

***Disrupt Fashion Hackathon 02/20/16-02/21/16***

***The X Institute, 3410 19<sup>th</sup> Street, SF***

### ***BEACON TECHNOLOGY***

Beacon technology will revolutionize the customer retail experience. It brings a new dimension to interaction between you and the customer. iBeacon and Beacon are often used interchangeably. iBeacon is the name for Apple's technology standard, which allows Mobile Apps (running on both iOS and Android devices) to listen for signals from beacons in the physical world and react accordingly.

Beacons are small wireless sensors that you can attach, stick, or place to any location or object. They broadcast tiny radio signals which your smartphone can receive and interpret, unlocking micro-location and contextual awareness. Apple trademarked "iBeacons" which sets a standard for hardware performance.

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### ***PROPOSED Topics (Projects-Categories)***

- Topic 1: **VENUES**
  - Seat upgrades, concession stand, alerts, interactive engagements.
- Topic 2: **RETAIL**
  - Inventory, personalization, coupons, engagement, analytics and proximity.
- Topic 3: **EVENTS & Ticketing**
  - Concerts, Fashion Shows, Conference
- Topic 4: **LUXURY BRANDS**
  - Accessibility, shopping, exclusivity, e-Commerce
- Topic 5: **OFFICES**
  - Conference room reservations, employee ice breakers, team building exercises
- Topic 6: **CUSTOM EXPERIENCE**

- Solve pain points in retail & consumer segment
- Topic 6: **GPS**
  - Solve pain points in retail & consumer segment
- Topic 7: **SHOPPING & Loyalty**
  - Groceries, Museums, Stadiums, Arenas, Hotels
- Topic 8: **STAFFING**
  - Human resources purposes

***PARTICIPANTS***

- Android & IOS Developers
- Technical (engineers)
- Student Developers
- Design (UX / UI designers, graphics, illustrators, artists)
- Project Managers and/or Fashion professionals (stylists, designers, manufacturers)
- Business Professionals & Marketing professionals (Interested in Retail & Fashion)
- Beacon Fans and/or Non-Techies (Interested in learning technology)

***#DisruptFashion Hackathon 2***  
**Time Subject to Change**

<b>Audience and Activities</b>		<b>Notes</b>
<u>Target Audience:</u> <ul style="list-style-type: none"> <li>● 50-75 people:               <ul style="list-style-type: none"> <li>○ 50-75 participants</li> <li>○ Volunteers, speakers, judges, coaches (walk around the help teams with industry knowledge or technical expertise) sponsors</li> </ul> </li> <li>●</li> </ul>		
<b>DAY 1 - 02/20/2016: Proposed Agenda</b>		
12 pm – 1 pm	<ul style="list-style-type: none"> <li>● <u>Kick off and Introductions:</u> <ul style="list-style-type: none"> <li>○ 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)</li> <li>○ 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)</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>○ Sponsor presentations</li> <li>○ Lunch</li> </ul>	
1 pm – 2 pm	<ul style="list-style-type: none"> <li>• <u>Initial brainstorming:</u> <ul style="list-style-type: none"> <li>○ Participants work individually or in small teams to define / outline the projects they want to work on</li> </ul> </li> </ul>	
2 pm – 3 pm	<ul style="list-style-type: none"> <li>• <u>Project presentations and team recruiting:</u> <ul style="list-style-type: none"> <li>○ 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"> <li>▪ E.g., “I am working on.... I need engineers, fashion designers, and business person” want to work on</li> </ul> </li> <li>○ Participants “vote with their feet” the projects they want to work on; hackathon teams are formed</li> </ul> </li> </ul>	
3 pm – 5 pm	<ul style="list-style-type: none"> <li>• <u>Working time:</u> <ul style="list-style-type: none"> <li>○ Teams work together on their projects</li> <li>○ Judges and / or coaches walk around to advise teams as needed</li> </ul> </li> <li>• <u>Wrap up work and prepare for the next day:</u> <ul style="list-style-type: none"> <li>○ Teams wrap up their activities and prepare for the next day</li> <li>○ Those who want to, can chose to continue working past 9 pm else where</li> </ul> </li> </ul>	
5 pm	<ul style="list-style-type: none"> <li>○ <u>Day 1 END</u></li> </ul>	
<b>DAY 2 - 02/21/2016: Proposed Agenda</b>		
12 pm – 1 pm	<ul style="list-style-type: none"> <li>• <u>Working lunch</u> <ul style="list-style-type: none"> <li>○ Team work on their projects</li> </ul> </li> </ul>	
1 pm – 3 pm	<ul style="list-style-type: none"> <li>• <u>Work time</u></li> </ul>	
3 pm – 5 pm	<ul style="list-style-type: none"> <li>• <u>Report out:</u> <ul style="list-style-type: none"> <li>○ Teams present their project: 5 minutes per team + quick demo</li> <li>○ Judges ask questions: 5 minutes per team</li> <li>○ Judges select the winner</li> <li>○ Prize is awarded</li> </ul> </li> </ul>	
5 pm	<ul style="list-style-type: none"> <li>• <u>Day 2 END:</u> <ul style="list-style-type: none"> <li>○ Those interested travel to the opening reception</li> </ul> </li> </ul>	

