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February 26th – February 28th
MetWest High School
314 E. 10th Street. Oakland, CA 94606

— 2016 —

The Hacker Packet
Oakland, California

MBK
HACK

My Brother's Keeper Hackathon

Team Name: _____

Welcome to MBKHack 2016!

Greetings!

Today, we embark on an incredible journey - together. As a hacking community, you are the next generation of Developers, Designers, and Innovators who will change the world, not just because of your ideas, but the dedication you are putting forth during these next three days to do so as a team. I would not have gone far in the shared vision of Qeyno Labs, if it were not for my own team. Your role, be it Trailblazer, Mentor, or Volunteer is important and invaluable to the success of the Hackathon Academy. Never forget to have fun and that the world is watching your greatness unfold.

-Kalimah Priforce

Head Master & CEO, Qeyno Labs

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Schedule: Day 1

The hackathon takes place at two locations:

Laney College, The Forum
900 Fallon St.

Oakland, CA 94607

Day 1- Opening Pitches
Day 2- Pitch Competition

&

MetWest High School
314 E. 10th St.

Oakland, CA 94606

Day 2- All Day Hack
Day 3- Morning &
        Afternoon Hack

Friday, Feb. 26, 2016

4:00-6:00 PM
Doors Open
Welcome

6:30 PM
Pitches begin

8:00 PM
Voting starts

8:30 PM
Team Formation

10:00 PM
Closed

Schedule: Day 2 - 3

Saturday, Feb. 27, 2016

7:00 AM
Doors Open: Breakfast

8:00 AM
Workshop: Intro to MVP & Rapid Protoyping

9:00 AM
Hacking Begins

12:00 PM
Lunch

6:00 PM
Dinner

7:00 PM
Doors Close
*teams cannot work on-sight overnight

Sunday, Feb. 28, 2016

7:00 AM
Doors Open Breakfast

8:00 AM
Workshop: Pitching Your Best Self

12:00 PM
Lunch

3:00 PM
Pitch Deck Final Submission. Transition to Laney College

4:00 PM
Pitch Competition Begins

5:30 PM
Judging and Awards

5:45 PM
Rights of Passage Ceremony/ Wrap Up

6:00 PM
Community Celebration

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Social Media:

Social Media Overview:

Share your experiences during #MBKHACK with the world! We want to follow your journey throughout this weekend to gain an insider's perspective of your activities.

Each posts should include the #MBKHACK hashtag and the handle @qeyno (twitter, facebook) or @qeynlabs (instagram).

Checklist:

Complete a posts by taking a photo or video capturing the following moments:

Day 1:
[ ] Opening pitches
[ ] Team voting process
[ ] Group photo of mentors and trailblazers

Day 2:
[ ] Good morning greeting. What are your goals today?
[ ] A lesson from the morning workshop
[ ] Identify assignments you and team members are working on.
[ ] shoutout breakfast, lunch, or dinner
[ ] celebrate your completed work assignments

Day 3:
[ ] Good morning greeting. What are your goals today?
[ ] A lesson from the morning workshop
[ ] Practicing team presentations
[ ] Your team during pitch competiton
[ ] MBKHACK results and

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Team Roles:

BUSINESS INNOVATOR:

SKILLSET:
You are a big picture thinker and great communicator. You enjoy understanding people's behaviors and are good at organizing groups.

ACTIVITIES:

• Target Audience and Market Research

•Business Plan

•Presentation Pitch

PROGRAMMER/ DEVELOPER:

SKILLSET:
You enjoy solving puzzles and recognizing patterns. You have great memory and can work with long sequences of information.

ACTIVITIES:

•Determine what type of product you are makeing. App? Website? Hardware?

• Identify the kind of resources will your product will use. Will it be standalone? Camera/Geo-location/Backend Data storage

• Determine the minimum functionality needed to show how the MVP works?

GRAPHIC DESIGNER:

SKILLSET:
You are creative and like to think outside the back. You like to communicate and ex-press yourself through sym-bols and colors.

ACTIVITIES:

• Brainstorm & Wordspilll activities

•Create a styleguide for the product

•Wireframe- UX/UI

•Create a logo

•Presentation Prep

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Team Contact:

Mentors: Name & Role, Phone, Email, social media

1 _____ _____ _____

2 _____ _____ _____

3 _____ _____ _____

4 _____ _____ _____

5 _____ _____ _____

Trailblazers: Name & preferred contact

1 _____ _____ _____

2 _____ _____ _____

3 _____ _____ _____

4 _____ _____ _____

5 _____ _____ _____

6 _____ _____ _____

7 _____ _____ _____

8 _____ _____ _____

Project Overview

Name of Project:

Overview:

Describe your prototype in 3-5 sentences? What problem does it solve and why is it important?

How are you building your MVP? What platform or template are you using?

Is your project a feasable? What are some issues you will need to overcome to bring your prototype to market.

As a team we suggest you address these activities into your hacking process and final presntations. Note, these are just suggestions. You are free to organize and build with your team in whichever way you'll decide.

[ ] Business Plan - Industry Research, Marketing & Sales Strategy

[ ] Wire Framing & UX/UI Design

[ ] Branding- Logo & Style Guide

[ ] Data Collection

[ ] Prototype Demonstration

[ ] Presentation Rehersal & (powerpoint slideshow)

Presentation Checklist:

Your final presentation is your opportunity to showcase all the hardwork that's been put in during the hackathon.

Remember, you have 3 minutes to pitch your MVP followed by 2 minutes of questions from our judges.

Limit introductions and background stories.
Focus on demonstrating your product and addressing the business plan.

Final Presentation Juding Criteria:

1. Business Model
Is there a legit need for your product and how do you plan to grow it into a business? How will you sustain your business?

2. Impact
What results do you expect your app to have on in your local and/or gloabl community.

3. Technical
Does your MVP work? Can you demonstrate it live?

4. Design
Engaging and memorable user experience

5. Presentation
Professional presentation layout and articulation of solution