Agenda for This Webinar

- ◆ General Overview
- ◆ The Challenges
- ◆ All the details you need
- ◆ Q&A

THE FOOD PACKAGING HACKATHON

HACK PACK

UNPACK YOUR CREATIVITY

The Robert H Smith
**Faculty of Agriculture,
Food and Environment**

The Challenges

THE CHALLENGES

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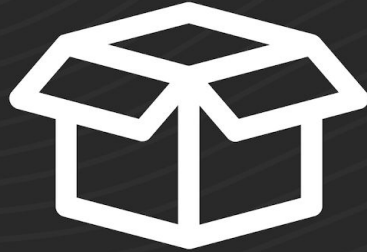
TEMPO'S BEER
BOTTLE CHALLENGE

HACK PACK **UNPACK YOUR CREATIVITY**

What is going to happen on October 18th?

- ◆ 9:00 Registration and Breakfast

- ◆ 10:00 Kickoff

- ◆ 10:30 Express Pitches

- ◆ 11:00 Hacking Begins!

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Express Pitches

◆ At the beginning of the hackathon, you will be asked to present a **one minute Pitch** in front of the participants**.**

◆ In this pitch you can present your idea or ask for teammates.

◆ This **Pitch** will be the first impression you will leave on mentors and participants.

◆ 60 seconds is not long - **be prepared!**

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What to expect from the mentors?

What to expect from the Judges evening visit?

◆ Ask for their opinion

◆ How they think about the challenge

◆ Get a wider context

◆ Listen carefully to feedback

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How is the winning team selected?

Demo Fair: Friday 10:00-11:30

Final : Friday 11:30-12:00

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Judging Criteria

30%
Relevance

30%
Viability

30%
Innovation

10%
Gut Feeling

Judging Criteria

Relevance - 30%

Did the solution meet the hackathon's challenge?

Rating guidelines:

9 - The team's solution perfectly meets the challenge definition

7 - The team's solution meets the challenge but doesn't regard certain aspects of it

5 - The team's solution meets the challenge but doesn't regard many aspects of it

3 - The team's solution only partly meets the challenge

1 - The team's solution does not answer the challenge

Judging Criteria

Viability - 30%

Is the solution viable in terms of technology, resources (financial and otherwise) and business?

Some indicators for viability:
- Does it seem like there would be a market demand for the solution?
- Did the team show a demo? (a working demo is considered a strong indicator for viability)
- Does the team have the required skills to develop their solution?
- Does underlying technology or body of knowledge for the solution exist?
- Does their solution require reasonable resources in terms of money and manpower?
- Does it seem like the team can actually create the solution?

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Judging Criteria

Viability - 30%

Rating guidelines:

9 - The team's solution can start development "tomorrow morning" and reach maturity within less than 1 year

7- The team's solution is viable but has some complications

5 - The team's solution is viable but has many complications

3 - The team's solution is realistic but very complicated or expensive

1 - The team's solution is unrealistic

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Judging Criteria

Innovation - 30%

Does the solution include new concepts, or new ways of looking or implementing existing concepts? Does it offer a fresh perspective on the problem? Is it interesting or surprising? Does it differ from existing solutions?

Rating guidelines:

9 - The team's solution is clearly innovative, novel or surprising

7 - The team's solution appears innovative

5 - The team's solution is interesting but somewhat resembles existing solutions

3 - The team's solution closely resembles common shelf solutions

1- The team's solution is outdated

HACK PACK

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Judging Criteria

Gut Feeling - 10%

The subjective criterion: did the team give a good pitch? Did they leave you feeling like they can make their solution a reality? Do you feel positively about them?

Rating guidelines:

3 - I feel positive about the team and their pitch

1 - I feel negative about the team and their pitch

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What Will Be Provided?

◆ Desks and basic stationary

◆ Electricity & WiFi

◆ Printer

◆ Lounge

What Should I Bring?

◆ Computer, monitor and any other equipment you might need

◆ USB Drive

◆ Comfortable clothing, pillow, anything that would make you feel comfortable during the night

QUESTIONS?

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