



# 项目计划书

Program Prospectus

500人

2018年 7月21-22日



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# Introduction

## What is a hackathon?

"Hackathon" is a portmanteau of "hack" and "marathon", in which "hack" stands for massive innovation instead of its alternate reference to computer crime. It is an event for programmers, engineers, designers, and project managers to collaborate intensively and create feasible solutions targeting daily issues. Normally, a hackathon would last from one day to a week, with participants working around the clock building prototype for their projects.

## Time

(Tentative) July 21 - 22, 2018, a two-day event with 24-hour consecutive hacking time.

## Audience

THE Hack will host 500 participants from around the world. We will accept application from any individual with age between 14 and 28. Applicants must be currently enrolled in a secondary school, high school, or a high-level degree-granting institution (either Bachelors, Masters or Doctorate).

## What is THE Hack?

Organized annually, THE Hack consists of two prestigious hackathons:

hackShanghai, the oldest collegiate hackathon in China,  
hack.init(), the largest youth hackathon and first to accept high school students in China.

"THE", a word that is homophonic to "virtue" in Chinese, represents our mission to invite more young, aspiring and talented youth to apply their technical knowledge and skills, combined with their unique observation about the world, to solve issues of various kinds ranging from lifestyle to possibly, human future.

This year, we are focusing on "Technology Harvests Enlightenment". THE Hack seeks to support the young generation to use technology as a mean to harvest human enlightenment, finding feasible solutions in various industries including education, healthcare, finance and more.

Similar to our hack.init() 2017 Hackathon, THE Hack 2018 will also provide tailored support for underrepresented participants in order to promote awareness of STEM among all communities.

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# Our Executive Team

THE Hack Committee is constituted of 57 high school and college students from all over the world, ranging from high school sophomore to college junior and geographically from Shanghai to California. Ten experienced and capable organizers from Shanghai, Beijing, US and Canada formed the Core Team of THE Hack, who are all masterminds behind the successfully-held hack.init() 2017.

## Technical Background

The organizing team at THE Hack includes members that are distinguished hackathon veterans. We have competed both domestically and internationally, attending hackathons such as HACKxFDU by Fudan University, hackShanghai by New York University Shanghai, PennApps by University of Pennsylvania and more. Immersed in the hacker community, THE Hack members have formed a vast network of aspiring hackers and tech companies.

With various Finalist Awards, distinctive prizes, and founding experiences of several hackathons, our team understands what makes a good hackathon and how to make the most out of a hackathon. We believe that after all, it's the experience we had, the bonds we established, the progress we made, and the pride we gained from a hackathon that really matters the most.

## Media Background

Co-hosted by Techomedia, the first student-run technology-oriented media in Eastern China, THE Hack is supported by a vast network of high schools, universities, student-run organizations, and tech media. Experienced members from Techomedia has become an integral part of THE Hack's marketing team. With over 200 original posts, the WeChat Official Account of Techomedia has received over 100k pageviews. Previously, Techomedia has co-hosted, supported and reported various tech competitions and events, including HACKxFDU 2017, Google App Inventor Contest 2015 and 2016, High School Hackathon Shanghai, International Space Settlement Design Competition, International Hackathon Shanghai and more.

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# hackShanghai 2018 - Retro

hackShanghai is the model of innovation and driving force of the current hackathon movement in Asia. Having already had very successful events in 2014 and 2015, HackShanghai has been collaborating with and supporting the development of several major hackathons, including Unique Hack Day, HackNTU and THacks.

hackShanghai was designed to expand on the hackathon model born in the US and currently employed by universities such as MIT, Stanford, and Harvard. Greatly benefitting students, sponsors, and universities alike, hackathons have been spreading exponentially in the US and have had great success in recent years.

## Previous Events

hackShanghai has been held successfully during 2014 and 2015. A total of over 3,000 hackers applied for only 500 seats combined for both events. As the most competitive hackathon in China, hackShanghai has worked with lots of sponsors scattered throughout industries, with close relationships and supports from the financial service industry (investment banking, merchant banking, etc), emerging technology industry (AI, robots, etc), and startup incubation. Past sponsors include:

### hackShanghai 2014



### hackShanghai 2015



## Media Coverage

Throughout 2014 and 2015, hackShanghai has attracted media attention from both Shanghai media and beyond. Links with ® indicate repost.

### hackShanghai 2014

- EastDay: <http://sh.eastday.com/m/20141117/ula8446910.html>
- ® Pudong Times: [http://www.pdtimes.com.cn/html/2014-11/17/content\\_2\\_6.htm](http://www.pdtimes.com.cn/html/2014-11/17/content_2_6.htm)
- cnFOL.com: <http://news.cnfol.com/it/20141117/19469410.shtml>
- ® EastDay: <http://sh.eastday.com/m/20141117/ula8446922.html>
- ® Shaanxi Daily: <http://www.sxdaily.com.cn/n/2014/1117/cl42-5557821.html>
- ® SJTU News: <http://news.sjtu.edu.cn/info/1005/377996.htm>
- Wenhui Post: [http://whb.news365.com.cn/cs/201411/t20141116\\_1436203.html](http://whb.news365.com.cn/cs/201411/t20141116_1436203.html)
- ® EastDay: <http://sh.eastday.com/m/20141116/ula8445862.html>
- ® Phoenix News: [http://finance.ifeng.com/a/20141118/13283932\\_0.shtml](http://finance.ifeng.com/a/20141118/13283932_0.shtml)
- Shanghai TV Station (Part 1): <http://www.kankanews.com/zd/0015904499.shtml>
- Shanghai TV Station (Part 2): <http://www.kankanews.com/zd/0015904509.shtml>

### hackShanghai 2015

- SH EDU: <http://www.shedunews.com/zixun/shanghai/gaodeng/2015/11/10/2002540.html>
- Sohu: <http://mt.sohu.com/20151108/n425649513.shtml>
- Dragon TV: <http://tv.sohu.com/20151108/n425647531.shtml>
- Pudong Times: [http://www.pdtimes.com.cn/html/2015-11/11/content\\_2\\_7.htm](http://www.pdtimes.com.cn/html/2015-11/11/content_2_7.htm)

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# hack.init() 2018 - Enlightenment

hack.init() is the premier youth hackathon in China. With a mission to build up the hacker culture in China, hack.init() adopted a tutorial approach that hosted over 20 workshops pre-event and at-event, allowing teenagers from age 14 to 20 to get exposed to the latest technology and utilize them during their innovation.

## Previous Event

hack.init() 2017 was made possible with amazing support from ShanghaiTech University and over 50 companies and organizations. Between July 8 to 9, 2017, 300 hackers admitted from over 30 cities in China and 8 countries around the world flew to Shanghai to attend this 24-hour non-stop feast of innovation. We received 554 applications worldwide, yielding a 55% acceptance rate. Among the 300 admitted, 49% are high school students and 30% are female.

A snapshot of hack.init() 2017, shown as summary statistics, is as follows:

Total Visit to Official Website	Total Registered User	Total Pageview (Posts)
52,121	852	Over 30,000
Total Application Received	Total Admitted	Admission Rate
544	300	55%
Country of Origin	Percentage of High Schooler	Percentage of Female
8 Countries	49%	30%
Total Campus Ambassador	School Covered	Province Covered
63	54 Schools	13 Provinces (3 International)
College Info Session	High School Info Session	Total Info Session Participation
6	5	Over 300

hack.init() has worked with sponsors mainly from the technology sector and education sector. With endorsement from ShanghaiTech University and government authorities, hack.init() represents the highest caliber of high-school educational hackathons. Our previous sponsors include:



## Media Coverage

- EastDay: <http://shcci.eastday.com/c/20170709/u1ai10705889.html>
- Tencent News: <http://sh.qq.com/a/20170710/009616.htm>
- TechNode: <https://cn.technode.com/post/partner/hack-init2017/>
- Xinmin News: <http://shanghai.xinmin.cn/latest/2017/07/14/31154064.html>
- Sohu: [http://www.sohu.com/a/159596641\\_609492](http://www.sohu.com/a/159596641_609492)
- PR Newswire: <http://www.prnasia.com/story/182429-1.shtml>

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# Sponsoring Information

## Why Sponsor THE Hack?

### Talent Acquisition

We accept the brightest minds from **Software Development, Artificial Intelligence, Blockchain, Electrical Engineering, Security, Infrastructure, Product Management, Design** and more to our hackathon. THE Hack will be the perfect place for your company to acquire competitive talents. We have access to an unbelievably talented application pool and we will share access of participant's resumes to eligible sponsors and partners. All sponsors are encouraged to negotiate internship or even full-time job offer with all participants.

### Collaborations between Sponsors

Through feedback from our past sponsors, we have not only given support to the young hackers, but have also stimulated some incredible collaborations between our sponsors. If your company looks forward to interact with other of sponsors/partners, this is a great platform of possibility!

### High-Quality Audience

THE Hack is projected to be the single most competitive hackathon in China. hackShanghai previously attracted over 3,000 applicants competing for only 500 seats; hack.init() admitted only half of total applied. This group of young people ARE the future backbone of every industry.

### Brand Recognition / Exposure

If you want to expand your influence and expedite your company's brand recognition, you've come to the right place. Past sponsors loved THE Hack because of its vast influence ad-wise. We have a **six-figure page view** along with partnerships with various media outlets. You will get all the exposure you want.

### Feedback / Adoption

Hackathons are the ideal environment to put your products to work. It allows real-time observation of potential real-life adoption of your product – the ultimate user testing. Watching hackers work on your product will become an invaluable part of your fine-tuning product functionality and documentation for a better user experience. Additionally, we provide a 500-person-strong user pool with innovative minds that test for robustness and scalability of your product. With add-ons such as stage time, API prizes, and limitless interaction with participants, we are determined to help you maximize these opportunities.



## Proposed Sponsorship Types

We have listed the following proposed sponsorship types for reference. Please note that all kinds of sponsorships will be counted towards deciding sponsorship tiers.

### Monetary Sponsorship

Monetary sponsorships are vital, and they are for good causes - to truly mine the passion out of our hackers, and realize the vibe of younger generations in two days of massive learning and brainstorming.

### Prizes Sponsorship

Prizes are incentives for our hackers. We are looking for firms who are willing to support prizes for us. Sponsors may provide prizes to the best team using their product as a mean of promoting your own products!

### Promotion and Advertisement

To maximize the effect of our event, we will need promotion and advertisement on various online platforms as well as in-person.

### API / Hardware Sponsorship

A good hackathon should have enough hardware and software to allow hackers to realize their ideas. You can either lend them, gift them, or award them to participants. While you can get valuable feedback from hackers, we believe it is also a great way to promote your products by exposing them to the innovative minds and allow them to explore the unlimited potentials behind your products.

### Food

Food and drinks are essential for creating a good hacker experience. Participants are expected to undergo a rigorous 24-hour sleepless hacking session.

### General Supplies

We are looking for firms that are willing to provide us with various kinds of supplies (in some way, ALL kinds of supplies) that we will be able to utilize during the hackathon, including but not restricted to 3D printers, toolboxes, t-shirts, swags, and anything that will enhance the hacker experiences.

### Transportation Partnership

To bring talents from all over China, we need ground and air transportation partners who are willing to provide bus routes or air travel for free or at a discounted price. We will provide our transportation partners with special recognition at ceremonies, as well as promotion services even after the hackathon.

## Preliminary Budget

	Price (¥)	Amount	Subtotal (¥)	Total (¥)
<b>Food and Meal</b>				<b>54,000</b>
Full Meals (Three)	20	1,800	36,000	-
Breakfast and Snacks	20	600	12,000	-
Drink	10	600	6,000	-
<b>Branding and Advertisement</b>				<b>40,005</b>
Pre-event Promotions	200	25	5,000	-
T-Shirt	20	650	13,000	-
Infrastructure	12,000	1	12,000	-
Posters	200	13	2,600	-
Security Expenses	10,000	1	10,000	-
Paper Wrist Band and Name Badge	3.7	650	2,405	-
<b>Reimbursement and Stipend</b>				<b>69,000</b>
Travel Reimbursement (Participants)	500	90	45,000	-
Travel Reimbursement (Guests)	1,000	15	15,000	-
Organizer Reimbursement and Stipend	100	90	9,000	-
<b>Prizes and Certificates</b>				<b>37,140</b>
Medals	20	12	240	-
Top Three Prizes	9,000	4	36,000	-
Certificates	1.5	600	900	-
<b>Miscellaneous</b>				<b>11,000</b>
Emergency Fund	8,000	1	8,000	-
Operation Cost	3,000	1	3,000	-
<b>Total Cost in CNY</b>				<b>211,145</b>
<b>Number of Attendee</b>				<b>600</b>
<b>Per Attendee Cost in CNY</b>				<b>351.91</b>

## Sponsorship Tiers

	Kilo	Mega	Giga	Tera	Title Sponsor
	¥5,000	¥12,500	¥25,000	¥50,000	¥80,000 Minimum Bid
GENERAL					
On-site Mentors	✓	✓	✓	✓	✓
Sponsor table	✓	✓	✓	✓	✓
During-hacking Demo	1 min	2 mins	2 mins	3 mins	5 mins
Opening Ceremony Demo			2 mins	3 mins	5 mins
Present prize on stage				✓	✓
Opening remarks					✓
Co-Hosted by You					✓
RECRUITING					
Distribute materials	✓	✓	✓	✓	✓
Receive hacker resumes	Post-event	Post-event	Pre-event	Pre-event	Pre-event
Send recruiters*		✓	✓	✓	✓
Receive hacker e-mails		Post-event	Post-event	Pre-event	Pre-event
Private Interview Space			✓	✓	✓
BRANDING					
Logo on website	✓	✓	✓	✓	✓
Award branded prize	✓	✓	✓	✓	✓
Swag in bag & your table	Swag bags	Bag & table	Bag & table	Bag & table	Bag & table
API directory	✓	✓	✓	✓	✓
Logo on t-shirt		✓	✓	✓	✓
Social media blast		1	3+	5+	10+
Post event email			✓	✓	✓