

DISRUPT FASHION HACKATHON 2016

Build IOT App Solutions for Retail & Fashion

SFFAMA, Inc.
537 Jones Street, #3151
San Francisco, CA, 94102

San Francisco Fashion and Merchants Alliance, Inc. (SFFAMA) is pleased to announce the fall installment of - “*Disrupt Fashion Hackathon : Build IOT App Solutions for Retail & Fashion*” - Nov. 05th – 06th, 2016.

EVENT BACKGROUND

While a typical Hackathon is aimed toward computer programmers and developers, the #DisruptFashion' Fashion Hackathon invites participants off all backgrounds who are tech novices, fashion innovators and VR savvies. Our vision is to bring together individuals in a space where they can meet like-minded creatives and work together as a team. These teams will collaborate on a project and find solutions for industry Virtual Reality challenges including digital shopping, retail implementation, real-time tracking, closet monetization, luxury + e-commerce, and other VR challenges.

The event will give participants the opportunity to network with other Fashion/Tech and VR enthusiasts, designers, developers, business professionals, technologists, and futurists and will allow them to share their bright ideas with each other. Participants will also gain access to leading fashion/tech/retail industry experts as coaches and judges during the 2-day event.

MISSION

Create a team + Build a team + Connect w/ other creatives to build an app or a startup company. No other city embraces the intertwined relationship between fashion, retail, technology, and the future of Virtual Reality more than San Francisco does. With the city being known as the hub where technology and fashion intermix... the goal is to create an innovative app to tackle various challenges to foster growth in the local or global fashion industries. Teams will learn from mentors about industry issues and what solutions are relevant.

DEMOGRAPHICS

DISRUPT FASHION HACKATHON 2016 attracts a growing creative audience of educated, affluent creative professionals and passionate early adopters in the 21 to 55 years old age range who are key influencers in fashion, design, technology and retail industries. Overall event participation is 60% female with male participation growing annually. Typical participants (both female and male) are trend and tech savvy, educated, creative professionals and entrepreneurs from leading startups and organizations in the San Francisco Bay Area and Silicon Valley.

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EVENT SCHEDULE

#DisruptFashion Hackathon Outline

Audience and Activities		Resources Needed
<p><u>Target Audience:</u></p> <ul style="list-style-type: none"> • 75-100 people: <ul style="list-style-type: none"> ○ 75-100 participants ○ 15 volunteers, speakers, judges, coaches (walk around the help teams with industry knowledge or technical expertise) sponsors • Desired participants' background: <ul style="list-style-type: none"> ○ Technical (engineers) ○ Business (students, business professionals interested in retail and fashion) ○ Design (UX / UI designers, illustrators, artists) • Fashion professionals (stylists, designers) 		<ul style="list-style-type: none"> • Event bright form specifying the roles / skill requirements • Space with multiple break out spaces • WiFi • Prize(s)
DAY 1 – 11/05/2016: Proposed Agenda		Resources Needed
12 pm – 1 pm	<ul style="list-style-type: none"> • <u>Kick off and Introductions:</u> <ul style="list-style-type: none"> ○ Agenda overview – for two days (print out of the agenda on the wall to ensure that people are aware what they are supposed to do for two days) ○ Define challenges (expert speakers discuss the challenges in the fashion industry that can be addressed with technology; API sponsor discusses their company and how their technology could be used to address some of the challenges) ○ Sponsor presentations ○ Lunch 	<ul style="list-style-type: none"> • Name tags • Volunteers (check-in desk (1-2 people); set up (3-4 people)) • Large poster with the 2-day agenda printed out (or agenda written on a white board) • 4 – 6 speakers (one per topic / challenge) • 4 – 6 judges (could be speakers that introduced challenges) • 4 coaches (could be speakers and / or judges) • API sponsor • Other sponsors (food, space)

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1 pm – 2 pm	<ul style="list-style-type: none"> • <u>Initial brainstorming:</u> <ul style="list-style-type: none"> ○ Participants work individually or in small teams to define / outline the projects they want to work on 	<ul style="list-style-type: none"> • Paper, pens, flip chart, white boards, power outlets
2 pm – 6 pm	<ul style="list-style-type: none"> • <u>Project presentations and team recruiting:</u> <ul style="list-style-type: none"> ○ Interested participants present the projects they want to work on (1-5 minutes) and try to recruit the team: <ul style="list-style-type: none"> ▪ E.g., “I am working on.... I need engineers, fashion designers, and business person” want to work on ○ Participants “vote with their feet” the projects they want to work on; hackathon teams are formed • <u>Wrap up work and prepare for the next day:</u> <ul style="list-style-type: none"> ○ Teams wrap up their activities and prepare for the next day ○ Those who want to, can chose to continue working past 9 pm else where • <u>Working time:</u> <ul style="list-style-type: none"> ○ Teams work together on their projects <p>Judges and / or coaches walk around to advise teams as needed</p>	
5 pm	<ul style="list-style-type: none"> • <u>Day 1 END</u> 	
DAY 2 - 11/06/2016: Proposed Agenda		Resources Needed
12 pm – 1 pm	<ul style="list-style-type: none"> • <u>Working lunch</u> <ul style="list-style-type: none"> ○ Team work on their projects ○ Finish Up 	<ul style="list-style-type: none"> • Lunch • Drinks: Soft drinks and water
1 pm – 3 pm	<ul style="list-style-type: none"> • <u>Judging time till 4pm</u> 	
3 pm – 4 pm	<ul style="list-style-type: none"> • <u>Report out:</u> <ul style="list-style-type: none"> ○ Teams present their project: 5 minutes per team + quick demo ○ Judges ask questions: 5 minutes per team 	

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	<ul style="list-style-type: none"> ○ Judges select the winner ○ Prize is awarded 	
5 pm	<ul style="list-style-type: none"> • <u>Day 2 END:</u> <ul style="list-style-type: none"> ○ Those interested travel to the opening reception 	

Hackathon Topics / Draft: Overall Theme: #DisruptFashion

Proposed Topics:

- Topic 1: **Retail & Shopping**
 - Overall, shopping is an integral consumer habit that is essential to the fashion industry many stores and shopping technologies are not user friendly. How can we make shopping experience easier to the consumers.
- Topic 2: **Real Time Tracking in Retail**
 - Real track inventory tracking and in-store analytics is the next big thing in retail. Many retailers are not aware what items they have in store at the point of time. Inventory is checked once in 6 months, typically, at which point it is matched to the inventory on books. Today's technology allows for cheap real time inventory tracking using RFID technology. Additionally, RFID can be used to provide consumer recommendations and styling suggestions (based on the items selected), enable consumer engagement, prevent loss, and provide analytics (traffic flow patterns, customer interest, wait times, etc).
- Topic 3: **Closet Monetization**
 - For many fashion people, their closet is there "net worth." What solutions can be developed to help individuals monetize the items in their closet? Potential strategies can include not only sharing and re-selling, but also using the "closet" as a tacit representation of the styling capabilities. How can this skill be shared and monetized?
- Topic 4: **Luxury + eCommerce**
 - Many luxury brands refuse to be on line and participate in eCommerce. Luxury fashion is exclusive while the Internet is accessible. However, eCommerce is increasingly becoming an important step in the shopping journey. Is there a way for the luxury brands to participant in the eCommerce while still maintaining exclusivity?

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- Topic 5: **Style & Current Trends**
 - San Francisco has very unique style. Create SF mood board and outline fashion and retail opportunities specific to San Francisco.
- Topic 6: **Fixing Fashion's Current Challenges**
 - What are some key challenges or pain points in fashion and / or retail today? For which consumer segment? How can technology be used to solve this challenge?
- Topic 7: **San Francisco Fashion Week App**
 - Design an app for San Francisco Fashion Week! - Event Management – Event Info – Event Engagement - Community Organization – Community Participation – Year-long Community Outreach – Fundraising and Sponsorship - Entertainment

BECOME A SPONSOR DISRUPTFASHION HACKATHON

Fashion Hackathon PRINCIPAL SPONSOR (1 Currently Available):

DISRUPT FASHION HACKATHON 2016 will work with Principal Sponsor on an individual basis to help create promotional or special event opportunities to maximize partnership. This includes the opportunity to act as principal sponsor of #DisruptFashion Hackathon and MAIN PRIZE sponsor, to host a reception, logo acknowledgment in all advertising, special acknowledgment at event, VIP passes for SFFW15 events

- PRESS RELEASE Issued Upon Sponsor Agreement Signed & Deposit Received
- YEAR ROUND CORPORATE NAME/LOGO “Principal Sponsor” on all #DisruptFashion Hackathon media and advertising
- SIGNAGE Placement at all relevant Venues
- LOGO Placement on Step & Repeat Backdrop
- PROMINENTLY PLACED TABLE OR PRODUCT DISPLAY AT ANY OR ALL EVENTS as requested
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 8 VIP Passes to all SFFW15 events

Total Investment: \$7,500 +

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Fashion Hackathon OFFICIAL PARTNER SPONSOR:

DISRUPT FASHION HACKATHON 2016 will work with Official Partner Sponsors on an individual basis to help create promotional or special event opportunities to maximize partnership. This includes the opportunity to act as a main category sponsor (ex. “Official Technology Partner”) of #DisruptFashion Hackathon and OFFICIAL PRIZE Sponsor, to host a reception, logo acknowledgment in all advertising, special acknowledgment at event, VIP passes for all SFFW15 events

- YEAR ROUND CORPORATE NAME/LOGO “Official Partner” on all media and advertising
- SIGNAGE Placement at all relevant Venues
- PROMINENTLY PLACED TABLE OR PRODUCT DISPLAY AT ANY OR ALL EVENTS as requested
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 6 VIP Passes to all SFFW15 events

Total Investment: \$5,000

Fashion Hackathon CORPORATE SPONSOR:

- Corporate Prize Sponsor Eligible
- LOGO Inclusion: Flyers, Website
- LINK on Social Networking Sites
- EXHIBITOR TABLE
- EVENT Announcement
- SLIDESHOW/Video playing presentation, logos, or ads as negotiated and provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 4 VIP Passes to all SFFW15 events

Total Investment: \$2,500

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Fashion Hackathon ADDITIONAL SPONSORSHIP
OPPORTUNITIES INCLUDE:

- Venue and Event Location Sponsors
- Hardware /Software _____
- Technical _____
- Production Rentals (Lighting, A/V Equipment, Chairs, Backdrops, Banners and Signs)
- Additional Hackathon PRIZES
- Beverage – Alcoholic/Non-Alcoholic Beverages
- Catering (Food, Desserts, Snacks)
- Product Giveaways (SWAG)
- Media (see ‘Official Partner Sponsor’ section)
- Community Sponsor / Donation \$ _____
- OTHER _____

For inquiries, please email Owen Geronimo at info@fashiontechpr.com

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#DISRUPTFASHION HACKATHON
SPONSORSHIP AGREEMENT

- _____ Principal \$7.5K
- _____ Official Partner \$5K
- _____ Corporate \$2.5K
- _____ Community Sponsor /Donation \$ _____
- _____ In Kind _____
- _____ H/W, S/W, Technical _____
- _____ OTHER _____

FASHION HACKATHON SPONSOR INFORMATION

SPONSOR NAME

Total INVESTMENT: \$ _____

Amount RECEIVED: \$ _____

Additional Payment(s) to be made:

Sponsor/Agency understands that payments are due in full upon receipt of invoice. Sponsor shall indemnify, defend and protect San Francisco Fashion Week™, its promoters and producers, San Francisco Fashion and Merchants Alliance, Inc. and all representatives and save DISRUPT FASHION HACKATHON 2016 harmless from any and all claims, demands, suits, liability

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damages, loss, costs, attorneys fees and expenses of any kind which might result from or arise from fire, theft, water, or accident or from any action or failure to act on the part of the sponsor or its officers, agents, employees or other representatives. It is the responsibility of sponsor to maintain insurance on its property and liability.

_____/_____
Signature / Date

CONTACT INFORMATION

Name: _____

Phone: _____

Email: _____

Mailing Address:

City: _____ **State:** _____ **Zip:** _____