

Hackathon Toolkit

How to Use:

Use this toolkit to help manage the planning and kick-off of your hackathon. The toolkit is split into three sections, Pre-Event, Kick-off, and Sample Scorecard.

Pre-event

Complete the following tasks prior to your kick-off date.

Set the goal:

The first step is to set the goal of your hackathon. What are the challenges your team is facing now or in the near future?

Example: *At the end of the hackathon we'll have solutions presented that will reduce attrition of high potential employees this year.*

Create challenge statements:

These are the challenges that your hackathon teams will work to solve.¹ These statements typically start with the phrase “How might we...” and include any criteria you’d like the team to work within.

Example: *How might we re-design our key talent programs to reduce attrition of key talent over the next three years across the organization?*

Note: Make sure that these challenges help to achieve the goal you set in step one.

Set the event timeline:

By limiting the time frame, and treating it as a competition, you provide a similar sense of urgency as being handed a tough project with a quick turnaround.

Example: *The hackathon will run for one week with the expectation that each participant and team will dedicate at least 24 hours coming up with the solution.*

Recruit participants:

Now that you have a goal, challenges, and timeline you can begin to recruit team members.

Create teams with:

- Individuals with experience in the process you are trying to change (T&D members, for example)
- Employees who have experienced the process themselves (such as customer service reps or salespeople)
- Volunteers known for their creative ideas and ability to bring them to life (Intrapreneurs, and thought leaders)
- Someone with a reputation of getting things done (organizers or leaders – individuals with or without the titles)
- Known creatives who can help to bring your ideas to life (perhaps employees such as marketing or design team members)

¹ [Alvin Chia, Hackathons Unboxed: A Field Guide to ideating, Leading and Winning](#)

- Designers and Developers who can develop working prototypes (This can include Instructional Designers and eLearning developers, or employees experienced with code if you expect teams to develop new technology in support of their solutions.)

Kick-Off:

Use the following sample agenda to kick-off your event.

- Network – 30 minutes
 - Network with judges and fellow participants prior to kick-off
- Kickoff the event
 - Host and leadership sponsor kicks-off the session
- Guest speaker or team building activity- 1hr
 - Guest speaker presents on a topic relevant to the Hackathon (Brainstorming, Design Thinking, User Centered Design, Journey Mapping, etc.)
- Hackathon specifics – 15 min
 - Host provides an overview of the Hackathon process, timeline, guidelines, solution expectations, judging process, and winner’s prize.
- Start ideating!
 - Provide plenty of time for participants to work with their team and start collaborating

Sample Score Card:²

How you score the solutions will influence their creation. Make sure that you only score for things that matter to you as an organization. Anything else may cause teams to create something that doesn’t fit your goal.

Category	Description	Score
Relevance	0 – The solution does not solve the challenge 5 – The solution solves the challenge	____ / 5
Presentation	0 – Presentation is confusing and hard to understand 10 – Presentation is clear and easy to understand	____ / 10
Scale	0 – Solution requires a large investment of time and resources to scale 5 – Solution requires a moderate investment of time and resources to scale 10 – Solution easily scales to meet future needs	____ / 10
Implementation	0 – The solution cannot be launched in the required timeframe 5 – The solution can be launched in the required time frame with a large investment of time and resources	____ / 10

² https://s3.amazonaws.com/bizzabo.users.files/129965/207313/1119947/BCW19_scorecard.docx

	10 – The solution can be launched in the required timeframe with little to no additional investment of time and/or resources	
Total		____ / 35