



Hack App Guide

Your guide to running a
hackathon with Brightidea

BRIGHTIDEA®

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Launch Your Hackathon on the Brightidea Platform

Brightidea's Hack app is the world's first all-inclusive app to organize, manage, execute, and track the results of your company's hackathon.

A hackathon is the quickest, simplest way to apply our innovation methods to your company, with instant results. Use this guide to run the Hack app and get set up with Brightidea!



Getting Started

The Brightidea Hack app is a self-contained web based tool that allows you to organize, execute, and followup on the results of a physical hackathon.



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What is a Hackathon, Why Should I Run One?

A hackathon is a marathon work session where participants work in teams on a project that can be applied directly to your company or product.

Hackathons are useful because they are the shortest way to actionable results that your innovation program can produce.



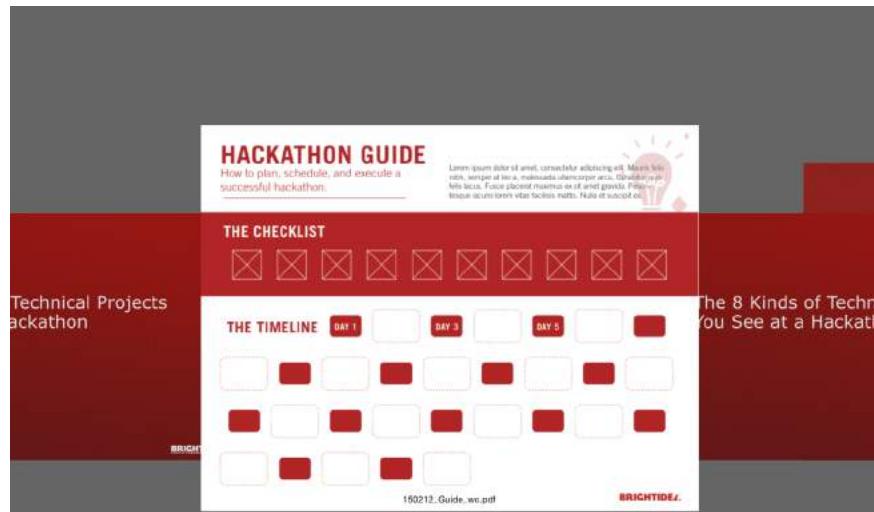
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Everything You Need to Get Started

The Brightidea Hack app package includes everything you need to ramp up and fast track to results, including:

- Quick reference guides
- Complete step-by-step guides
- Templates for printable assets
- Brightidea exclusive tips
- Hands on support

Check out the “Resources” tab in in-product to access these assets



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The Hack App

Brightidea has developed an entire app specifically to aid your quest to throw the perfect hackathon.

- Have a single platform to announce the event and sign up participants
- Collect all the inputs of the hackathon projects
- Register all participants in-app
- Hack prototypes, processes, marketing, or anything else
- Enable judging in real time
- Countdown timer
- Tagging of ideas/concepts so everyone company-wide may contribute during and after the hackathon



Brandon Jacobs

Using two monitors allows users to significantly increase the amount of information they can process over one monitor. Complex tasks, whether generic-

↑ 2 2



Philip Dawson

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Get Your Tech Right

If your hackathon is traditionally technical (focused on writing code), make sure to get assistance to make sure all your participants are on the same page when it comes to their frameworks, coding languages, etc. If a new technology is involved, make sure the proper testing has been done to make sure it holds up.

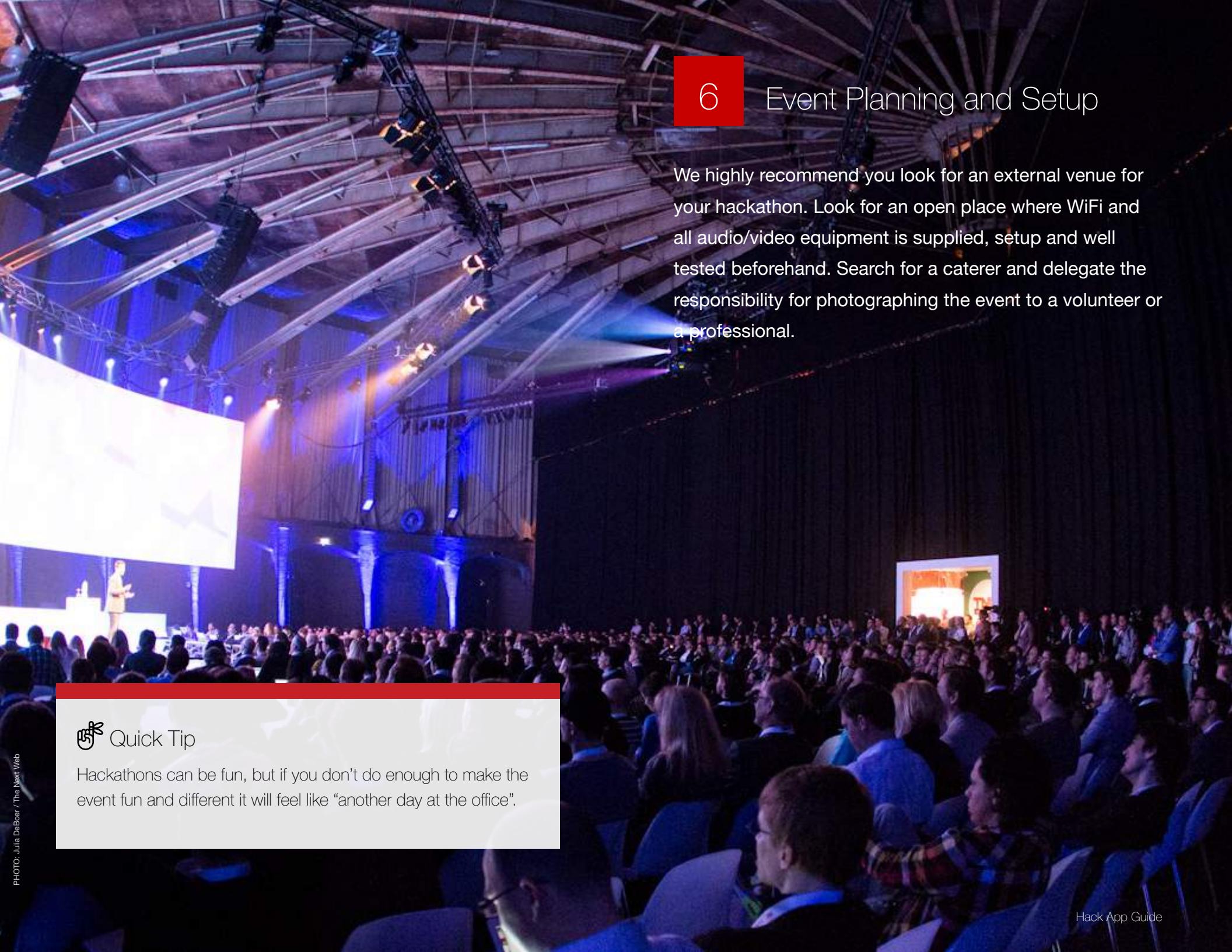


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Your Timeline for Execution

Brightidea recommends at least 30 days to research, plan, execute and confirm your event. Use your first few days to research your event, your company's resources, and possible pitfalls and conflicts that might emerge.



A wide-angle photograph of a large conference or hackathon venue. A speaker stands on a stage on the left, addressing a large audience seated in rows of chairs. The stage is illuminated by blue and white lights, and a large projection screen is visible. The ceiling is made of wooden beams and has several spotlights. The overall atmosphere is professional and focused.

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Event Planning and Setup

We highly recommend you look for an external venue for your hackathon. Look for an open place where WiFi and all audio/video equipment is supplied, setup and well tested beforehand. Search for a caterer and delegate the responsibility for photographing the event to a volunteer or a professional.



Quick Tip

Hackathons can be fun, but if you don't do enough to make the event fun and different it will feel like "another day at the office".



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Best Tips

Here is a collection of our best tips to get going:

- Check out guides:
 - “What is a Hackathon”
 - “Why Should I Throw a Hackathon”
 - “How to Throw a Hackathon”
- Make sure that your objectives for the hackathon are in line with your manager’s objectives (you might want to have an innovation event, they will want results, recruiting/promotion, etc.)
- Decide early on what theme or concentration you will have (both in general area and technical details)
- Make sure to get support for the event from department heads, your boss, and anyone else that can help. You need to make them understand why a hackathon is a good idea before proceeding
- Work out logistics as soon as you can, way ahead of the event. This helps reduce the chance of a mix up
- Focus on the hackers! Developers are the lifeblood of any hackathon, without enough of them progress will stall
- Internal promotion is very important, ensuring to build momentum up to the event

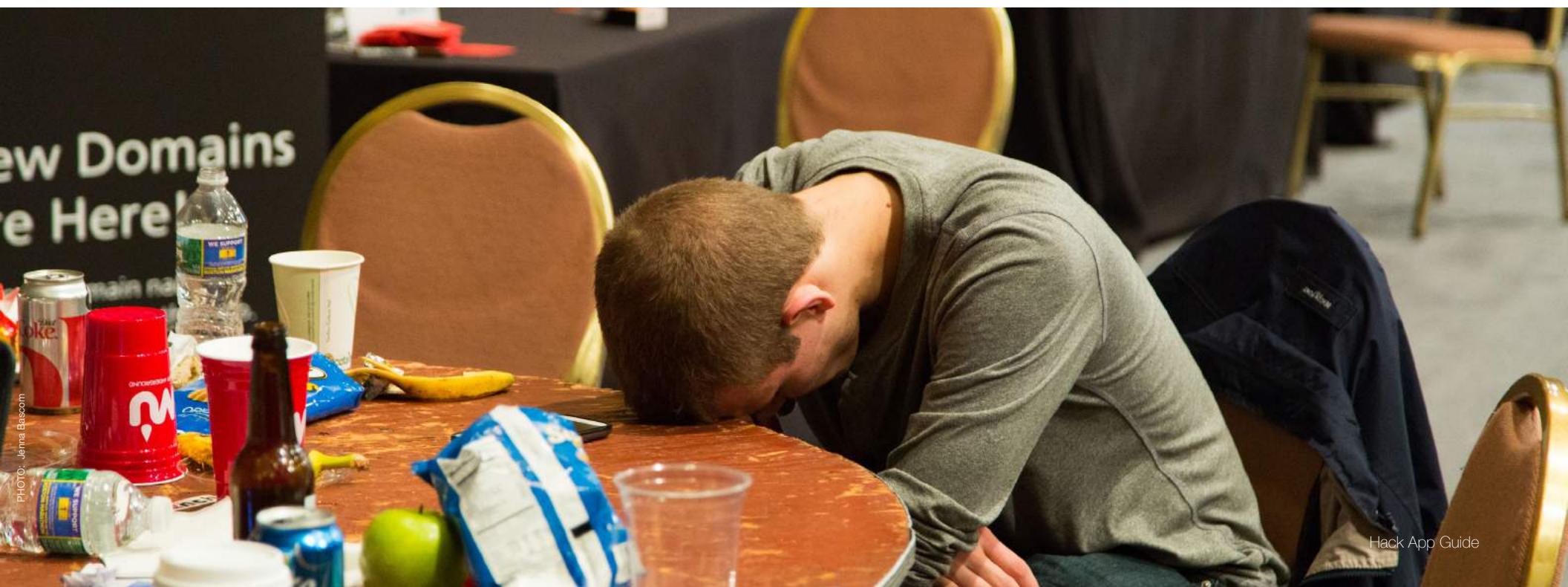
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Common Mistakes

Organizers of hackathons often make the same mistakes. Here are a few tips to keep things going smoothly.

- Don't let things get out of control. Events have many moving parts; aim to keep things simple
- Don't let things feel like a normal day at the office. Do everything you can to make the event feel special. Check out our guides for more tips
- Don't be afraid to get your hands dirty! Lend a hand, walk around and make sure teams are communicating

- Test and retest. Make sure your event's WiFi, projectors, and all on-site electronics are working
- Differentiate your hackathon from all other events. Make the event special and unique based on your company and their values
- Don't assume everyone will come through with the promises. It is your job to hold people to their commitments. Just in case, have backups in key areas such as judges, food caterers, entertainment, etc.



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The Key to a Creative

Your hackathon will be a hit or a dud based on a single thing: creativity. If you foster a creative environment great things will come as a result. The best way to accomplish this: keep your

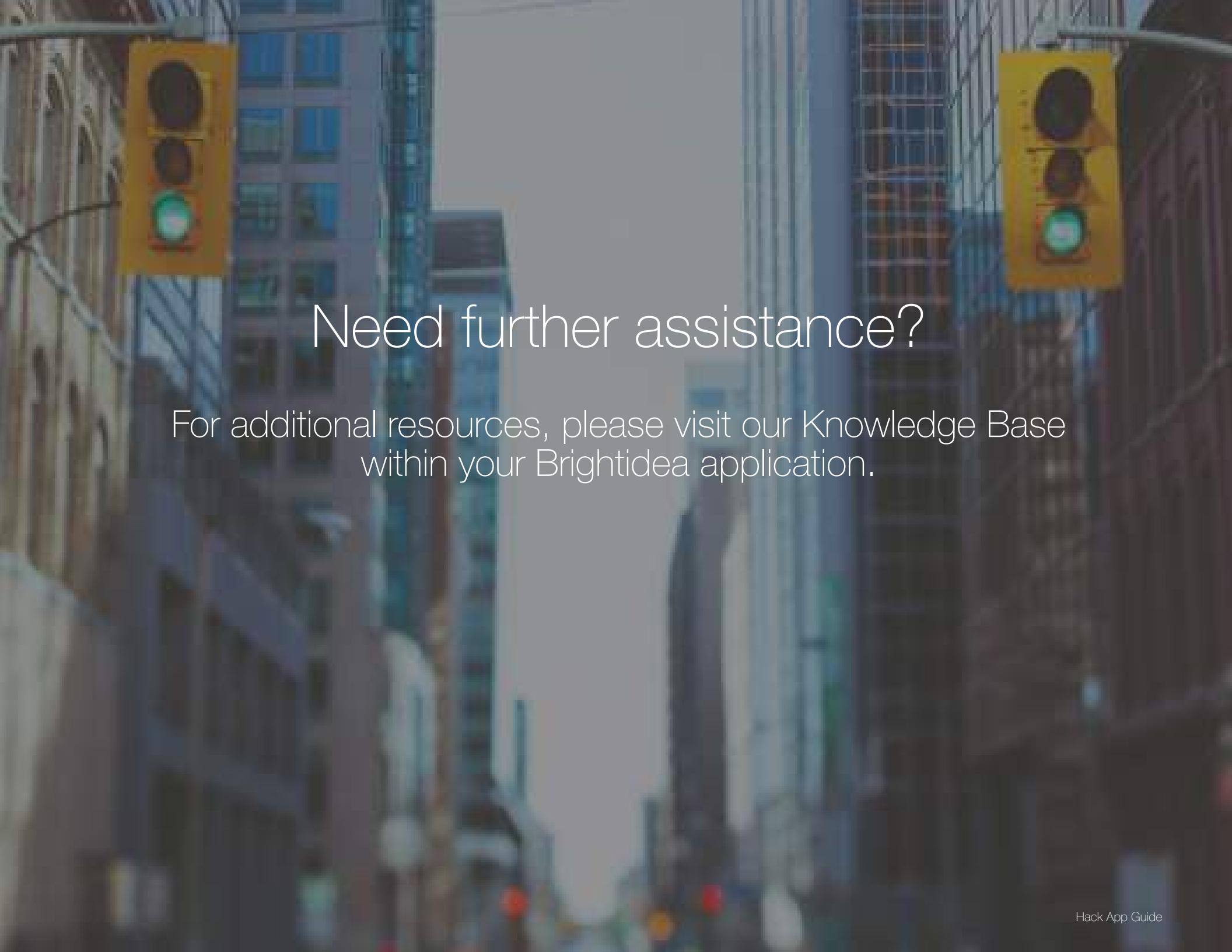


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First Steps To Action

- Step 1: Read the "Starters Guide"
- Step 2: Meet with your supervisor to set budget, dates and times
- Step 3: Create a homepage for your hackathon with time/date and details
- Step 4: Set a date for the hackathon, double check it does not conflict anywhere
- Step 5: Meet with an internal tech partner to help with technical aspects of planning





Need further assistance?

For additional resources, please visit our Knowledge Base
within your Brightidea application.