



**BRIGHTIDEA<sup>®</sup>**

# So You Wanna Run A Hackathon?

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# We Heard the Buzz



## Idea Manager

Use the Idea Manager app to manage and track a portfolio of ideas, area, size or ownership.

You've successfully applied for the Beta!



## 20% Time

Use the 20% Time App to manage and track a 20% Time initiative for your company, where team members are encouraged to dedicate a percentage of their time to pursuing innovative projects of their own choosing.



## Hackathon

Use the Hackathon App to support the organization and execution of a Hackathon event for your company. Hackathons are results-focused, time-limited events where teams brainstorm, prototype and build new innovations, often across departments and geographies.

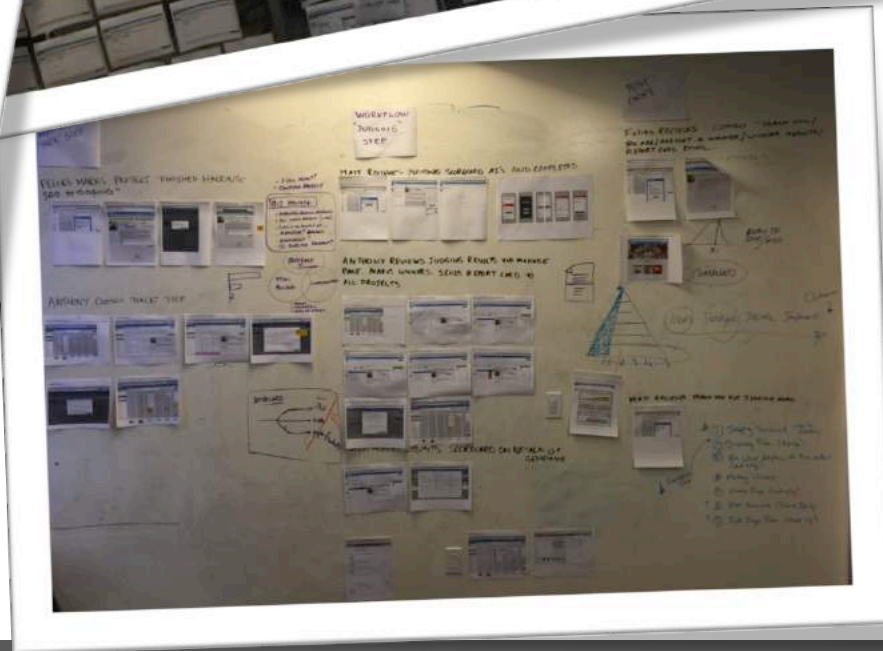
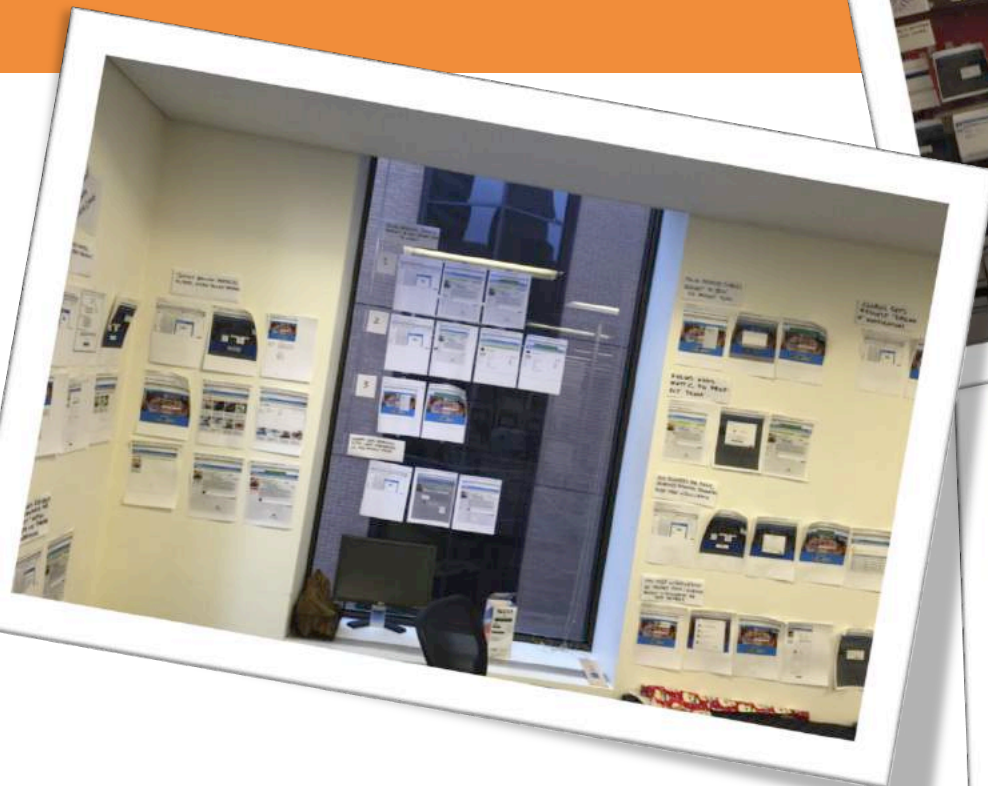
[Apply For Beta...](#)



## Innovation Labs

Use the Innovation Labs App to track and manage the portfolio of projects that you are incubating within your Innovation Lab.

# Hack War Room





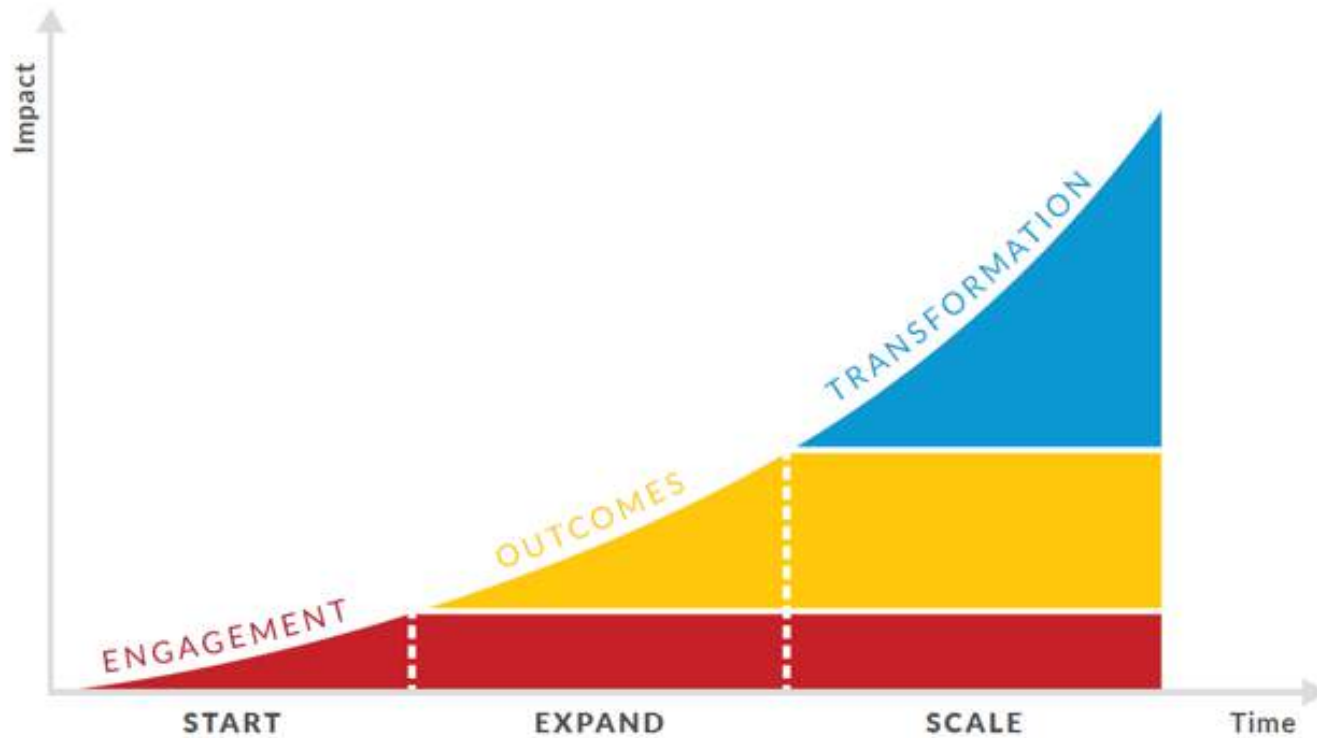
# HACK

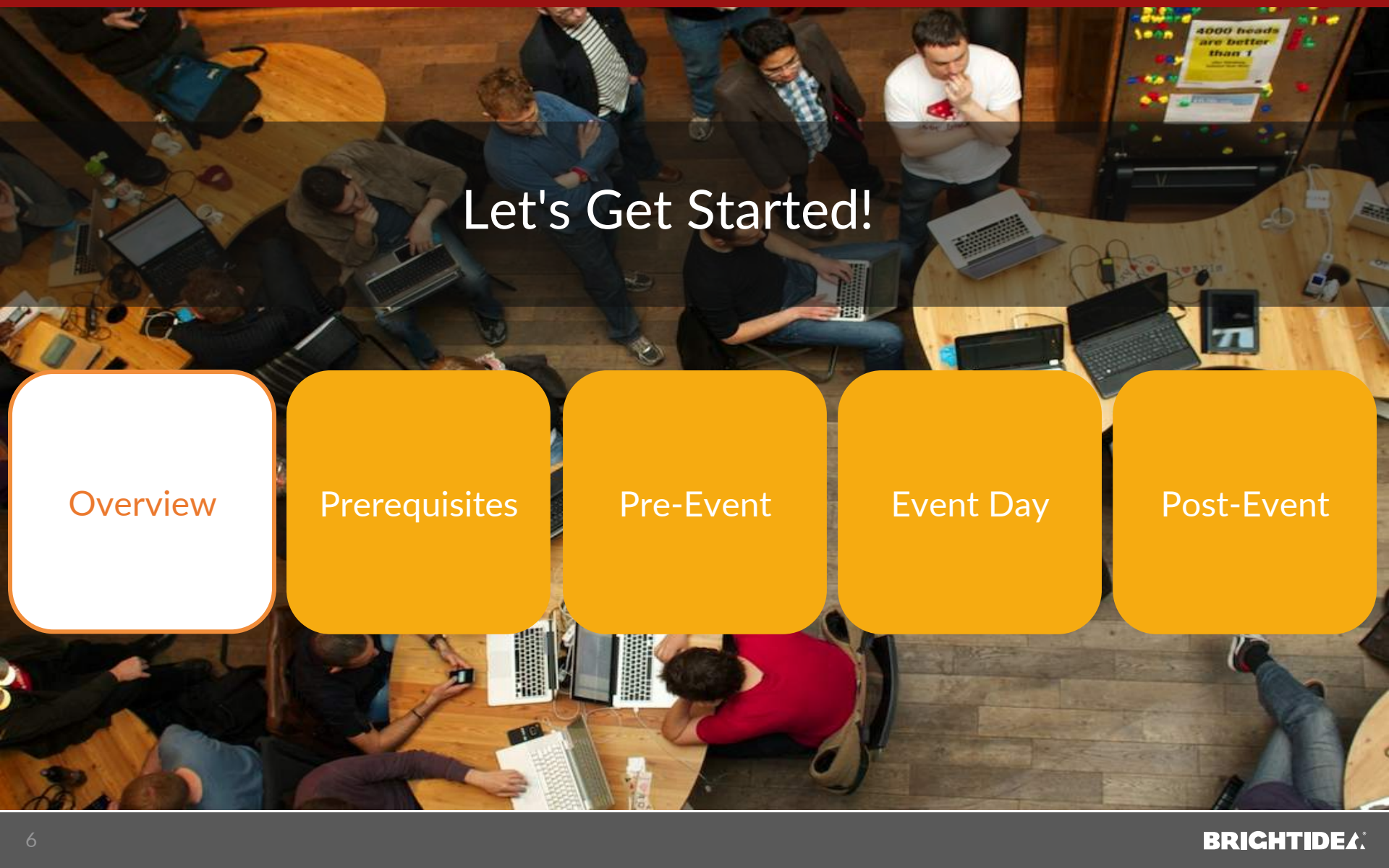
The screenshot shows the Brightidea Apps interface. At the top, there's a navigation bar with icons for Command Center, People, Innovations, Apps, Analytics, Knowledge Base, and Setup. The main content is organized into three phases:

- START PHASE** // These Apps require low resource investment and deliver impact in a relatively short timeframe and are thus an ideal choice for programs starting out.
  - Discuss** (Yellow icon): Initiate Engagement
  - Solve** (Red icon): Solve a Problem
  - Optimize** (Blue icon): Improve a Business Area
- EXPAND PHASE** // These Apps yield further developed results and also have higher initial requirements. They continue to expand the influence of the innovation program.
  - Hack** (Orange icon): Build Prototypes (This app is highlighted with an orange border)
  - Incubate** (Green icon): Develop Opportunities
  - Pitch** (Purple icon): Fund Business Plans
- SCALE PHASE** // These Apps use collaborative innovation techniques to support a variety of activities throughout the organization, driving towards a full innovation ecosystem.
  - Understand** (Teal icon): Collect Insights
  - Monitor** (Maroon icon): Track Evolving Trends
  - Suggest** (Dark grey icon): Consider Any Idea



# Brightidea Maturity Model





# Let's Get Started!

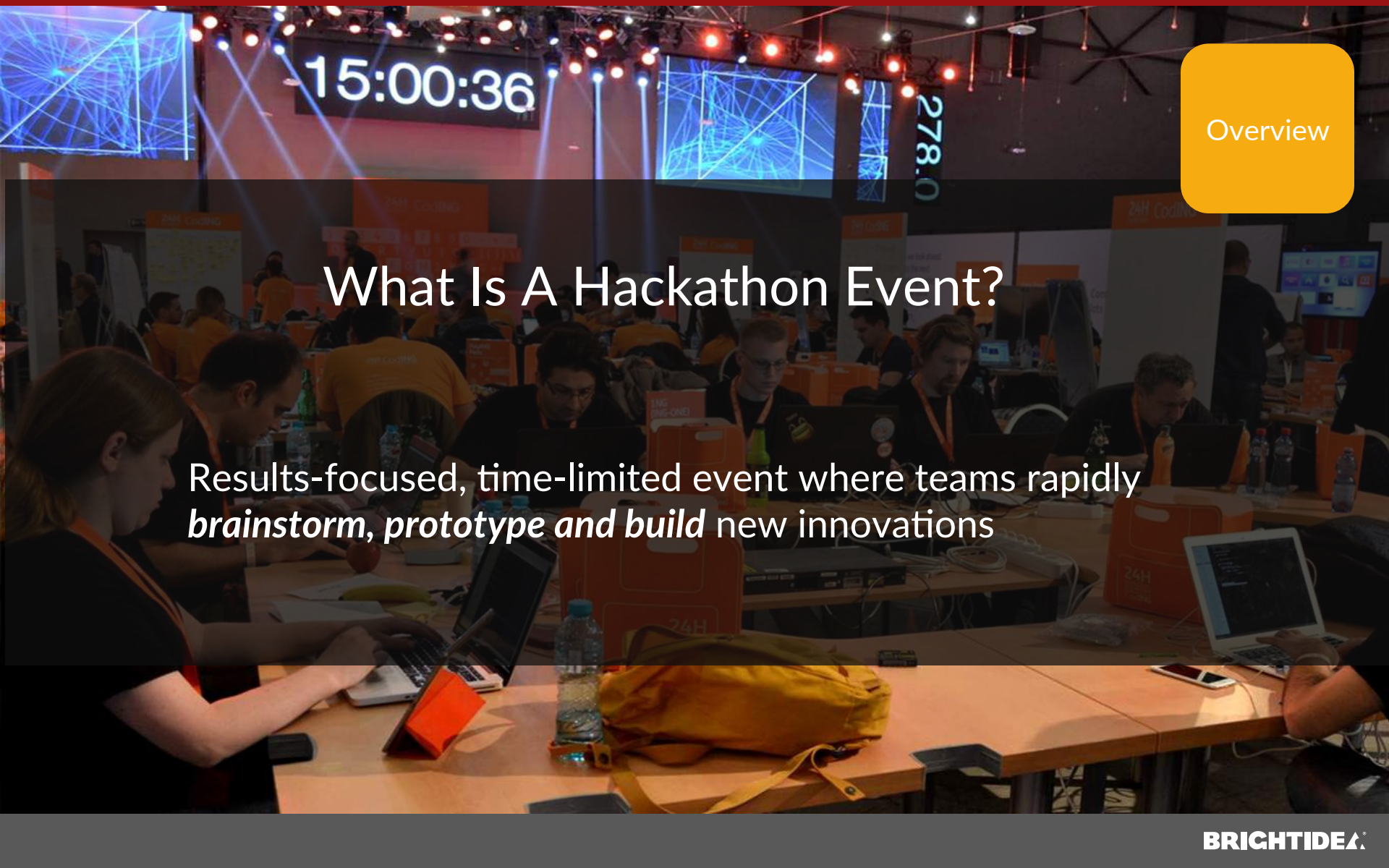
Overview

Prerequisites

Pre-Event

Event Day

Post-Event



Overview

# What Is A Hackathon Event?

Results-focused, time-limited event where teams rapidly *brainstorm, prototype and build* new innovations

# What is a Corporate Hackathon Event?

Overview



- ✓ *Host a fun and engaging event*
- ✓ *Form diverse teams*
- ✓ *Engage in rapid prototyping*
- ✓ *Show real opportunities*



# What is a Corporate Hackathon Event?

Overview



**internal** corporate event



**on-site**, in-person event



30-120 participants (or roughly 4-16 projects)



lasts 8-48 hours.



projects must support business strategy.

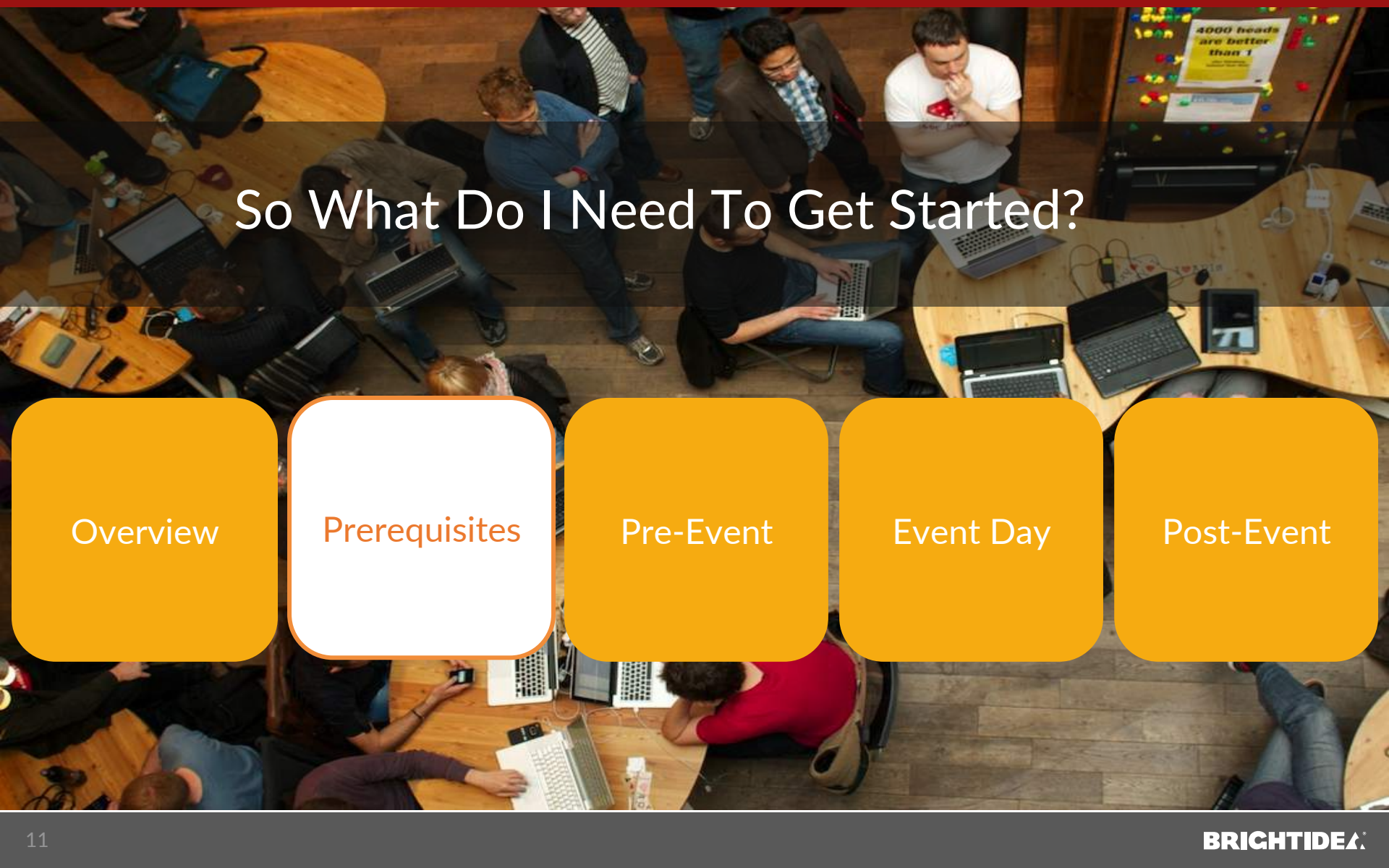


Quicken Loans



Overview



An aerial view of a workshop or meeting space. Several people are seated at round wooden tables, working on laptops. Some are standing and talking. The room has a wooden floor and a bulletin board in the background with a sign that says "4000 heads are better than 1".

# So What Do I Need To Get Started?

Overview

Prerequisites

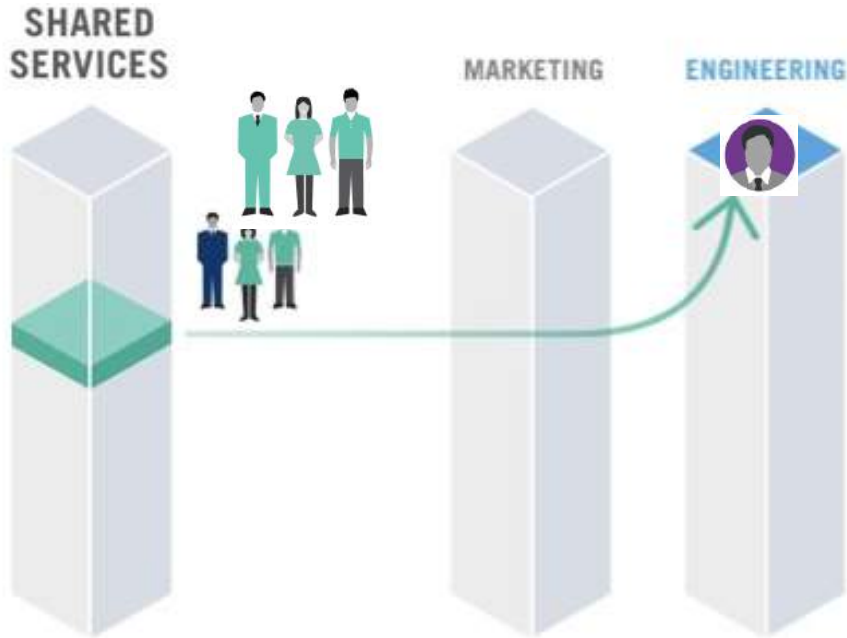
Pre-Event

Event Day

Post-Event

# Connect with a Sponsor

Prereqs



- ✓ Senior Leadership
- ✓ Budget
- ✓ Delegate to Supporting Roles



# Your Supporting Cast

Prereqs



Hackathon Manager



Judges (Experts)



Participants (Hackers)

# Other Checklist Items

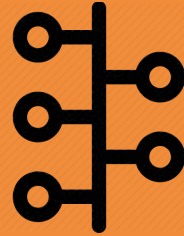
Prereqs



Judging Criteria



Event Space



Timeline

# Recommended Resources (Optional)

Prereqs

- ✓ Event MC
- ✓ Scribe / Note Taker
- ✓ Event Designer
- ✓ Photographer
- ✓ Caterer
- ✓ Marketing Rep
- ✓ Facilities team



So I'm Ready...

Overview

Prerequisites

Pre Event  
1-4 weeks

Event Day  
1-2 days

Post-Event



# Stay Calm & Follow the Playbook

Pre-  
Event

## SITE CONFIGURATION

You have now created your new Hack event. Here are some areas of your site you may wish to further customize:

### REQUIRED

#### ① Update Your Event 'Schedule'

LOCATION: SITE HOME PAGE

- By default, the *Hack app* will create a 'Schedule' section on your new home page.
- Via [Widget Setup Mode](#), select the pencil icon to update the details of your schedule from beginning to end.

**TIP!** Ensure you include time zone in your information – if your Hack event spans multiple offices.

Schedule	
DAY 1	DAY 2
12:30pm: Registration opens	7:00am: Breakfast served
1:30pm: Hacking begins	9:20am: Hacking concludes
2:00pm: API workshop	9:30am: Project submission
3:00pm: API workshop	11:00am: Presentations begin
7:00pm: Dinner	2:00pm: Announcement of winners
Midnight: Food and snacks	

#### ② Set Your Event 'Countdown'

LOCATION: SITE HOME PAGE

- The *Hack app*, by default inserts a right side countdown widget – to build anticipation for the start of the Hack event.
- Navigate to your site home page, select the pencil icon to set the date and time of your event. [Here's how.](#)

**TIP!** Include a countdown for both site registration and for Hack event start.



# Communication & Promotion Strategy

Pre-Event



Save the Date



Invitations



Reminders

# Project Submission

Pre-  
Event

The image shows a screenshot of the Artemis Financial website. The top navigation bar is orange with links for HOME, SUBMIT PROJECT, BROWSE, FAQs, NEWS, and ADMIN. Below this is a large banner for the 'Mobile Banking Hackathon' featuring a background image of a crowded hackathon event. The banner text includes the event title, a description of the challenge, and a registration deadline. Two orange buttons, 'Submit Project' and 'Browse', are prominently displayed in the center. A 'Subscribe' button is in the top right corner of the banner area. The bottom of the page has a dark grey footer with the page number '19' and the 'BRIGHTIDEA' logo.

Artemis Financial

Search

91

10

Subscribe

## Mobile Banking Hackathon

Submit a project and form a team to rapidly prototype in 24 hours. Top projects will have an opportunity to receive further development.

Registration Ends  
**9 days**  
17 hours : 15 mins : 10 sec

Submit Project

Browse

19

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# Team Formation

Pre-Event

←

⬅

Enable Widget Setup Mode


Enable Label Edit Mode

View as Ordinary User

### Find Teammates: Detailed Transaction History

Your teammates suggestions are below. The Match Score is based on number of matching expertise, activity on the site, and availability

7 Users Matched




Ruth Randall

Software Engineer III (Lead)  
Information Systems, EMEA

64% Match

Mobile Development,  
Front End Development...




Natalie Scott

Graphic Designer/Artist  
Marketing/Communications, LATAM

44% Match

Wireframing, Available





Scott Sir

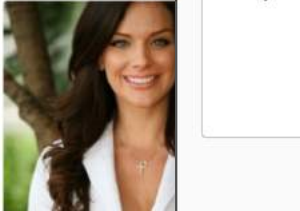
IT Engine  
Information Systems

44% Match

Front End  
Available







New Message

Ruth Randall

Would you like to join our team for Detailed Transaction History?

Hi Ruth Randall,  
Would you like to join our team for Detailed Transaction History?

Cancel

 or 

Send



20


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# Vet the Submitted Projects


Pre-  
Event



Moderation (4)  


 D5670  
Reward Points Tra...


 D5673  
Send money to ot...


 D5662  
Spending Best Pra...


 D5656  
Work with a Finan...


Selection for Ha... (2)  


 D5657  
529 College Plan B...


 D5671  
Waiting Time for C...


Hacking (14) 


 D5660  
Business Banking ...


 D5659  
Business Credit Ca...


 D5664  
Card Balance Tran...


 D5666  
Contest Entry via ...


 D5669  
Credit Card Applic...


 D5675  
Detailed Transactl...



 D5665  
Dinner Receipt + TL...



 D5658  
Dispute Transactio...



 D5672  
Enter / View Budge...



 D5674  
Find ATMs and Bra...

 D5668

Judging (0)  

Selected as Win... (0)  

Not Selected as ... (0)  



# So it's the Event Day...

Overview

Prerequisites

Pre-Event

Event Day

Post-Event

# Event Kick Off

Event  
Day



HACK



HACK





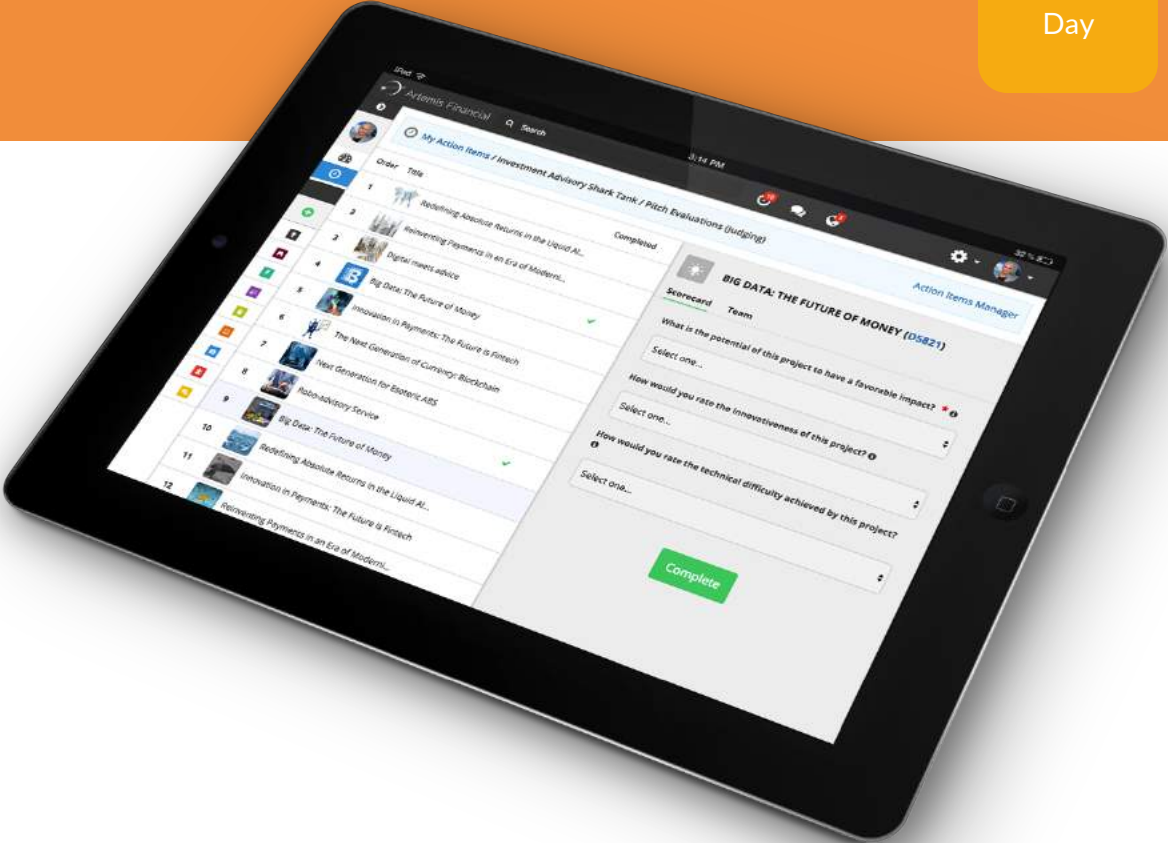
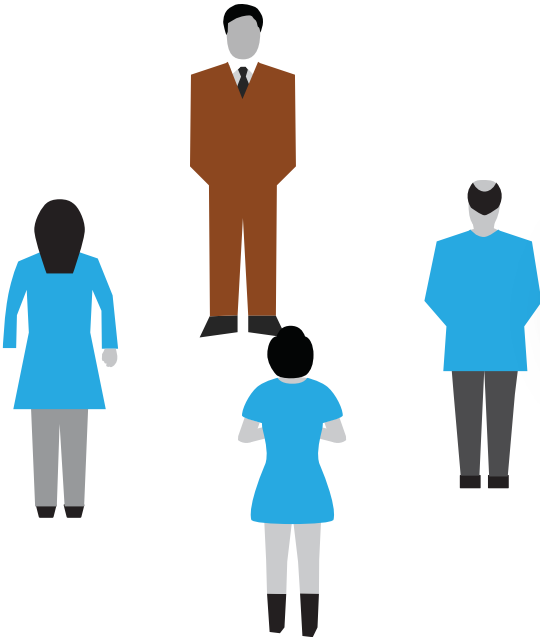
# SNACK-ATHON!

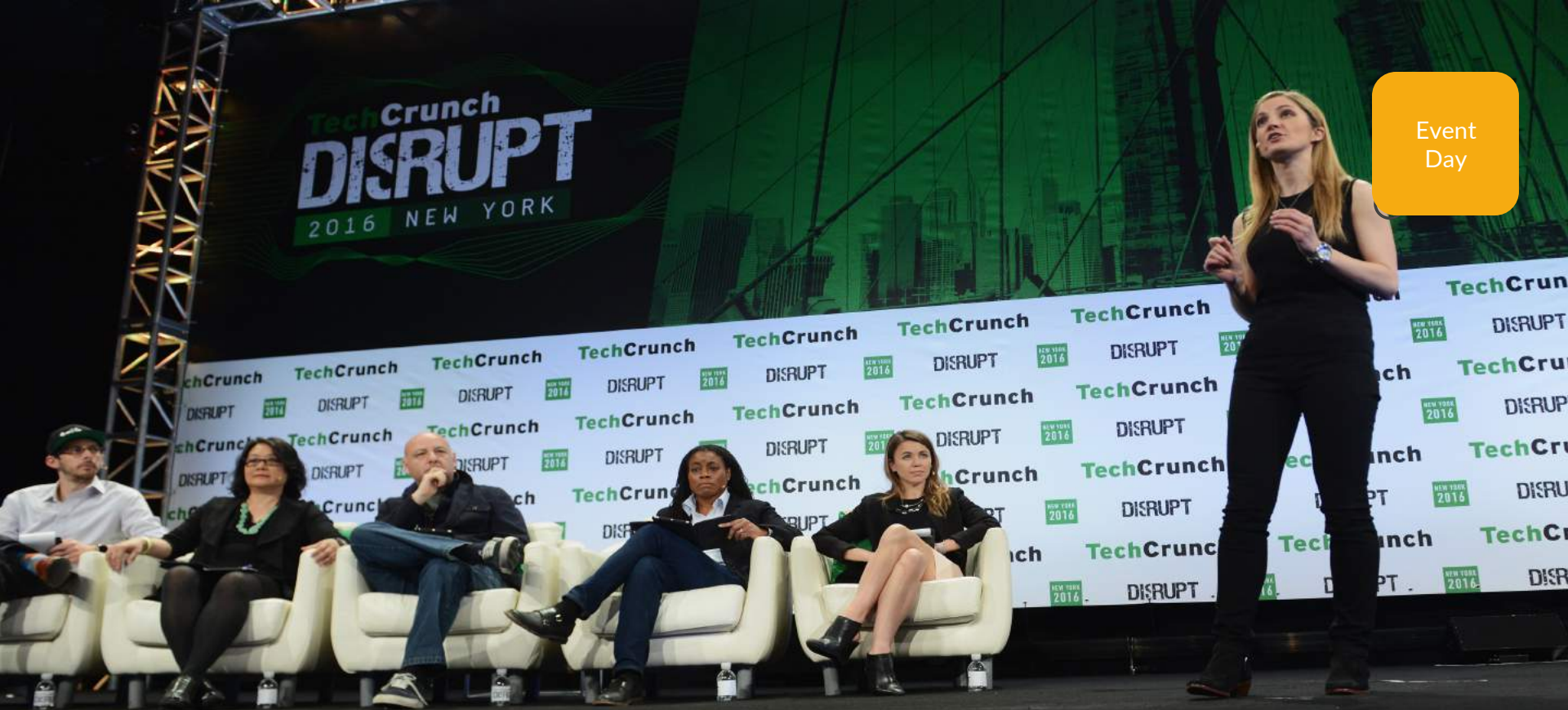




# Prepare the Judges

Event  
Day





Event  
Day

# Presentation & Judging

# Leadership Determines Winners

Event  
Day

Actions +

Stop

Advance to Next Step

⚙️

Title

Redefining Absolute Returns in the Liquid...

Reinventing Payments in an Era of Mode...

The Next Generation of Currency: Blockc...

Next Generation for Esoteric ABS

Robo-advisory Service

Digital meets advice

Big Data: The Future of Money

Innovation in Payments: The Future is Fin...

Big Data: The Future of Money

Redefining Absolute Returns in the Liqui...

Innovation in Payments: The Future is Fin...

Overall Score

65

50

0

0

50

35

50

0


0

0

0

3 Open Judging Action Items for this Proposal

1 POINTS



Redefining Absolute Returns in the Liquid Alternative Era (D5787)

braham

Submitted: a m

Cat...

Proposal

Status:

Search

Details

ot

description

Details

ot

most few years have... ble convergence b... al  
alternative asset m... n by fee compress... or a  
er client base and... ges, several hedge  
ed the mutual fund... g modified versions of t... o  
egies to a wider rang... . At the same time, trad... it  
r managers that have long... ir strategies in mutual f... ows have  
sed to offer more inn... e... flexible investment strate... et the  
and of investors who... cons over protecting portfo... fr  
dside risks. These coll... f... have given birth to new c... of

65%

1. What is the potential of this project to have a favorable impact?

Pts

0	0%	0	0
1	0%	0	2
2	100%	1	4
3	0%	0	6
4	0%	0	8
5	0%	0	10

1 of 4 answered this question

2. How would you rate the innovativeness of this project?

Pts

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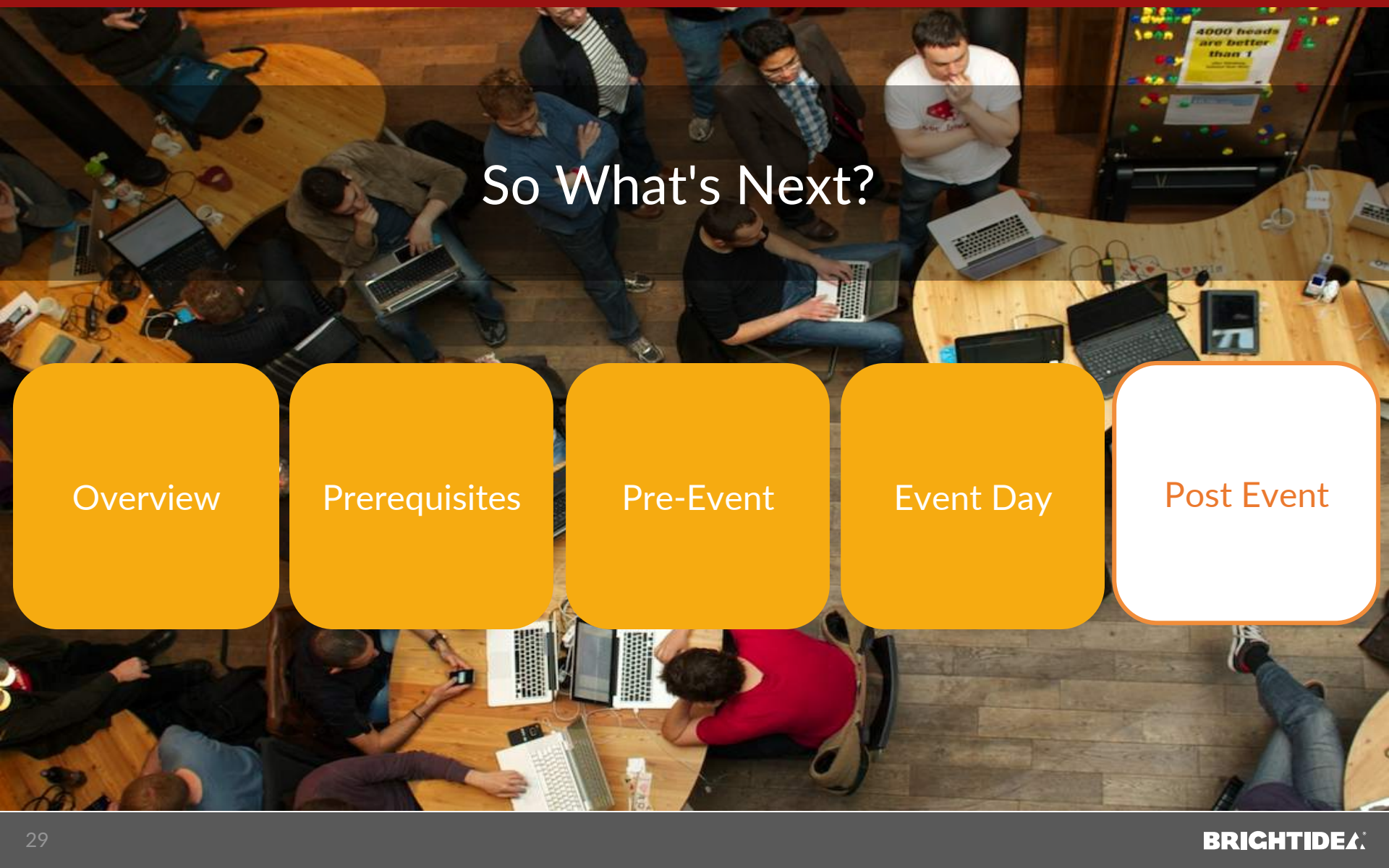


# Award Ceremonies

Event Day







# So What's Next?

Overview

Prerequisites

Pre-Event

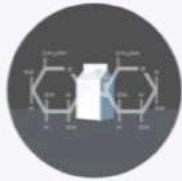
Event Day

Post Event

# Site Update & Thank You Communications

Post-  
Event

## Hackathon Winners



**Team LHACKtose**  
Judges Award


















**Team #Kilobytes**  
Crowd Award



**Team Mr. & Mrs. Robot**  
Positive Vibe Award

# Support Further Development on Projects

Post-  
Event

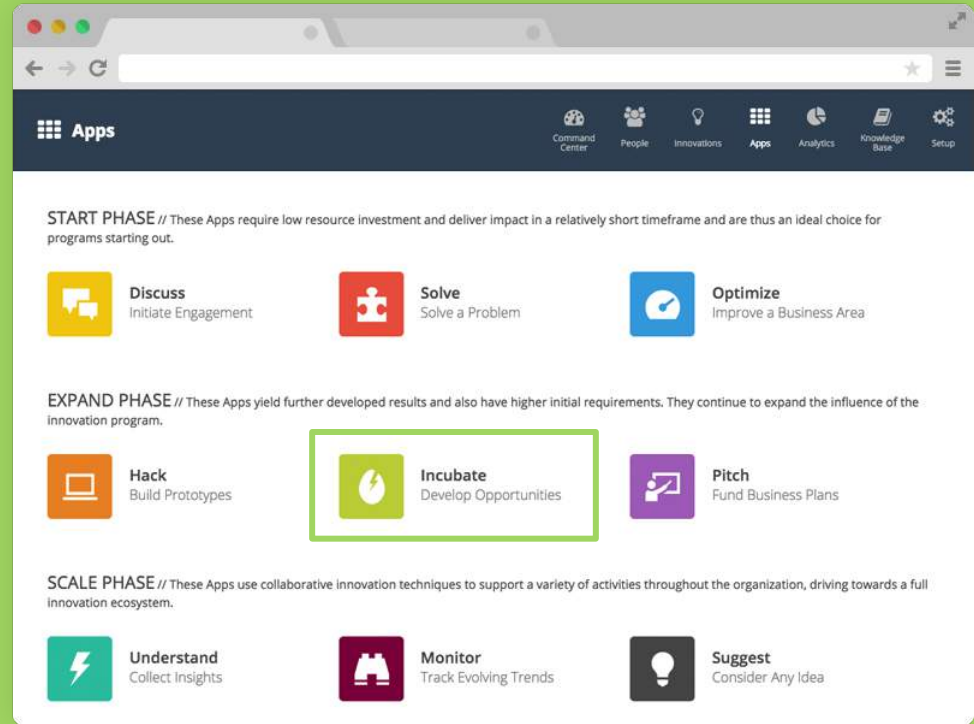
<div> <b>Mobile Banking Hackathon</b> Go to Pipeline Source </div> <div>List &lt;</div>									
<div>Actions ▾ + ▾ 🔗 20 Projects </div> <div>Search </div>									
<input type="checkbox"/> ⚙	Title	Code	Stage	Step	Submitter	Submitted	Category	Status	Innovation State
<input checked="" type="checkbox"/>	 Contest Entry via Mobile	D5666	Hackathon	Hacking	Melanie Forsyth	10/20/2016	Hackathon Pr...	Pending	Project
<input checked="" type="checkbox"/>	 Detailed Transaction History	D5675	Hackathon	Hacking	Stephanie Burgess	10/15/2016	Hackathon Pr...	Pending	Project
<input type="checkbox"/>	 Find ATMs and Branch Locations	D5674	Hackathon	Hacking	Joshua Rutherford	10/14/2016	Hackathon Pr...	Pending	Project
<input checked="" type="checkbox"/>	 Business Banking Capability	D5660	Hackathon	Hacking	Christian Greene	10/03/2016	Hackathon Pr...	Pending	Project
<input type="checkbox"/>	 Dinner Receipt + Tip Calculator	D5665	Hackathon	Hacking	Andrew Tucker	10/02/2016	Hackathon Pr...	Pending	Project
<input checked="" type="checkbox"/>	 Card Balance Transfer	D5664	Hackathon	Hacking	Victoria MacLeod	10/01/2016	Hackathon Pr...	Pending	Project
<input type="checkbox"/>	 Rent and Mortgage Calculator	D5663	Hackathon	Hacking	Rose Howard	09/28/2016	Hackathon Pr...	Pending	Project
<input type="checkbox"/>	 Dispute Transactions on the App	D5658	Hackathon	Hacking	Edward Sanderson	09/26/2016	Hackathon Pr...	Pending	Project
<input type="checkbox"/>	 Send money to other people (Paypal/Venmo style)	D5673	Project Submi...	Submission a...	Alexandra Ince	09/19/2016	Hackathon Pr...	Not Selected	Project
<input type="checkbox"/>	 Restaurant VIP Status	D5667	Hackathon	Hacking	Boris Parr	09/17/2016	Hackathon Pr...	Pending	Project
<input type="checkbox"/>	 In-App Notifications of Bonus Points (Tonight Only!)	D5668	Hackathon	Hacking	Sean Tucker	09/09/2016	Hackathon Pr...	Pending	Project

# Incubate the Radical Projects

Post-Event



## INCUBATE





# Communicate Success to Sr. Management

Post-  
Event

A woman with glasses and a white shirt is pointing at a whiteboard. The whiteboard has handwritten notes under the heading 'HACKATHONS'. It lists four categories: '20% TIME' with '\$15M', 'OPEN INNOVATION' with '\$5M', 'CROWD SOURCING' with '\$37M', and 'DESIGN THINKING' with '\$15M'. A horizontal line is drawn below these, with '\$97M' written underneath. The background is a solid red wall. In the foreground, the backs of several people are visible as they sit at a table, looking towards the whiteboard. On the table, there are some small potted plants, a water bottle, and a coffee cup.

HACKATHONS	OUTCOMES
20% TIME	\$15M
OPEN INNOVATION	\$5M
CROWD SOURCING	\$37M
DESIGN THINKING	\$15M
	<hr/>
	\$97M

- ✓ 130 Unique Participants
  - 5 Departments Represented
  - 57 Unique Skills
- ✓ 43 Total Projects Submitted
  - 20 Hacked Projects
  - 4 Projects Implemented
- ✓ \$10.7M Total Outcomes
  - \$70K Total Expenditures

# What did We Learn?

Post-  
Event



HACK

- ✓ Participants
  - Fun and Engaging – Autonomy, Mastery & Purpose
- ✓ Innovation Team
  - Expand the influence of the innovation program
  - Marketability of event
- ✓ Sponsor
  - Rapid time to value
  - Real opportunities - built prototypes
- ✓ Sr. Management
  - Set Innovation Reputation
  - Talent Retention



**BRIGHTIDEA**®

# Thanks for Joining!

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October 14, 2016

# BRIGHTIDEA®

PEOPLE POWERED INNOVATION



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