



participant package

MARCH 9-10, 2018

geekspeakcommerce.com/hackforgood
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Thank you for signing up for this exciting event right in the heart of downtown Whitby, Ontario!

As a participant at **Hack for Good: <CODE/GREEN>** you will be working within a team to create a functioning mobile app that tackles an environmental issue (of your choosing) in just 36-hours.

Participants are expected to stay for the entire duration of the event and all team members must contribute to the app's ideation and development. At least one team member will be required to do a presentation to demonstrate the mobile app at the end of the event to judges.

If you have signed up for Hack for Good as an individual, every effort will be made to place you within a group that has a variety of skill sets. All groups will have at least one team member with software development skills.

In this package, you will find all the information you need to prepare for the upcoming Hackathon, including the schedule of events, what to bring, judging criteria and travel logistics. If you have any further questions, please contact us at h4g@geekspeakcommerce.com.



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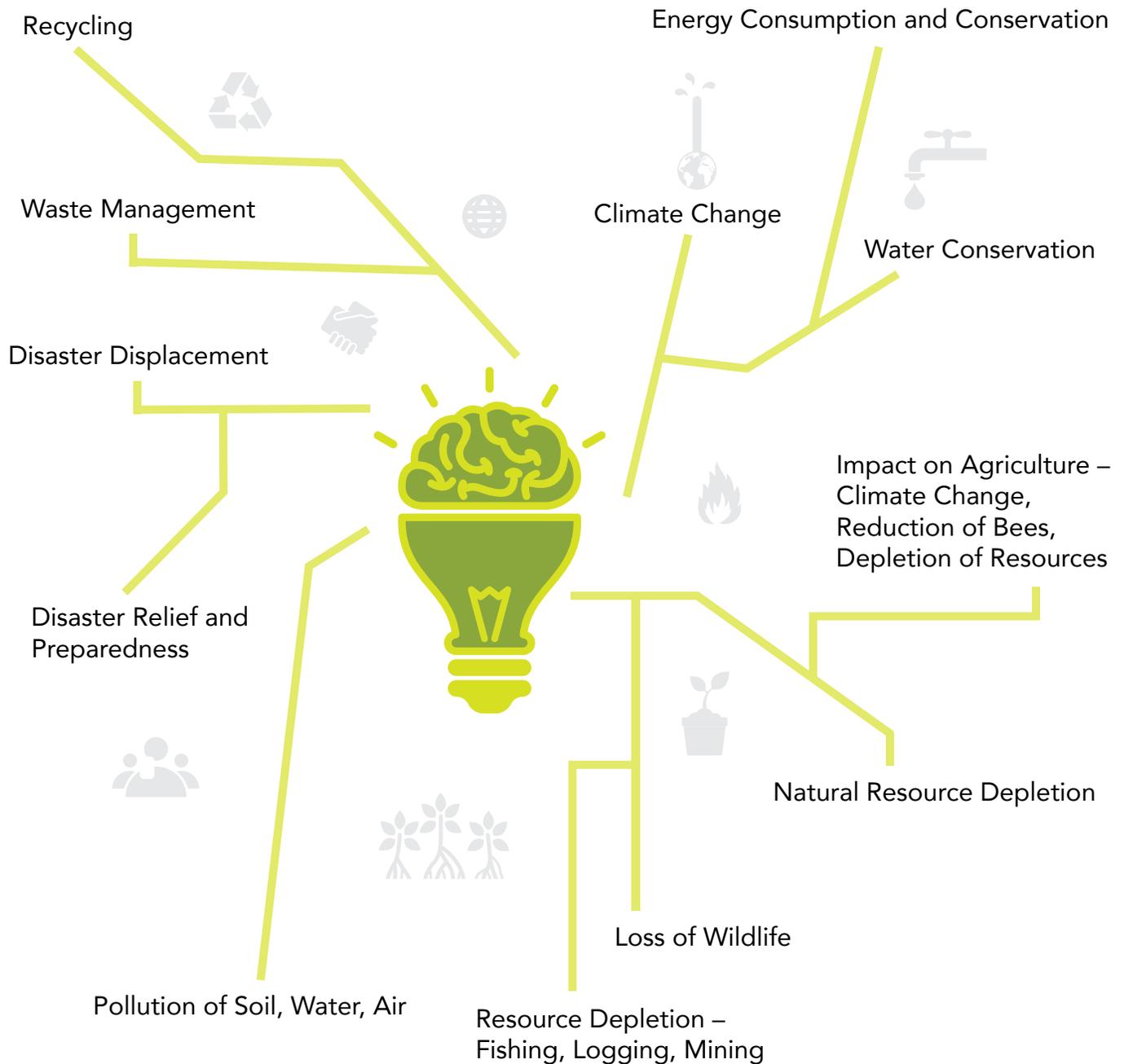
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IDEATION

The theme for this event is Hack for Good: <CODE/GREEN>. This hackathon will focus on creating a mobile app that addresses a solution to an environmental issue. You are more than welcome to come with an idea ready to go. For those still in the brainstorming phase, here is a list of potential environmental issues/causes that your app idea could come from:





SCHEDULE OF EVENTS

Friday March 9

9:00 a.m. - 10:00 a.m.
Check-in + Continental Breakfast

10:00 a.m. - 11:00 a.m.
Opening Ceremony

Celina Caesar-Chavannes, MP Whitby
Don Mitchell, Mayor of Whitby

Keynote Speaker - Senior Environmental
Officer, General Motors

11:00 a.m.
Hacking begins

1:00 p.m.
Lunch

1:30 p.m.
Presentation by Industry Expert

4:00 p.m.
Snack

7:00 p.m.
Dinner

7:30 p.m.
Presentation by Industry Expert

11:30 p.m.
Snack

Saturday March 10

3:00 a.m.
Snack

7:30 a.m.
Breakfast - Continental

9:00 a.m.
Presentation by Industry Expert

12:00 p.m.
Lunch

1:00 p.m.
Presentation/Demo Spaces Open

3:00 p.m.
Snack

4:00 p.m.
Hacking ends

4:15 p.m.
Presentations Begin

6:30 p.m.
Dinner/Judges Convene

7:00 p.m. - 9:00 p.m.
Awards/Closing Ceremony

*Times are subject to change

*Times are subject to change



PRESENTATIONS

At least one member from each team will be required to present their mobile app to a panel of judges and audience. Presentations are to be a maximum of 5-minutes in length and consist of a brief demo projected from a laptop or mobile device. Each presentation should touch on the following judging criteria:

| Criteria | Description | Scoring | | |
|------------------------|--|--|--|---|
| | | 0-3 | 4-7 | 8-10 |
| Impact | <i>Does the product create value for the user? Does it satisfy a need or fix an existing environmental issue?</i> | Application has little or no relevance to any environmental issue. | Application is generally relevant and satisfies users needs in regard to issue chosen by team. | Great application that is highly relevant, exceeds users' needs and creates additional value. |
| Innovation | <i>Is the product unique? Is it building on an existing application? Is there a "Wow" factor to the uniqueness of the idea and app?</i> | Concept of application is not unique or the application is slightly improved over existing applications. | A new approach to an existing application or adds new layers of creativity or data use to existing applications. | The application is a truly unique idea that has not been seen on the market before. |
| Functionality | <i>Is the product functional as intended by design? Is there evidence of coding?</i> | Application is not complete or has limited functionality (either because of stability or completion). | Application generally works, but is not fully functional or completed. There is some evidence of coding. | Application is fully functional and complete. There is strong evidence of coding. |
| User Experience | <i>How good is the overall experience of a person using the product? Is it simple to use, intuitive, and visually pleasing?</i> | Difficult to navigate or lacking visual appeal. | Looks good. Main features were easy to find, some features were too hidden. | Looks great. Navigation is easy and intuitive. |
| Presentation | <i>Can the team explain the submission clearly? Do they have a concise and easy to follow presentation?</i> | Presentation is confusing. | Presentation lacks some elements of style and clarity. | Presentation is clear, concise and pleasing. |

Prizes:

- 1 Grand prize of \$2000 CAD will be awarded to the winning team
- Other prizes to be announced



TRAVEL

geekspeak Commerce is easily accessible by public transportation using GO Transit and Durham Transit. There is a Green P parking lot near the geekspeak office for participants driving to the event.



OUR LOCATION

geekspeak is located at [129 Brock Street North, Whitby, ON L1N 4H3](#)



GO TRAIN

- If you're travelling within the GTA without a car, you can take the GO Train to the Whitby GO Station using the bus information on the right to get to the event.
- Or you can take a 30-minute walk from the Whitby GO Station to 129 Brock St. N. via Brock St.
- You can find out more about the GO Train and full schedules [here](#).



DURHAM REGION TRANSIT

- The DRT Pulse #302 bus travels down Brock Street and will drop you a few steps from the event, the bus begins and ends at the Whitby GO station. The route and schedule are available [here](#).
- The #81 GO bus also stops a short distance from the event at Brock Street and Dundas Street. The schedule and route are available [here](#).



DRIVING

- If you're travelling from the east:
Take the 401 westbound to exit 410/Brock Street in Whitby, use the middle lane to turn left onto Consumers Drive, then use the right lane to turn right (North) onto Brock Street, turn right on Mary Street and then right on Perry Street. A Green P parking lot will be immediately on your right.
- If you're travelling from the west:
Take the 401 eastbound to exit 410/Brock Street in Whitby, use the right lane to merge onto Brock Street, turn right on Mary Street and then right on Perry Street. A Green P parking lot will be immediately on your right.



PARKING

- Parking is available close to geekspeak at a Green P lot at [142 Perry Street, Whitby, ON L1N 4B7](#).
- You can enter the parking lot off Perry Street and it's a short walk to geekspeak's front door on Brock Street.
- You can use the machine at the lot to purchase a ticket or you can download the app 'Honk Mobile' and purchase parking for Zone 8636.
- Parking is \$7 cash at the machine in the lot or \$7.25 with Honk Mobile (Max. daily rate) for Friday. Parking overnight and on Saturday will be free courtesy of the Town of Whitby. You will need to sign a waiver to park in the lot and display an event parking pass provided to you on your dashboard to indicate to parking officials that you're attending the Hack For Good event overnight and on Saturday.



PLAN AHEAD

The hackathon is a 36-hour straight event with participants expected to stay at the event the entire time. Below are some suggestions for accommodations if desired for the night before (Thursday) or after the event (Saturday). We encourage you to take public transportation to and from the event but if you do drive, please consider using 'Keys to Us' if you're not up to driving following the event.



ACCOMMODATIONS

Motel 6 Whitby

- Motel 6 is located just off the highway in Whitby at [165 Consumers Drive, Whitby, ON L1N 1C4](#)
- The standard weekend rate is \$79.99/night for double occupancy
- For booking information [click here](#)

Holiday Inn Express Whitby

- Holiday Inn Express Whitby is located just off the highway at [180 Consumers Drive, Whitby, ON L1N 9S3](#)
- The standard weekend rate is approximately \$160/night
- For booking information [click here](#)



KEYS TO US

This organization will drive you to your destination in your own vehicle for a fee. You can reserve the service prior to the event or contact them during the event to make arrangements if you're not up to driving your own vehicle home.

Local Durham: 905-433-2005
<https://keystous.com/>



CIRCLE TAXI

Located across the street from geekspeak

Tel: 905-668-6666
<http://www.circletaxi.ca/>

*geekspeak is not responsible for the cost of transportation or parking