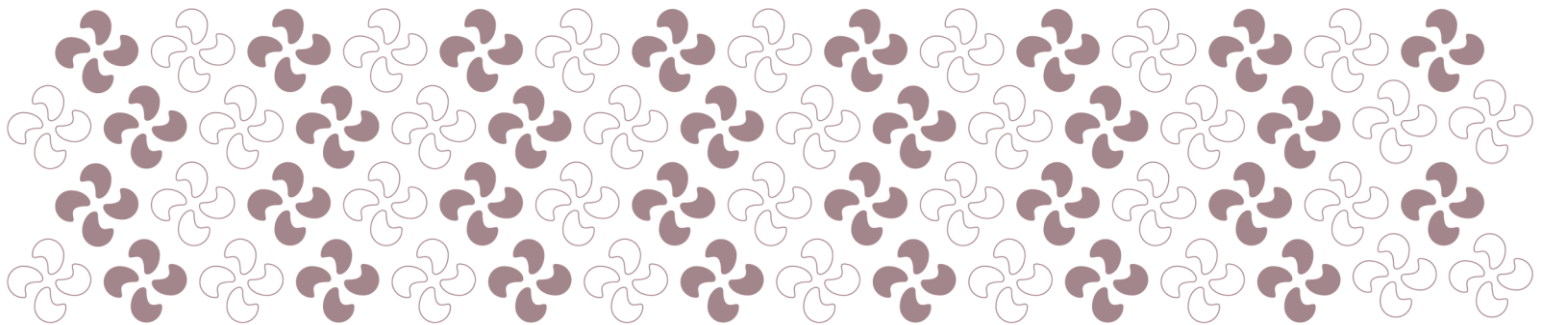




WINNER

PR4. HACKATHON GUIDELINES





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1. Introduction

This guide covers all steps about the organization of the Winner's Hackathon: event logistics, event objective and target, event sessions and selection and evaluation of participating proposals.

The purpose of this hackathon is:

Through the course of 8 weeks, the each WINNER partners will organize a national entrepreneurship women's hackathon in their countries (Exception: Two hackathons will be organized due to two joint participation from Türkiye.) Specifically, national groups will be formed (participation is accepted **individually** or in **groups** of 2 to 5 people), giving the participants the opportunity to apply the skills, tools and concepts they have acquired through their hackathon training, by working collectively to define an entrepreneurship idea and develop an **MVP (minimum valuable product** or service with a strong social entrepreneurial aspect) for their final presentations through the Hackathon Workshops..

Teams will work in a self-directed way, supported by the project mentors. A monitoring process will ensure the high quality of the final presentations and the code of conduct. The guiding principles of the hackathon process will be integrated into a working manual which can then be used to facilitate other kinds of similar initiatives.

The purpose of the event is **to strengthen the links created within this community** of the WINNER project, through an exciting, clear, and well-organized process, led by the project mentors.

The WINNER hackathon event will raise awareness and renew the participants' dedication to the project objectives. **The teams with the best ideas will be supported** by the mentors and partner organizations in order to further develop and eventually market their ideas. Even though there is no further funding provision at the moment, WINNER partners are committed to explore any possible funding opportunity upon the project's approval. A strong dissemination strategy will communicate the results of the hackathon through the available channels, platforms and social accounts of the partners

The whole Hackathon event aims to attract interest in all of the selected ideas to increase their visibility..



2. What is an Educative Hackathon?

The hackathon concept emerged in 1999, and is now widely used in the world of entrepreneurship, especially in technology.¹

The term "hackathon" is a compound word, a fusion of "hacking" and "marathon". This term could mislead those who associate the word "hacking" with attacks against cybersecurity or cybercrime. However, these criminal hacking practices have little to do with a hackathon: "hacking," in this context, refers to solving technical problems in an innovative and unconventional way.²

In the realm of programming and hacker communities, hackathons are time-limited competitive events or shared experiences where participants collaboratively develop or innovate a proof of concept or a minimum viable product to address a specific predefined problem. These activities confer distinct advantages over traditional innovation management processes. They are inherently inclusive and agile, fostering multidisciplinary collaboration. Additionally, they feature shorter innovation cycles, aligning them more closely with the needs of consumers or target demographics.

Building upon this information, it's worth noting that hackathons not only drive technological advancement but also serve as crucibles for creativity and cross-pollination of ideas. The vibrant atmosphere and condensed time frame stimulate intense focus and often lead to breakthrough solutions that might take much longer to emerge in conventional development settings.³

Hence the Winner Hackathon is born to help find or foster human talent, enable innovation, accelerate the speed of innovation and problem-solving and to encourage teamwork and community.

The WINNER Project Hackathon takes on a more educational approach that seeks the transversality of teaching through project work and the promotion of creative thinking.

This event aims to accelerate innovative social entrepreneurship. Social entrepreneurship is the practice of using business principles and business techniques to address social or environmental problems. While there are no specific requirements for social entrepreneurship, there are certain

¹ Guía para Organizar un Hackathon, Acción Contra el Hambre, 2021: <https://accioncontraelhambre.org.gt/wp-content/uploads/2021/06/02-Guia-para-organizar-Hackathon.pdf>

² *Ibid.* p3.

³ "Guide to Organize Hackathon" provided by HackerEarth. You can access the full resource at: <https://www.hackerearth.com/community-hackathons/resources/e-books/guide-to-organize-hackathon/>



characteristics and qualities that are often associated with successful social entrepreneurs. Here are some key considerations:⁴

- **Social mission:** A social entrepreneur is driven by a strong social or environmental mission. They are passionate about addressing a specific problem or need in society and seek to create positive change through their entrepreneurial initiatives.
- **Innovative solutions:** Social entrepreneurs are known for their ability to think creatively and develop innovative solutions to social problems. They are often willing to challenge the status quo and find new approaches that have a lasting impact on their beneficiaries.
- **Sustainability:** Successful social entrepreneurs strive for long-term sustainability of their initiatives. They aim to create financially viable models that can generate income while achieving their social goals. This may involve developing revenue streams, seeking partnerships or leveraging funding opportunities.
- **Measuring impact:** Social entrepreneurs are committed to measuring and evaluating the impact of their initiatives. They use data and metrics to assess the effectiveness of their interventions, track progress and make informed decisions for improvement.
- **Collaboration and partnerships:** Collaboration is crucial for social entrepreneurs. They actively seek partnerships with other organisations, stakeholders and communities to maximise their impact. Networking and alliance building enables them to leverage resources, expertise and collective efforts to address complex social challenges.
- **Leadership and persistence:** Social entrepreneurs need strong leadership skills to overcome challenges and inspire others. They demonstrate resilience, adaptability and persistence in the face of obstacles. They are willing to take risks, learn from failures and continually iterate their strategies.
- **Ethical and responsible practices:** Social entrepreneurs adhere to ethical and responsible practices in their operations. They prioritise transparency, fairness and accountability in all aspects of their work, including financial management, governance and social impact.

⁴ Social or environmental problems, as outlined on the UNDP's Sustainable Development Goals page, encompass a wide range of global challenges. These issues include but are not limited to poverty, inequality, climate change, environmental degradation, access to clean water and sanitation, affordable and clean energy, quality education, decent work and economic growth, and sustainable cities and communities. Additionally, the goals address healthcare, gender equality, industry innovation, responsible consumption and production, and the protection of life below water and on land. These interconnected challenges require concerted efforts and innovative solutions for a sustainable and inclusive future.

You can access the full content at: <https://www.undp.org/sustainable-development-goals>



3. WINNER Hackathon`s Objective

The winner's Hackathon aims to **identify and promote innovative solutions** with potential for **social impact** and is aimed at women interested in becoming familiar with entrepreneurial practices and eventually pursuing a career in this field.

This event targets primarily the WINNER community, all those women who have participated and been involved during all steps of the project. However, this event will also be open to the general audience, for all those women who want to join this opportunity.

Participation can be on an individual or group basis! The working groups will bring together women from different sectors with a common objective to contribute different technical aspects to the proposals. The mode of participation will be specified in the call for proposals and the group assignment, if applicable, will be communicated in the weeks prior to the start of the event.

➤ **What women participants will benefit from?**

- **Applicable methodologies and practical tools for business launching:** with the objective of shortening time and minimizing costs of business development.
During the 8 weeks of training we will accompany the WINNER Community in developing their business models, go-to-market strategies, in the definition of their fundraising strategy and we will also provide innovative counseling to further develop entrepreneurial ideas. All this with the objective to evolve women's prototypes and turn them into viable businesses.
- **Business Skills Development Workshops:** the workshops will provide participants with complementary skills necessary for the development of the business project (business skills, internet and social network marketing, etc.).
- **Continuous Mentoring:** each entrepreneur or teams will have the advice, information and guidance of a mentor/group of mentors who will guide them in any aspect they need in the development of their business project.
- **Networking Opportunity:** national events will be held so that those entrepreneurs who have successfully completed the Hackathon will have the opportunity to present their own projects, making these events a great networking opportunity.



4. Winner Hackathon Work Plan

The Winner Hackathon will accelerate the innovative ideas of social entrepreneurship, encouraging all entrepreneurs to define concepts of innovation and social entrepreneurship within a national and international context, through tools, methodologies and useful techniques to develop a business model with a social mission and boosting the market launch of their products and services.

During these weeks of intensive training which will take place as part of the hackathon, the women will work on their business ideas by learning about business models and business fundamentals, entrepreneurship, strategies, leadership, digital marketing, etc. In this way, the entrepreneurial proposals and objectives of the women participants, in terms of final products/services expected to be obtained, will be sufficiently realistic and achievable over time.

The Work Plan will be implemented in 8 weeks and will cover the following areas:

Table 1- Workplan

Week	Session	Expected Outcomes	Deliverable
1	Introductory Session	<ul style="list-style-type: none"> • Team-building actions • Ice Breaking activities • Share event’s logistics 	None
2	Developing a Plan for your Business Idea	<ul style="list-style-type: none"> • Identification of the chosen idea/theme.Presentation of the BMC (module 2 practical exercise by the mentor), presentation of the step-by-step methodology for entrepreneurship. • Defining and finding the most suitable Social Impact Business Model: How to design business models that generate a positive social 	Business Model Canvas Template



		<p>impact, while being economically sustainable.</p> <ul style="list-style-type: none"> Defining the value proposition: how to interact with customers to define the value proposition of the company. 	
3	Launch of the New Business	<p>Go-To-Market Strategy Adjustment of the product to the market: action plan to facilitate the insertion of the product or service in the market. Elaboration of the map with the steps and key aspects that your product must go through to reach your customers.</p>	Go-To-Market Strategy
4	Entrepreneurial Skills Development Workshop	<p>This session aims to enhance the business and communication skills of women entrepreneurs. During this session we will address the most important soft skills when it comes to entrepreneurship, offering communication and management tips and soft skills to use creativity to solve problems and obtain solutions in an agile way.</p>	None
5-6	Business Communication Plan/ Marketing Strategy	<p>Business Communication Plan: definition of a road map that sets out how a company will communicate with its public and when. It clearly establishes the communication objectives to be achieved.</p> <p>Internet Marketing and social Networks: set of strategies aimed at electronic communication and</p>	Business Communication Plan



		<p>marketing of products and services, mentoring and follow-up session.</p> <p>Weeks 6 and 8 will be focused on further mentoring and preparation of the Hackathon deliverables. During these weeks the mentors will be available to more mentees to work more in depth on the strategic vision, solve doubts in the design of new business models and professionalize the value proposition.</p>	
7-8	Fundraising Strategy	<p>Elaboration of a Fundraising and Fundraising Plan:</p> <ul style="list-style-type: none">● Why raising funds?● Stages of investment● Sources of capital● The fundraising process● What are investors looking for?● :Pitch and Project Presentation <p>:this session should also provide tools to effectively present the business idea to potential investors or partners.</p> <p>Mentoring and follow-up session if needed.</p>	Fundraising Materials
January 2024	Multiplier events	<p>At the national events the women will have the possibility to pitch their ideas.</p> <p>The 7 winning ideas from the whole consortium will also present their solution at the Final Conference of the project in Spain (February 2024) with</p>	



		the option to present the idea in person or online.	
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All deliverables will be merged into a **Final Portfolio** that will serve as the basis for the evaluation of proposals and ideas of the winners of the Hackathon.

Table 2- Sessions & Deliverables

		November 2023			
		Week 1	Week 2	Week 3	Week 4
Session		Introductory Session	Developing a Plan for your Business Idea	Launch of the New Business	Entrepreneurial Skills Development Workshop
Deliverable		None	Business Model Canvas Template/ Business Plan	Go-To-Market Strategy	None
		December 2023			
		Week 5	Week 6	Week 7	Week 8
Session		Business Communication Plan	Mentoring and Follow-up	Fundraising Strategy	Mentoring and Follow-up
Deliverable		Business Communication Plan/ Marketing Strategy	None	Fundraising Materials	Final Portfolio

4.1. National Mentors

Each organization will establish a team of mentors who will be the training facilitators of the Hackathon sessions. In addition, a group of mentors will be formed in each country who will be available to the women throughout the process to provide further support.

During the Project Hackathon, participants will be given the opportunity to apply the skills, tools and concepts they have acquired through the training and develop a novel Prototype for their Final Presentations.



The number of women participants per group will depend on the total number of women interested in participating:

- a) **National Groups:** teams of minimum 2 people and a maximum of 5.
- b) Individual Participation**

The partners will use Open Space technology to invite participants to propose ideas as initiators or join teams of other initiators and contribute with their ideas, knowledge, research, and support. Thus, all participants benefit from getting involved in the hackathon, especially through learning from each other and being engaged in practical activities.

Forming the teams

During the session, the initiators briefly outline the problems addressed, the proposed solutions/ business ideas, and the type of supporters they need. The participants who don't have their own business ideas can join the chosen teams. In case the initiator doesn't attract contributors, she may apply individually, or decide to withdraw her idea and join another team.

Each initiator has ownership of the business idea, and she will be the person to lead the team, supported by the mentors and partners, and eventually receive the WINNER award.

All participants will work in a **self-directed way**, supported by project mentors. The assignment of mentors-teams will follow the following procedure:

1. A **survey** will be circulated among the mentors of the project to find out their **field of expertise**, their **availability** and their **involvement in the event (September)**
2. After the closing of the open call for women participants, the **profiles will be scanned** to understand the **needs and interests** for the assignment of mentors.
3. Once we have the mentor's and women participant's profiles the consortium will **assign the sessions to the mentors** who have marked their availability to offer live sessions.



4. In addition, a **mentor will be assigned to each woman/working group** to mentor them during the two months.
5. Women will form **national working groups** and build a specific idea/product/service that can address a social issue and serve their communities. Thus, they will put into action their newly acquired set of skills.

The **3 teams/women** with the best ideas will **be supported by the mentors and partner organizations** in order to **further develop** and eventually **market their ideas**. Even though there is **no further funding provision** at the moment, WINNER partners are committed **to explore any possible funding opportunity** upon the project's approval.

A **strong dissemination strategy** will **communicate the results** of the hackathon through the available channels, platforms and social accounts of the partners. The purpose is to attract interest in the **winning ideas** and to increase their visibility. Moreover, the final portfolios will be shared with the consortium's network of contacts to unblock some possible financial resources.

Some key **guiding principles** of Winner Hackathon to rapidly increase women's competences:

- ✓ **Learner-Centered Training:** the training approach and delivery places the needs of the participant at the center to ensure that the outcomes respond to the needs and realities of women.
- ✓ Cultivate a **growth mindset** to foster innovation.
- ✓ **Collaboration will be key!** Cross-team collaboration to foster new and strong relationships among members.
- ✓ **Learn by doing:** try and fail approach, new concepts and ideas will be explored to put into practice what has been learned.
- ✓ **Individualized tutoring:** assisted tutoring to offer students the opportunity to grow and expand their learning.



4.2.1. Monitoring and Assisting of Group Work

Lead by APID

- Short report every week (mentors)
- Questionnaires for mentors and participants (weeks 4 and 8)
- Meetings with partners in weeks 4 and 8
- Create a Shared Folder for each National Group?

Each partner will be assigned at least one working group to help with monitoring and assisting guidance.



5. Selection Process and Evaluation Criteria

The **Hackathon Final Portfolio** is a compilation document that demonstrates and collects the progress of the proposals after participation in the Winner Hackathon. The Portfolio aims to collect the **results of the Startups from the development and validation of the solutions** presented in the Open Call of the Program and will gather the verification of the impact of these proposals.

This deliverable will display the solutions developed during the Winner Hackathon with the following objectives:

- To monitor the attendance and follow-up of the Winner Hackathon, as well as to report on how the learning derived from the Webinars has been materializing during the 2 months of the event.
- Provide future advisory and support services to the selected innovators. Furthermore, the Portfolio will be shared with our network of mentors and experts to increase the visibility of the proposals and qualify for further business counseling.
- Expand the portfolio of the entrepreneurs for potential cooperation and collaborations.

The delivery of this Portfolio will be a **prerequisite for the selection of the winning proposals**.

The evaluators will score the projects according to the following criteria, on a scale of 1 to 10. Each criterion will be scored out of 10 (half a score may be given), with an additional qualitative explanation for the ranking of each criterion:

- level of creativity and innovation
- social impact and scope of the solution
- agile and efficient management
- potential for sustainability
- viability of the project
- realistic economic impact of the solution on the market
- strong and differentiated competitive difference and value proposition
- very good understanding of customer/target audience needs



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- the Business Plan demonstrates a holistic view of the product/service
- the proposal responds to the challenges posed
- involvement of women participants during the whole project (or only participation in the Winner's Hackathon).

- Social Entrepreneurship

- Motivation

All participants and mentors will receive a certificate at the end of the experience.