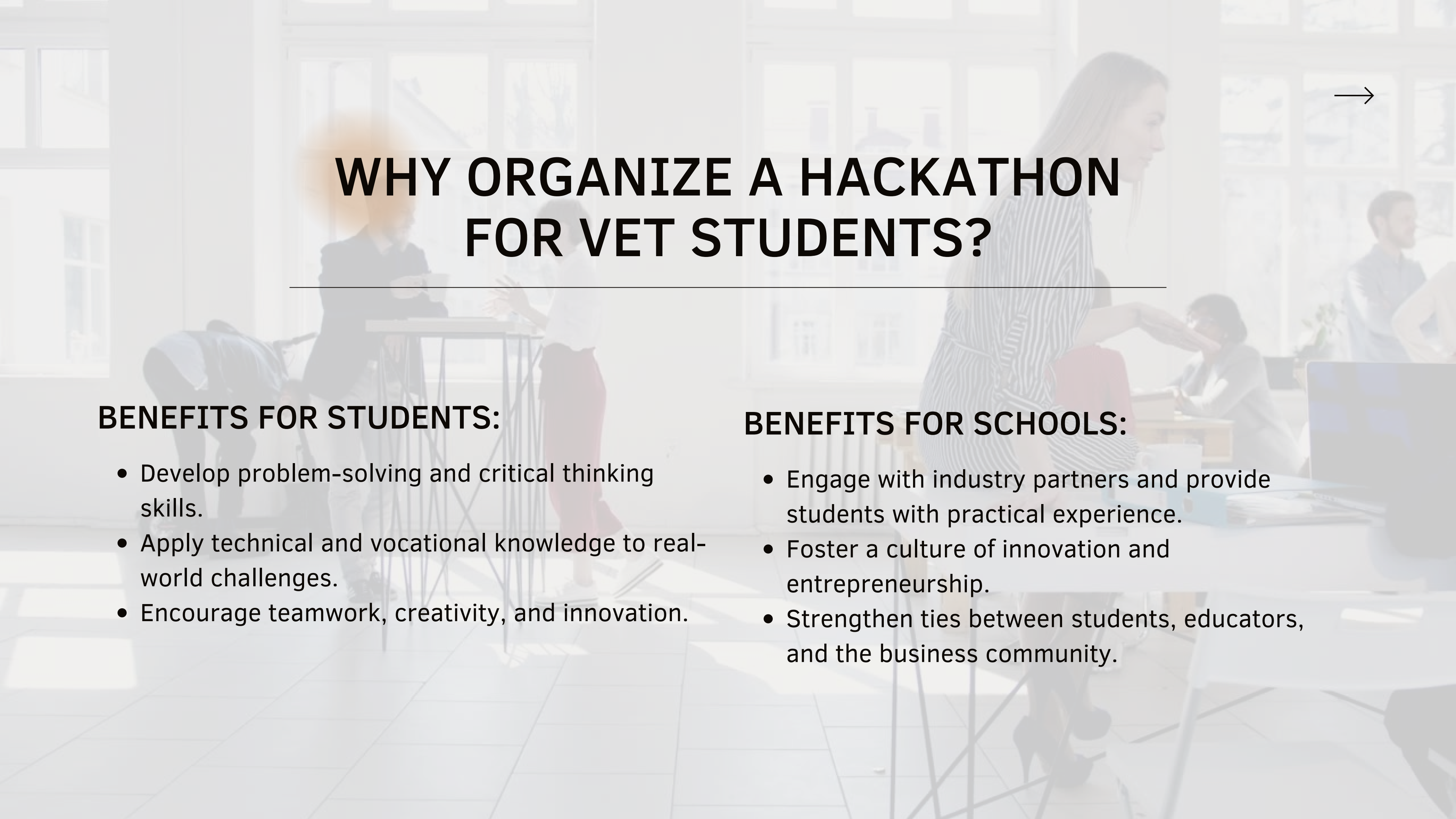
Problems or tasks to be solved, often provided by businesses or organizations.

MENTORS

Experts who guide and support teams throughout the event.

JUDGING

Evaluation based on creativity, feasibility, and impact.



WHY ORGANIZE A HACKATHON FOR VET STUDENTS?

BENEFITS FOR STUDENTS:

- Develop problem-solving and critical thinking skills.
- Apply technical and vocational knowledge to real-world challenges.
- Encourage teamwork, creativity, and innovation.

BENEFITS FOR SCHOOLS:

- Engage with industry partners and provide students with practical experience.
- Foster a culture of innovation and entrepreneurship.
- Strengthen ties between students, educators, and the business community.



STEPS TO ORGANIZE A HACKATHON

- ✓ **DEFINE THE PURPOSE & OBJECTIVES:**
 - Focus on sustainability challenges, such as circular economy initiatives.
 - Set clear goals: generating ideas, rapid prototyping, and effective pitching.
- ✓ **ENGAGE PARTNERS & SPONSORS:**
 - Collaborate with local businesses to provide real-world problems and challenges.
 - Secure sponsors to provide prizes, resources, and support.
- ✓ **SET THE DATE & VENUE:**
 - Choose a date that works for participants and a venue that supports collaborative work.
 - For a one-day hackathon, ensure the schedule is tight and efficient to maximize productivity.
- ✓ **FORM A PLANNING TEAM:**

Involve teachers, industry experts, and students in the planning process.
- ✓ **DEVELOP THE HACKATHON STRUCTURE:**

Create a detailed agenda, including time slots for brainstorming, development, mentoring, and presentations.





Example One-Day Hackathon Agenda

8:30 AM - 9:00 AM | Registration

- Participants arrive, register, and enjoy a light breakfast. Networking opportunity.

9:00 AM - 9:15 AM | Welcome & Introduction

- Opening , introduction to the theme of sustainability, and overview of the day's schedule.

9:15 AM - 9:45 AM | Keynote Address / Inspiration

- A guest speaker with expertise in sustainability shares insights and inspiration.

9:45 AM - 10:00 AM | Team Formation & Idea Pitching

- Participants pitch ideas, form teams around the best ideas, and prepare for the hackathon.

10:00 AM - 10:15 AM | Hackathon Kick-Off & Rules Explanation

- Overview of rules, judging criteria, and available resources. Q&A session.

10:15 AM - 12:30 PM | Hacking Session I

- Teams begin working on their projects. Focus on problem definition and initial prototyping.

12:30 PM - 1:30 PM | Lunch Break

- Lunch provided; time for informal networking.

1:30 PM - 3:30 PM | Hacking Session II

- Teams continue refining their solutions, developing prototypes, and preparing presentations.

3:30 PM - 3:45 PM | Coffee Break

- Short break to refresh and recharge.

3:45 PM - 5:00 PM | Final Hacking Session

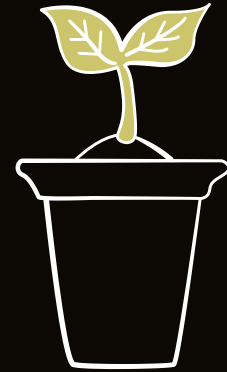
- Finalize projects and presentations. Teams polish their prototypes and presentations.

5:00 PM - 5:30 PM | Project Presentations

- Teams present their projects to judges, followed by Q&A.

5:30 PM - 6:00 PM | Judging & Awards

- Judges deliberate and announce winners. Closing remarks and awards ceremony.



Focus on Sustainability

WHY SUSTAINABILITY?

- The circular economy and sustainability are critical in today's business landscape.
- Engaging students in these topics helps them think about long-term impacts and responsibility.

EXAMPLE CHALLENGES:

- Circular Economy: Redesign products to be reusable or recyclable.
- Energy Efficiency: Develop solutions to reduce energy consumption in various industries.
- Sustainable Business Models: Create businesses that minimize environmental impact while being financially viable.

INCORPORATING SUSTAINABILITY:

- Ensure challenges are directly tied to sustainability issues that are relevant to both local and global contexts.
- Involve mentors who are experts in sustainability to guide the teams.



Digital

- Canva
- Figma
- Tinkercad
- Countdown Timers

Tools for prototyping

- Paper
- Scissors
- Glue
- etc

HANDOUTS TO PREPARE

Event Handbook:

- Welcome message, detailed agenda, venue map, contact information, list of mentors and judges, rules and guidelines.

Business Model Canvas:

- Printed or digital canva modified for sustainability topic

Idea Pitching & Team Formation Guide:

- Tips for pitching ideas, forming teams

Judging Criteria Handout:

- Detailed criteria for judging projects

Presentation Preparation Tips:

- Best practices for creating compelling presentations and managing time effectively.

Feedback Form:

- Questions about the event organization



Running the *Hackathon*

01

KICK-OFF

- Start with an introduction to the challenges and an overview of the day's agenda.
- Use icebreakers to energize participants and foster teamwork.

02

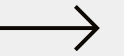
HACKING SESSIONS

- Divide the event into focused sessions where teams brainstorm, develop their ideas, and create prototypes.
- Mentors should be available throughout these sessions to provide feedback and guidance.
- For a one-day hackathon, keep the sessions tightly scheduled to ensure all phases of development and presentation are covered.

03

FINAL PRESENTATIONS

- Teams present their solutions to a panel of judges.
- Allow time for Q&A and constructive feedback from the judges.



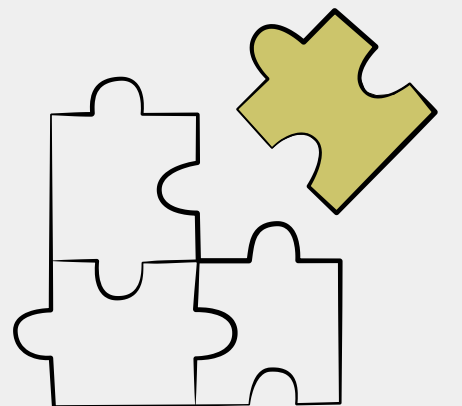
Judging and Prizes

JUDGING CRITERIA

- **Innovation:** How novel and creative is the solution?
- **Feasibility:** Can the idea be realistically implemented?
- **Sustainability Impact:** Does the solution effectively address a sustainability challenge?
- **Presentation:** How well is the idea communicated?

PRIZES

- Offer rewards for various categories, such as Best Overall Solution, Most Innovative Idea, and Best Presentation.
- Prizes could include certificates, internships, eco-friendly products, or opportunities for further development of the winning ideas.



Hackathon

RULES

1. Eligibility

- Open to all VET students registered for the event.
- Teams of 4-6 members are required.

2. Project Requirements

- Projects must be original and developed during the hackathon.
- Focus should be on sustainability-related challenges (e.g., circular economy, energy efficiency).

3. Code of Conduct

- Respect all participants and adhere to the event's code of conduct.
- Inclusivity and collaboration are expected from all teams.

4. Submission Guidelines

- All submissions must be completed by the end of the hackathon (specific time will be announced).
- Submissions should include a project description, demo, and relevant documentation.

5. Judging Criteria

- Innovation: Creativity and originality of the idea.
- Feasibility: Practicality and implementation potential.
- Sustainability Impact: Contribution to environmental and social sustainability.
- Presentation: Clarity and effectiveness of the presentation.

6. Prizes

- Awards will be given

7. General Rules

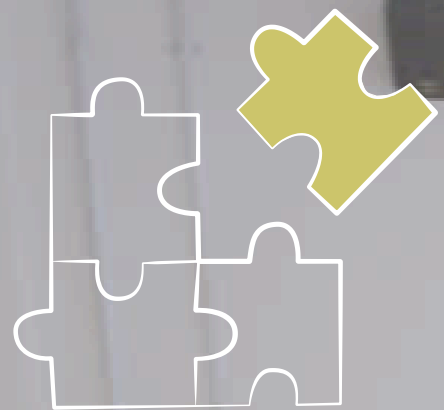
- Teams must use only the resources provided or those they brought with prior approval.
- Mentors can provide guidance but not direct solutions.

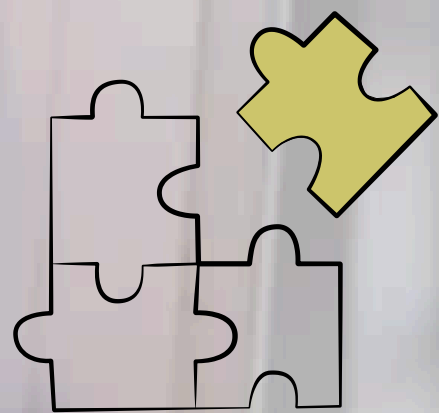
8. Disqualification

- Plagiarism, disrespectful behavior, or violation of the code of conduct will result in disqualification.

TO-DO List

1. **Define the theme:** Focus on a clear, relevant topic (real life problems).
2. **Form an organizing team:** Assign roles such as event coordinator and mentors.
3. **Engage partners:** Collaborate with local businesses for challenges and sponsorship.
4. **Set date and venue:** Choose a suitable date and location with necessary facilities.
5. **Recruit mentors and judges:** Invite experts in the hackathon's theme.
6. **Promote the event:** Use posters, emails, and social media to attract participants.
7. **Register participants:** Set up an online registration form.
8. **Prepare resources:** Develop handouts like the event handbook and judging criteria.
9. **Create the agenda:** Plan the schedule with sessions for hacking, mentoring, and presentations.
10. **Organize pre-event workshops:** Educate participants on the hackathon theme and tools.
11. **Arrange catering:** Plan meals and refreshments for the event.
12. **Set up technology:** Ensure reliable Wi-Fi, projectors, and laptops are available.
13. **Prepare for the kick-off:** Plan the opening session with introductions and icebreakers.
14. **Run the hackathon:** Manage the event flow, providing support and keeping to the schedule.
15. **Post-event follow-up:** Collect feedback, evaluate success, and share outcomes.







The Sustainable Business Model Canvas

Designed for:

Designed by:

On:

Day

Month

Year

Version:

No.

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATION FOR PARTNERSHIPS:

Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

CATEGORIES:

Production
Problem Solving
Platform/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS:

Newness
Performance
Customization
„Getting the Job Done“
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES:

Personal Assistance
Dedicated Personal Assistance
Self Service
Automated Services
Communities
Co-Creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

POSSIBILITIES:

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distributions Channels?
Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES:

Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:

1. Awareness
2. Evaluation
3. Purchase
4. Delivery
5. After Sales (post-purchase customer support)
... of products & services and Value Proposition

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are the most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focussed on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:

Fixed Costs (salaries, rents, utilities)
Variable Costs
Economies of Scale
Economies of Scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:

Asset Sale Subscription Fees Licensing
Usage Fee Lending/Renting/Leasing Brokerage Fees

FIXED PRICING:

List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING

Negotiation (bargaining)
Yield management
Real-time Market

Eco-Social Costs



What ecological or social costs is our business model causing?
Which Key Resources are non-renewable?
Which Key Activities use a lot of resources?

EVALUATION INSTRUMENTS:

Life-Cycle Assessment (of products and services)
Common Good Balance Sheet

Eco-Social Benefits



What ecological or social benefits is our business model generating?
Who are the beneficiaries? Are they potential customers?
Can we transform the benefits into a Value Proposition? If yes, for whom?

INSTRUMENTS:

Social Reporting Standard
Common Good Balance Sheet



Thank you!

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