

**Did you know that the Like button, Timeline,  
and Chat were all created at Facebook's  
internal hackathons?**

Internal hackathons are a great way to create or reinvigorate a company's innovation culture and capabilities.



**The hackathon phenomena is catching on all over the world.**

## **But what is a hackathon?**

**A hackathon is a problem-solving event where people collaborate to create innovative solutions for a specific problem during a defined time frame.**

It is a playful and effective method to spark creativity and new ideas. Participants work together in teams to solve challenges and to come up with new solutions. It also a great way to encourage out-of-the-box thinking. It is the design method of the future, where you can take advantage of people's differences and work with problem-solving in a fun, inspiring and transparent way.

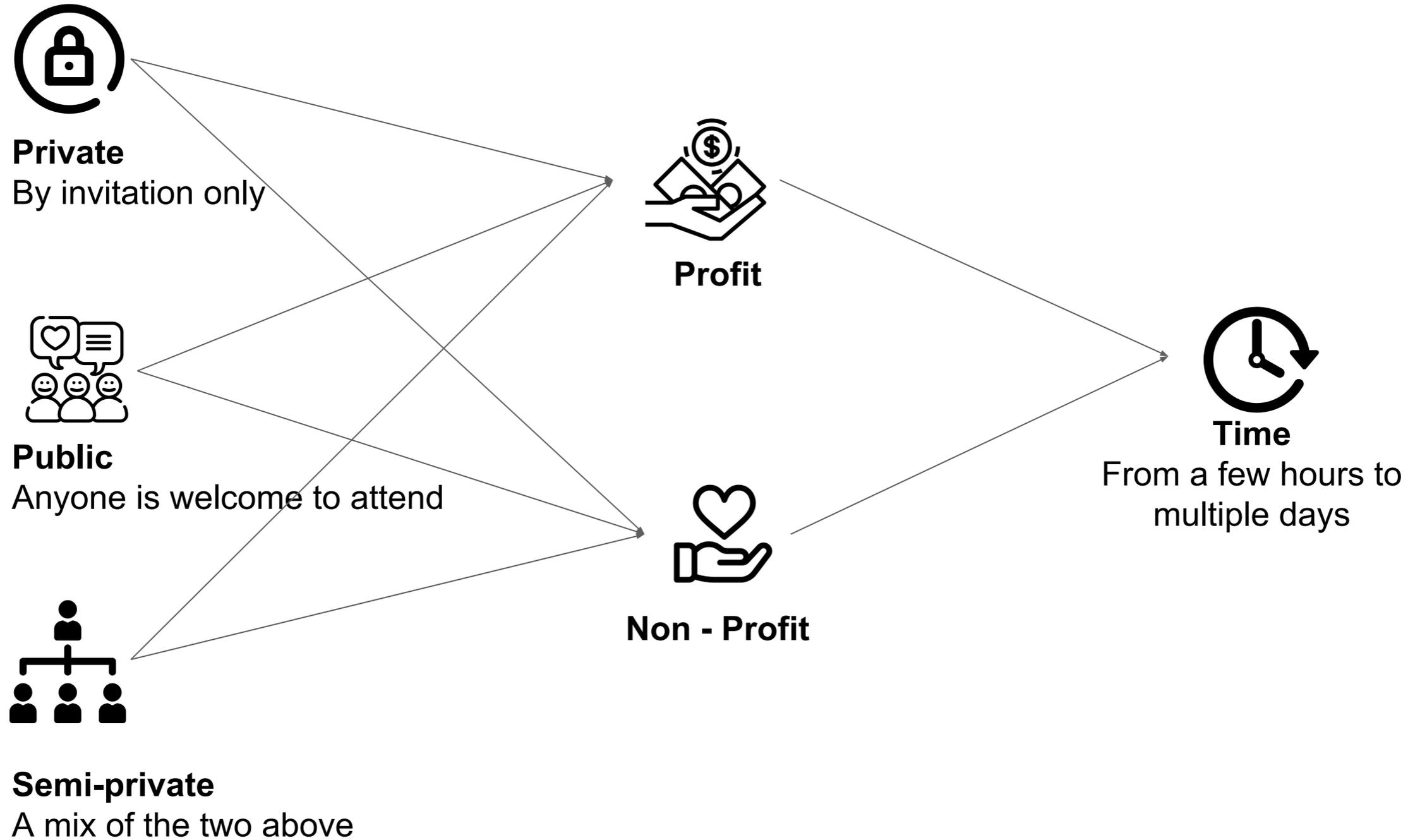
Hackathons are no longer just for software developers, programmers and engineers. Anyone can be a part of a hackathon. Diversity boost innovation.



“ WE COME TOGETHER  
TO SOLVE PROBLEMS  
THAT WE CAN'T SOLVE  
ON OUR OWN ”

PRIYA PARKER, THE ART OF GATHERING

# Types of hackathons



# The benefits of hackathons

## Digital Transformation

Can be used as an effective way to accelerate digitalization within and organisation

Crowdsource ideas from a company's existing talent

Shorten the innovation cycle

Scale innovation and build new features

## Engagement

Drive engagement by focusing on self-directed and dynamic learning

Promote collaborative learning and work environment

Pushing your employees to explore their creative boundaries in the lookout for the next best solution

## Branding

Change the perception of your brand and help acquire developer mindshare

Great marketing event to attract new talent and for people to experience the company's culture.



# The benefits of hackathons

## **Economical**

Incur lesser costs compared to traditional innovation models

Concrete ideas from hackathons help you provide better customer experience and improve revenue.

## **Solutions**

The diversity of participants guarantees a multitude of perspectives and the time limit creates a uniquely productive atmosphere where concepts are refined into actionable solutions



# Quick guide for a successful hackathon

## Preparation

Define objective or goal for the hackathon

Decide what type of hackathon

Identify value propositions for the participants

Make a plan for how to handle the outcome

## Execution

Division of teams

Choose a problem statement

Brainstorming & Idea generation

Implementation

Prepare a great pitch



# How openhack can help you create the best hackathon for your organisation

*We offer our expertise as a hackathon facilitator to help you create your own hackathon that best suits your organisation's needs.*

## **Project management**

Full management of everything from the first stage of planning to conduct the hackathon including post work.

## **Guidance**

We help you with knowledge and guidance on how to create the best possible hackathon based on your goals. From best practice to how you best divide the teams.

*We provide the best possible environment & conditions to generate good solutions for you.*





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