



The complete guide to organizing a successful Hackathon



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What is a hackathon?

The word "hackathon" is a portmanteau of the words "hack" and "marathon," where "hack" is used in the sense of playful, exploratory programming, not its alternate meaning as a reference to computer crime. (Wikipedia)

The concept is no longer confined to the world of software programming but finds itself leveraged in diverse areas for recruitment, innovation, community building, and increasing ROI.



What are its benefits?

Apart from obvious benefits such as stoking creativity, accelerating focused problem solving, learning, sharing skills, branding, retaining employees, and future proofing a business, internal (and external) hackathons bring together people and ideas to initiate “change.” Companies have interpreted the hackathon concept in various ways. But it doesn’t matter because you have people addressing real-world problems.

Designing and implementing internal hackathons need to be well thought out if you are expecting good ROI. With the way the workforce today is connected today, collaborative innovation is easy. Substantive wins you may not have at the end of the day, but the team morale and energy of the diverse workforce will be unmatched. You will discover brilliant minds and ideas you didn’t previously consider.

You are opening up product development to every employee. Additionally, you are giving them a risk-free environment to grow, and you are getting insights from all levels. Companies will be glad to see how well their “hackers” have internalized core principles and developed proposals with a common goal. However, McKinsey says that top companies haven’t fully understood the potential of hackathons as tools of disruptive innovation.

Student hackathons are especially useful for skill development, networking, and personal growth. The exposure and access students get at these events are amazing.

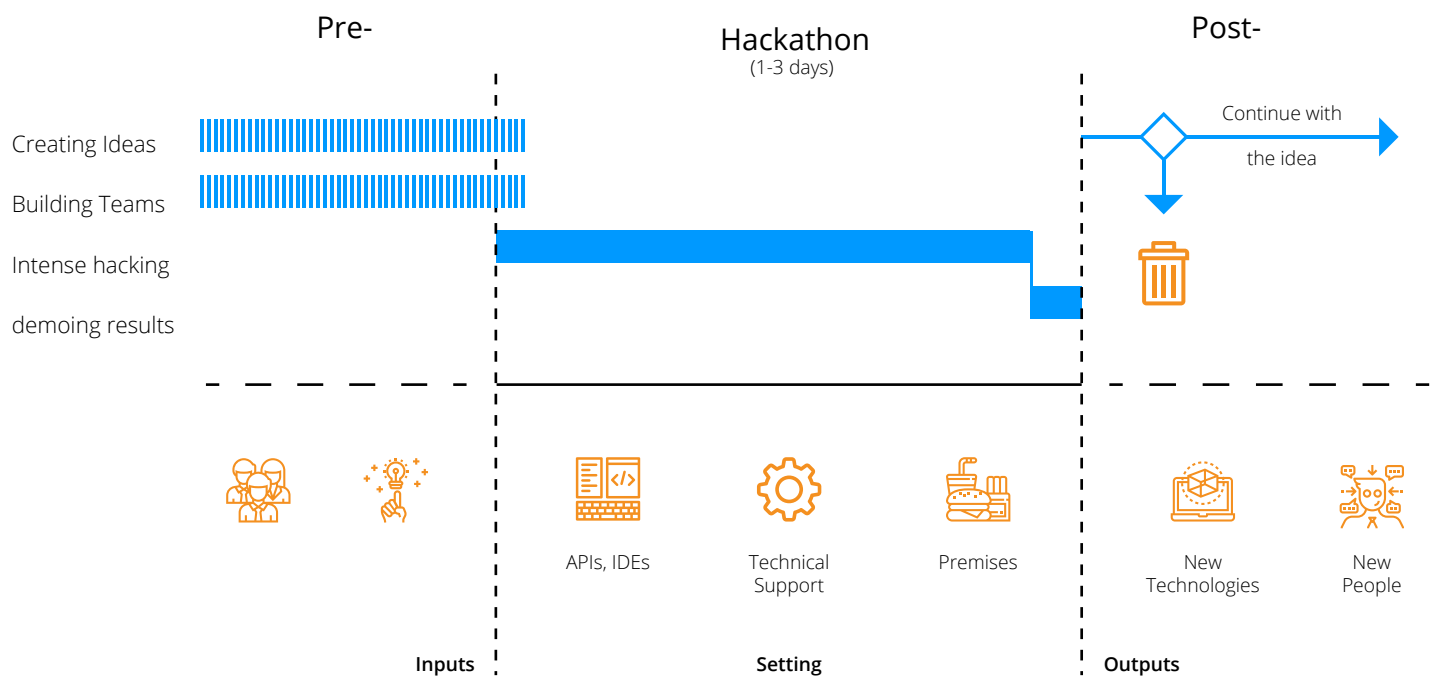


How can you organize a hackathon?

Organizing a hackathon can be undoubtedly frenzied. Although people find the idea of a hack fest immensely exciting, putting together a winning one requires scrupulous planning and resourcefulness. Often there are so many last-minute creases to be ironed out that the event could end up becoming a dismal, confusing mess.

As an organizer, you'll know that every time you conduct a hackathon, you'll come across new challenges that you put on your checklist for the future. This ebook will give you an overview of the best practices that go a long way to ensuring that your hackathons turn out to be incredible experiences for your participants, sponsors, and you. As with most things, your budget will be key.

There are many ways to achieve your goals, however, here we will present a practical how-to recipe that has worked amazingly well for us for over 300 hackathons—offline and online hackathons, as well as some hybrid events.



Source: Theo Flynn

The stages preceding a hackathon includes ideation, team building, hacking, and pitching. The first two tasks overlap with the actual hackathon which can last from 1 to 3 days. Organizing the hackathon entails tasks such as offering technical support and getting the premises and the required hardware ready. Post the event, the winning ideas or prototypes go for further development. The outputs vary depending on the hackathon objectives, whether it is hiring new people or developing/testing new technologies.



Offline Hackathons

Stage One

Deciding your theme and target audience

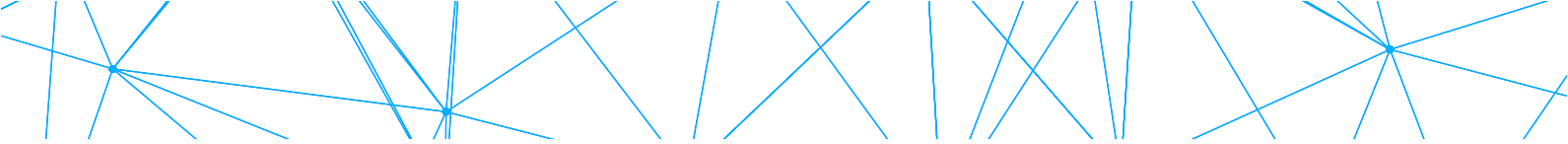
(6 months before the event)

For a solution that makes a difference in terms of quality and relevance, a succinct, focused theme is non-negotiable.

Before you get gung-ho about the hackathon, be it online or offline, you need to have clearly defined goals in place if it is a themed hackathon. Unlike open-ended hackathons, themed hackathons expect participants to work on specific projects, such as those that require you to use a company's technology or for social good. The diversity of creative ideas could be less than exciting, but it might be more amenable to a first-time hacker and to get sponsors. Choosing a broad theme is likely to be less restrictive.

For a company hackathon, the organizer or committee will need to identify key business areas that are suffering because of definite challenges that haven't been addressed satisfactorily. A well-defined problem statement will define your hackathon strategy. Focusing on the challenge during the event will require mentors in the form of managers, experts, or speakers to provide real-time feedback to guarantee solutions are designed keeping in mind the end user.

Themes can be anything from boosting the visibility of a brand to creating a new startup to developing a new app for disaster management to designing a launch campaign. Here's a table with a few popular hackathon themes.



Theme	Example
Product innovation	Google's Dart hackathon
Branding	Brandathon 2017
Environment	Disrupt SF hackathon
Social good	MIC Toronto's social good hackathon
Service innovation	Barclays Rise hackathon

Hackathons often have broad themes or domains and then sub-themes. For example, healthcare can be the theme and re-engineering patient experience can be the more focused challenge statement.

Choosing your target audience depends on the problem you are trying to solve and the success criteria.

Before you find your community of interest—employees, developers, startups, customers, or students, decide how creative and technically competent you want them to be. How relevant will your audience be if the objective of the hackathon is digital transformation or brand enhancement? You could want the deliverable to be an idea, a scenario, a prototype, an app, an interface, a proof of concept, or a turnkey solution; these different levels of completion also decide your participant group.

Stage Two

Deciding the format, timing, date, venue, sponsors, rules, giveaways

(4 months before the event)

Once the objectives, the context, and the purpose of the hackathon have been decided, you go to Stage 2. This should be done well in advance, at least 3 to 6 months before if possible.

Format: Is your hackathon a physical or a virtual one? Will it be private or public? Will registration be free? How many stages will there be?

Expected duration: Is your hackathon going to be for 24/36/48 hours or longer?

Date: Does your proposed date fall on public holidays or in the holiday season? Check websites like Meetup or Tweet to find out if it clashes with niche conferences or other similar hackathons. Your target audience will tell you what days are most likely to work; for example, students could find weeknights tough. Weekends are most popular. Ensure you factor in extra minutes to prepare the venue and clean up after the event. Hackathons are more frequent between January and April and September and November in Europe and the U.S.

Website: Big brands that have recurring hackathons can update the website when required. But for a first-timer, your website should have a unique and appealing design. Publish all the necessary details—schedule, registration, etc. For example, get your sign-up form ready and explain the registration and selection processes.

Venue: Deciding where you are going to hold your hackathon needs some work.

- If you are looking for space that doesn't require you to pay, then you can look for places on campus. You can contact the people in charge in universities or use a campus advocate who can cut through any red tape. Once you've won over your campus ambassador, he or she can "sell" your hackathon to the administration.



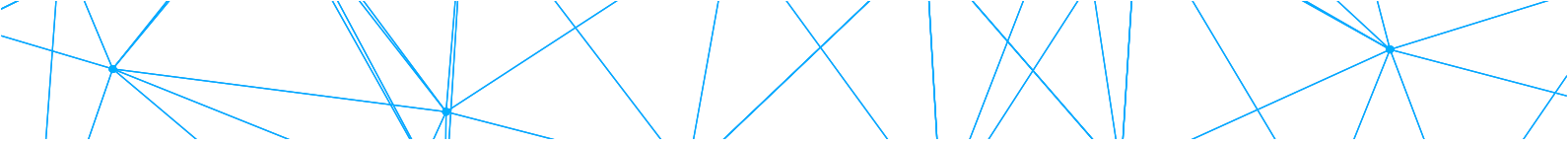
Lofts are also an option.

- If free venues are not available on campus, you can approach companies that wouldn't mind freeing up space for you. You can also look for co-working spaces. Some companies host events if you agree to display their logo. If nothing works, go online.
- You need to zero in on the right location once you know how many participants are likely to be there. You'll need enough space to seat your participants, others, and place the equipment. So, arrange for chairs, banquet-style, circular, or rectangle tables depending on what you want it for—hacking, workshop, eating, etc.
- The venue must be easily accessible via public transport and with provisions for the differently abled, elevators, spaces to relax and sleep, and gender-neutral restrooms.
- The venue must be secure for the people and the equipment; there should ideally be insurance in case of fire or theft.
- Perhaps the most important of all, fast, secure, and reliable wi-fi for hacking and connecting all devices is the primary point on the venue checklist. Also, check for ethernet cables, ports, and servers that you need to host a successful hackathon.

[Read more](#)

- You will need power strips or extension cords for every table, and projector, microphone, etc. for presentations.
- If your participants are under 18, you will need to satisfy any related legalities and have staff for supervision in case of overnight stay.
- Check if the venue has restrictions on advertising, photography, catering, and delivery.
- Remember to book as early as you can and check for all kinds of fees and regulations!

Sponsors: This is could well be the hardest task. Getting people to part with their money is never easy. How can you raise funds for a student or non-profit hackathon? First, you need to come up with a budget. Once you have your estimates, you devise a



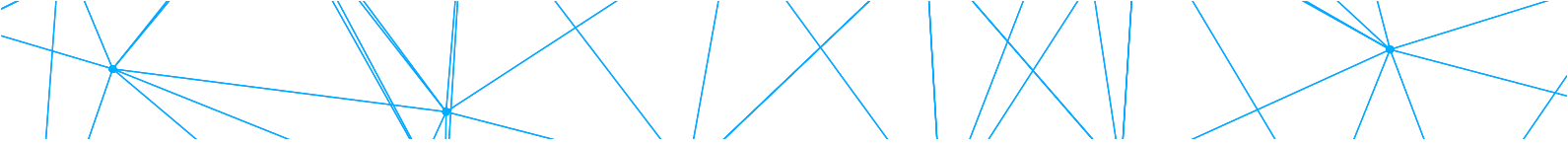
plan for sponsorship. Whom do you target and how? Sponsors will buy in when they want to boost the brand's visibility, recruit skilled workers or interns, or get real-time feedback on application programming interfaces or some product or service.

Create a budget

- Know everything you need to about the revenues, costs, and how much you intend to spend on each attendee. You need to appear credible to your investors/sponsors.
- Have your budget estimates include food, drinks, travel, security, facilities, hardware, staff, branding, and swag packs. Set aside an emergency fund.
- Watch this [video](#) for extra information about budgeting for your hackathon.
- Here's a [sample](#) budget.

Know when to approach your sponsors

- Network well ahead of the event to rope in funds from “key” players in the field. Talk to developers in your network or ask for introductions, lookout for fundraising announcements, and use sites such as [crunchbase.com](#) or [rapportive.com](#) to find useful contacts.
- Approach your potential sponsors keeping in mind the financial quarters when big companies are likely to have set aside a budget for similar events.
- After deciding the level of sponsorships (i.e. pricing) you require, email or schedule calls with prospective companies. You should create value for tiered sponsorships to get their buy-in. Here's an [example](#) of a sponsorship package.
- While you are armored with a pitch deck and confidence to sell your event, be sure all basic information has been chalked out (hackathon objectives, date, expected participation, venue, value propositions, website, etc. and the differentiating factors).



Create value for your sponsors

- Be ready to offer custom packages if you can and negotiate. Sponsors can help by also giving you judges or mentors, if not money.
- Make sure your sponsors are happy so that they are likely to back more events in the future. Regular professional communication is key to convincing them they got their money's worth and more.
- Watch this [webinar](#) for extra information about raising sponsorship.
- Once the event is done, remember to thank your sponsors publicly on your website and via social media, if they allow it.

Potential hackathon sponsors

- Corporates can easily fund their internal hackathons to drive innovation to give ideas from enthusiastic, bright employees a fighting chance to add to the commercial success or to support social responsibility.
- Developer tool companies, such as Mashery and Mailchimp, and organizations, such as Kauffman and Ford, will sponsor your event for various reasons—say, social cause, entrepreneurship, recruiting, and branding. Sponsors can help by extending cash for services, co-branding, adding believability, promotion, or contributing in kind.
- Students can also approach entrepreneurship or technology or innovation organizations within universities; they can also broker deals with local companies, such as restaurants, who want some free advertising, or with trade associations, other education institutions, local and provincial governments, and IT vendors and firms.
- If you don't want to buy your way in, try developing relevant collaborations with companies such as SendGrid and Twilio to make inroads into the developer community and co-host hackathons.

Stage Three

Deciding judges, speakers, prizes, and promotion

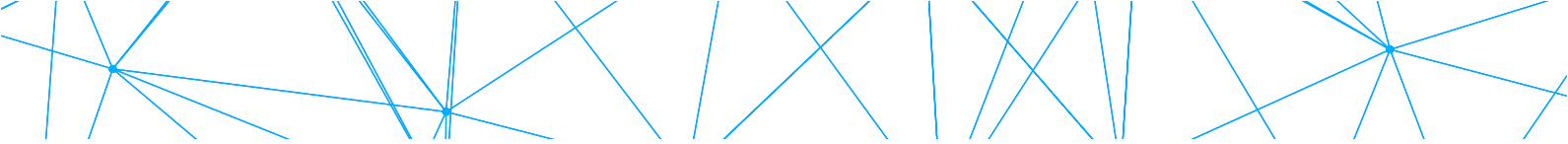
(2–3 months before the event)

Code of conduct: Create a pleasant, safe, and non-discriminatory event for a diverse set of participants. Having a well-defined set of rules helps in case any issues crop up during the event.

- To maintain a welcoming environment, formulate policies to deal with all kinds of harassment and lack of respect for others' opinions, and remind all attendees that it is up to them to make the experience amazing.
- Communicate the code of conduct via the website, posters, and any other published material sent to sponsors, participants, speakers, hosting team members, and make people acknowledge their agreement to the terms and conditions.
- All attendees need to understand what behavior is expected of them.
- Have a proper reporting policy or channel by mentioning in the document whom to contact and how. Train your team before the event and designate some people specifically to deal with any kind of crisis and escalate.
- All violations should be kept private, if possible, and handled impartially by following a clearly defined chain of custody.
- Decide what the outcome of the breach of conduct will entail for the person.
- Most important tip of all: Don't judge the victim. Once the details have been noted, offer support, arrange escort, or contact law enforcement if required.
- Although this blog has been written in relation to conferences, *it* can work just as well with physical hackathons.

Judges and Speakers: Naturally, your judges must have the aptitude required to make knowledgeable decisions about the hacks.

- You can invite people from companies you would like as sponsors.

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- Network with the movers and shakers in the field and have a few names to pull out of the hat once the basic details of the hackathon have been locked down.
 - Developer evangelists, university deans, celebrated subject matter experts, and local bigwigs of top organizations can be excellent choices.
 - Tell your judges what the winning criteria (such as business potential, relevance to the theme, practicality, technical complexity, etc.) are before the event. Prep them about what features the hacks or deliverables must have, talk about the scoring system, and encourage them to jot down notes during demos.
 - Emphasize the importance of fair judging.
 - Letting the judges meet the hackers before the presentation is a good idea because it gives them a better chance to impress the judges with a more comprehensive explanation and demonstration than is possible in a 5-minute demo.
 - Select speakers just like you would choose judges.

Prizes: Nothing draws people to a competition as the promise of awards and recognition.

- Giving all participants something rather than awarding only the winner can be more motivating.
- If you want your hackathon to offer superb opportunities to learn and network with peers, cash prizes or gadgets need not be advertised as prizes.
- Depending on the goal and sponsors, you can offer valuable chances of getting into incubator or accelerator programs, internships, and scholarships. However, if you are organizing tech hackathons, try giving the best gear in the market; it will be much appreciated.
- As much as possible, try to make the prizes available on the day of the hackathon, else give the teams clear instructions on how to collect it later.
- Look at some popular gifts and opportunities apart from cash prizes.

Most Popular Gifts



Gift Certificate



Tablet



Smart Watch



Go Pro



Amazon Echo



Gaming consoles



Drones



Portable hard drives



Apple MacBook



Paid Holidays

Most Popular Opportunities



Invitation to global hackfests & conferences



Incubator opportunity



Seed funding



Mentoring by experts



Internship opportunity



Scholarships



Entry into accelerator programs



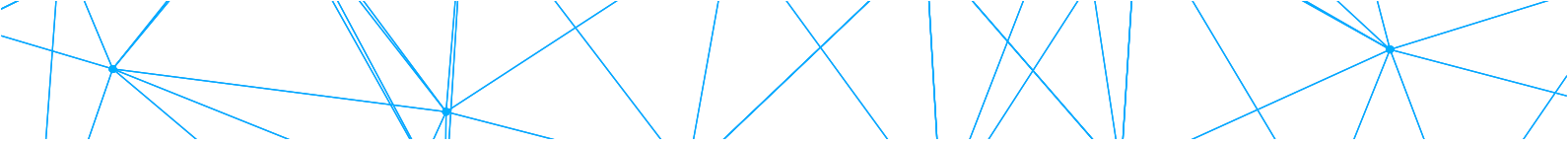
Chances to pitch to top executives



Work with NGOs



Memberships in coding clubs



Promotion: You can say that letting the world know about it is perhaps the best way to get the right mix of attendees. You need to be very clear about what skillsets you are looking for.

- Promote your event using low-cost channels—blogs, Twitter, Facebook, LinkedIn, Google Groups, Map, Mailing lists, websites, and ask attendees, your employees, and community honchos to spread the word. (Tip: Try not to spam.)
- Outreach campaigns must target developer groups, universities, and startups.
- Use PR measures, such as a press release, to let the media know about your event, including all the relevant details (theme, vision, timeline, prizes, and sponsors).
- Co-working spaces, incubators, and accelerators can help you with startups. Contact university admins and campus ambassadors to get your foot into the academic sphere.
- For internal hackathons, companies can use emails, posters, social media, and intranet to get the employees interested; involve the management, asking them to become mentors or judges to show that everyone is working toward the same goal.
- Your community managers can maximize participation using email campaigns, radio ads, and other media channels.
- If you don't have enough resources to manage the promotional campaign, employ partners—advertising agencies can bring in innovative ideas, PR agencies can help with visibility, call centers can help to interact directly, and specialized networks can help with more accurate targeting and outreach. However, measuring ROI can be tough.

Stage Four

Getting ready for the event

(1 month to 1 week before the event)

- To stay on top, try using organizing tools to track all aspects— technical, logistics, participation, etc.
- Choose the finalists from the idea submissions; get the best projects ready for the day of the hackathon.
- Arrange for workshops or information-sharing sessions for potential participants.
- Start sending reminders to attendees 7 to 10 days before the event.
Finalize your speakers.
- Contact and sign on food caterers and miscellaneous vendors such as T-shirt suppliers.
- Get the travel itinerary of attendees and arrange for cost-effective and efficient transportation. In case of travel reimbursements, tell the participants how they can claim it and when. For participants who live in other countries, send an official invitation which makes applying for the visa easier.
- Get the final headcount. Confirm attendance a day prior to the event. Sometimes, half the people won't turn up. Although you may be happy with the number of registrations, close to 30% do not submit a hack.
- A day before the hackathon, go through the event with your organizing team, like a dress rehearsal.
- Ensure any last-minute changes in the schedule are communicated to the attendees via social media or in-person.

Prepare your schedule. Look at this example.

Sample Timeline

It can be hard to know what to schedule into your hackathon, so here's a guide:

▼ Key times ▼ Team-related ▼ Host-related

The first day is all about laying the groundwork for a successful event; get everyone excited and on the same page.

Friday

6:00 PM	▼	Registration and snacks
7:00 PM	▼	Opening remarks
7:30 PM		Defining the problem
8:00 PM	▼	Ideas pitch
9:00 PM	▼	Form teams
12:00 AM		Building closes

The second day is full of activity. Keep everyone on track with planned check-ins, breaks, and inspiring speakers.

Saturday

8:00 AM	▼	Doors open
8:30 AM		Breakfast
10:00 AM	▼	Team check-in
12:00 PM		Lunch
12:30 PM	▼	Speaker 1
5:00 PM		Dinner
6:00 PM		Mentor Feedback
7:00 PM	▼	Speaker 2
12:00 AM		Building closes

The third (and often final) day of a hackathon can fly by! Make sure everyone is aware of final presentation times, and be sure to announce the solutions at the end of the event.

Sunday

8:00 AM	▼	Doors open
8:30 AM		Breakfast
10:00 AM	▼	Team check-in
11:00 AM		Lunch
3:00 PM	▼	Presentations due
4:00 PM		Dinner
6:00 PM	▼	Presentations start
7:30 PM	▼	Winners announced
8:00 PM	▼	Event ends

Stage Five

Putting it all together on D-Day

(Day Zero)

After months of planning and worrying about the hackathon, you don't want to leave anything to chance. Make a checklist.

Get to your venue early or the night before and set up everything you can possibly.

Setting up

Get the venue ready

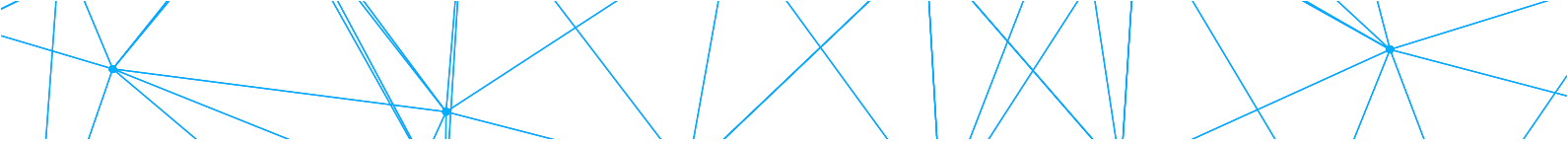
- Set up the chairs, beanbags, and tables.
- Get the premises, including the dedicated hacking, sleeping, snacking, and recreational areas and restrooms, clean and ready.
- Place proper signs to guide attendees.

Check for possible power and hardware issues

- Make sure the hardware toolkit is good to go—enough power bars, extension cords, and network cables; uninterrupted secure wi-fi; top-quality wi-fi routers; a projector; a couple of extra laptops; audio/PA equipment; open and accessible ports with few firewalls; traffic monitoring; IP whitelisting; and DHCP/subnet capacity (Tip: You can outsource networking requirements as well!).
- Let attendees know they are responsible for the security of their devices.

Kicking off the hackathon

- Get your registration/help desk ready to check participants' IDs, liability waivers, and forms for minors.
- Give the participants any promotional pamphlets you need to, name tags, and login credentials.

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- Welcome attendees with a formal/informal presentation going over the hackathon objectives, the schedule (like the one above), and the rules.
 - Introduce the organizers, volunteers, speakers, and hackers.
 - Get the first meal ready.
 - Remember to update social media to help maintain the exciting atmosphere.
 - Be sure to take questions if any.

Keeping things going

- Help individuals make their pitches, form teams, pick corners.
- Communicate timelines and rules for every step of the hacking process—brainstorming, pitching, formulation, and presenting, including meal times.
- Make sure mentors/advisors are available to the participants.
- Public listing of hacks is recommended; use a service, such as Dev Post or HackerEarth, or Etherpad/Google docs/Wiki pages.
- Answer questions about Intellectual Property clearly; with a couple of exceptions, IP rights always belong to the hackers; read the following for more information:
 - [*Who owns hackathon inventions?*](#)
 - [*Your creative, open hackathon is ripe for ownership disputes*](#)
 - [*Sample document*](#)
- After judges announce the winners, it is time for the post-mortem; you can use online voting systems as well.

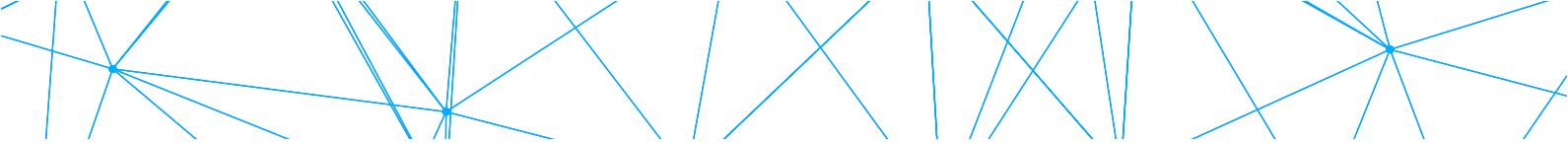
Stage Six

Keeping promises and post-event follow up

- Thank your participants, sponsors, hosts, speakers, judges, mentors, data providers, press, and volunteers.
- In your concluding talk, talk about the community, the website, mailing lists, and mention any upcoming events.
- Arranging a cocktail party or a trip to the local can be a great way to conclude your hackathon.
- Get nice videos and photos of the event for future marketing purposes.
- Do a thorough analysis of the participant data and any other relevant statistics, channels used for outreach, quality of the hackers and their submissions, and get “like-dislike” feedback from the attendees.
- Follow-up blogs, tweets, emails, and demo videos or presentations are great after-event tools to maintain the “connect.”
- For internal hackathons too, communicating details about the events, hacks, and winners plays a big part in boosting a company’s image, be it in terms of employee satisfaction, collaboration, or innovation; companies can recruit the best talent or roll out feasible projects after the hackathon or fund/incubate the winning idea.



Online Hackathons



Although most activities involved in the organization of offline and online hackathons are similar, certain tasks such as registration, rules, and promotion will include a few different subtasks as well. Handholding participants can also be easier than in in-person events.

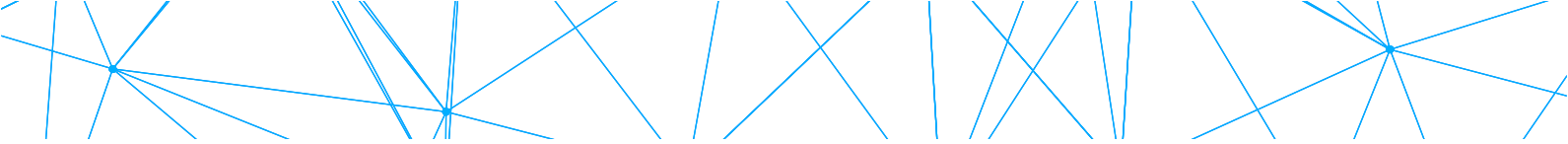
Online events enjoy obvious advantages:

- Less overhead costs (venue, transportation, staff)
- Larger and more diverse audience (no geographical constraints)
- Better quality deliverables, which are more complete, when the challenges run for a longer duration
- Improved chances of success via social media (sharing, reach)
- Community creation

Hybrid events, which have both online and offline phases, improve levels of engagement significantly.

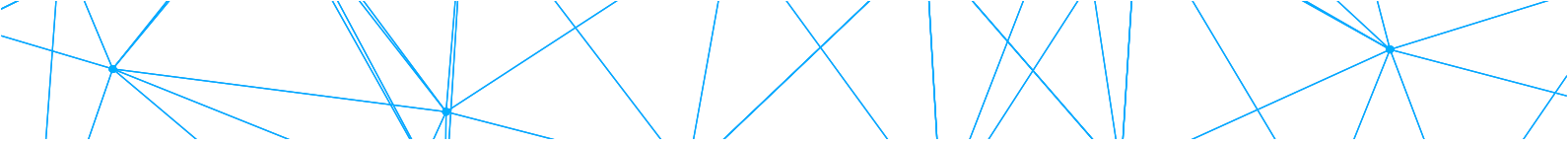
Deciding your theme, target audience, timing, stages

- Once you distil your problem down to one question, you will have to decide how you will get your stakeholders to be a part of the event—what are the incentives for participation? What are the possible challenges?
- Define your theme based on the goals you've defined. The theme can be focused on public policy, business, programming, data or software. Hackathons that are conducted for a specific theme (e.g. healthcare) are likely to be shared more by non-developers.
- For online hackathons, it is best to choose themes that are not hardware related, such as IoT.
- Depending on how wide you cast your net, you will have students trying to hone their skills, hackers looking at their next payday, senior engineers focusing on small projects, hobbyists, designers, and so on.

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- Filter your participants by specific criteria if you wish, but it is best to encourage events that will have teams that are complementary and multidisciplinary. An “open” event is more likely to generate results that are truly innovative.
 - The hackathon can be single phase or two (multi) phase. A single phase involves minimum engagement. A two-phase hackathon can have an idea submission phase (which can be online) and the development/ prototyping phase or an app development phase and the presentation phase (which can be offline).
 - Although organizations and universities often partner with hackathon hosting and managing firms, such as HackerEarth, MLH, DevPost, Eventbrite, etc., all relevant stakeholders need to achieve consensus on the timing and format.

Deciding your rules, judges, sponsors, prizes, swag packs, website

- Online hackathons come with a unique set of rules. You will have to clearly address issues related to submissions and judging.
- Here is an example of an [FAQ](#) section and a [Rules](#) section that can give you an idea about the kinds of queries participants of an online hackathon may have.
- Decide what kind of deliverable you want from each stage of the hackathon, say, some sort of a presentation, template, or video in the ideation stage and a storyboard or an app and supporting documents (GitHub links, code execution instructions) in the prototyping/demo stage.
- The demo or presentation the participants will pitch can happen in person for a hackathon that also has an offline round.
- Be clear about the Creative Commons License and the IP rights on your website. Here’s an [example](#) (check out Article 12).
- Pick your jury members and mentors (who will add a credible sparkle to your event) as you would for offline hackathons mentioned earlier.
- You can either let your judges pick winners or you can have a voting system where others (employees, public, sponsors, consumers, etc.) can also help select the best projects.

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- Don't have too many finalists because your judges most likely won't have the bandwidth to test and evaluate so many submissions.
 - If your sponsors are popular brands, exploit the fact by displaying logos.
 - Offer attractive prizes and giveaways depending on your budget and participants. It is more about the experience than prizes for many, but make sure everyone gets at least a T-shirt. (Tip: Aside from good prize money, prize diversity can be a great incentive for the participants. But this has certain disadvantages too.)
 - Check out the eligibility of the winners and possible legal (e.g. tax laws) issues before you give away the prizes.
 - Congratulate the winners and thank all attendees at the event (in case it is a hybrid one) or via social media and emails.
 - Ensure your website has all details pertinent to the hackathons—registration, eligibility, requirements, timelines, learning resources, judges, winning criteria, prizes, swags, referral programs, etc. Look at an excellent DevPost sample [here](#).

Choosing your platform

- Dedicated platforms to conduct hackathons are available in the market. These customized tools publish your hackathons, and they manage them. They ensure optimum integration with internal social networks, IT systems, and other existing tools.
- From an organizer's perspective, the platforms give easy access to participant data and submissions, allow external voting, offer a forum for discussion, let mentors easily help the hackers online, offer customization of platform design, allow export of projects, and offer real-time stats dashboard.
- Judges and mentors must be given login credentials.



A hackathon platform - Sprint

The company lets you use the tool either to conduct your hackathon or help you market and manage your hackathon.

The steps of the hackathon workflow are as follows:

- Create a hackathon
- Market the hackathon
- Build registrations
- Manage teams
- Evaluate submissions
- Publish leaderboard

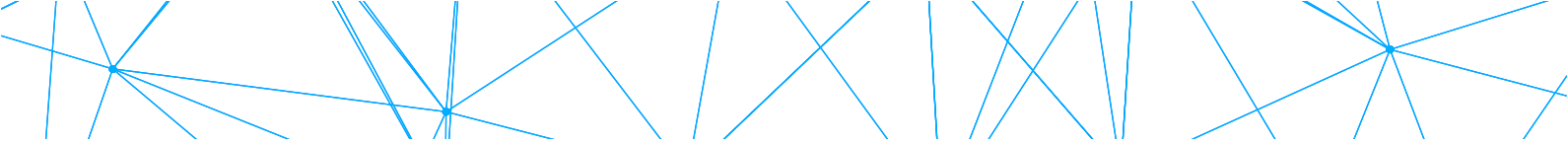
Sprint confers the following advantages:

- Ability to conduct hackathons from anywhere
- Targeted brand visibility
- Solutions to real-world problems
- Extension and promotion of an organization's work and culture
- Crowdsourcing and collating ideas to pick the best
- Online collaborative development environment

Watch the [video](#) to find out what makes Sprint special.

Engaging participants and promotion

- Your designated team members must address all technical and general queries as soon as possible.
- The tools (e.g. SDKs, APIs) and resources should be easily accessible and well documented.
- Mentors and advisors need to keep the channels of communication open, encouraging the participants and guiding them.
- Encourage challenging and inspiring discussions on the “wall.”

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- Your social interface has to be lively and up to date.
 - Promotion can happen via social media channels, radio/TV ads, niche communities, message boards, publications, blog posts, existing and partner communities (e.g. ISP, PR firms, universities), and through other offline events.
 - Compelling copy goes a long way in capturing people's interest.

Keeping promises and event follow up

- Once qualifying submissions have been judged and winners declared, ensure that you publish the results and let them know.
- Turn interviews into blog posts or case studies.
- Work with the winners to nurture their ideas or develop their prototypes if possible.



Conclusion

We've come up with this basic guide relying on expertise gleaned from conducting over 800+ hackathons world over. Although there's no one-size-fits-all strategy, the abovementioned points should help you maximize your efforts in organizing an effective and well-designed event for any kind of organization to achieve its desired outcomes.



About Hackerearth

Started in 2012, India-based HackerEarth provides enterprise software solutions that help organizations in their innovation management and talent assessment endeavors. HackerEarth has conducted close to 1000 hackathons and 10,000 programming challenges till date. Since its inception, HackerEarth has built a developer base of over 1 million.

Hackathons continue to contribute to 60 percent of its revenues. HackerEarth's Sprint platform is used by companies such as GE, IBM, Wipro, Walmart Labs, and Bosch to drive innovation by crowdsourcing ideas and solutions from internal and external talent pools. The company also has the Recruit platform to help screen the best technical candidates from their pipeline with the help of online technical assessments.



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