# Hacking Your Strategic Challenges
## Bridging Gaps Through Innovation

Hackathons are typically dominated by tech people solving a problem or creating something new and improved. Given the AABE mission of addressing energy-related issues that disproportionately impact people of color and promote diversity and inclusion among energy companies, the AABE Hackathon is a new way to affect change. The questions are - what role should technology play in innovative energy solutions and how should we ensure diverse inputs are included? While complex problem solving certainly isn't new, addressing issues in the framework of a hackathon, with diverse participants while applying principles of human centered design certainly is!

## OUR OBJECTIVE

The idea of **Bridging Gaps Through Innovation** recognizes the need to connect real world business challenges to solutions that improve business results and impact quality of life. We will:

1. Develop new approaches to energy sector challenges with input from diverse members of the marketplace.

2. Advance corporate concept or project development toward commercial solutions.

3. Support startups' solutions with an eye toward their integration into a commercial organization or launch.

4. Introduce students to business and community organizations as they engage in problem solving for real world experience.

## BACKGROUND

The **AABE Hackathon** is a novel process. It reaps the benefits of combining inclusion and cross-disciplinary thinking to develop innovative solutions for complex problems. In our approach professionals, business leaders, academics, students from a variety of colleges and universities, data scientists, policy makers, and people from the community come together to work on discrete challenges where design thinking and technology are factors that can be applied to the solution.

This hackathon is modeled after the successful 2017 MIT event. Over a one and one-half day program, approximately 100 people developed solutions to 10 different problems in areas such as health care, immigration, underrepresented minorities in STEM, and law-community relations. http://news.mit.edu/2017/hackathon-discrimination-racism-bias-0516.

The 2018 Hackathon will include work with our university partner NYU Poly.

## OPPORTUNITY

Companies interested in advancing innovative solutions or collective problem solving of challenges that cross company, industry and/or social boundaries can benefit from participation. They will receive positive visibility in addition to new insights into strategic challenges or problems by becoming a sponsor of the **AABE Hackathon.**

## WHAT'S DIFFERENT

There are several things that make the **AABE Hackathon** a unique approach that delivers high value:

- **Inclusive participation** that goes beyond data scientists to the intentional involvement of industry subject matter experts to maximize the benefits when technology intersects with energy.

- **Designated team leaders** who provide background and insight into the problem statement.

- **Design thinking facilitation** to insure all team members participate in the critical groundwork of understanding the dynamics of the problem before solutions are considered. This leads to more meaningful outcomes in the limited time available.

- **Mentors** who can both challenge the teams as well as contribute additional expertise as solutions are unfold.

- **Technology platform** supports team members in woring through implementation of their proposed solutions.

## HOW IT WORKS

- 10 teams of 8-10 participants will each *hack* a different problem or challenge

- Participants will prioritize up to 3 challenges that interest them.

- Final assignments will be made on the first day of the hackathon based on the problem and its alignment with their skill sets and level of expertise.

**Participants to be recruited to hack innovative energy solutions**
- Individuals representing teams already working on a product or start-up.

- Students or academics working on or interested in energy sector challenges.

- Professionals who have provided *Problem Statement Briefings,* ideas or concepts to be hacked.

- Data scientists

- Sponsor representatives

- Community group representatives

- Policy makers

**Team Leaders**
Build and lead teams through a design thinking problem solving process that demands creative, fact-based inputs of what end user think, feel, say and do in the context of the team challenge.
- Team leaders will become experts in the challenge they lead. As necessary, they will be assigned student research assistants

- Teams will be supported by mentors who focus on design thinking solutions

**Hacking Competition**
- Hack teams will present their innovative solutions to a panel of judges

- Winning hackathon teams will receive prizes (TBD)

- Teams will be encouraged to continue meeting to further their solution

# SPONSOR BENEFITS

When you choose sponsorship, the benefits are many.

- Enrich your diversity initiatives while addressing a critical strategic problem with thoughtful contributions inclusive of cross functional, academic, scientific, community and technological inputs.

- Excellent communication opportunities for stakeholders as a result of this unique collaborative, approach t problem solving.

- The opportunity to submit a strategic issue to be addressed by the assembly of corporate, non-profit, governmental, academic, technical, community, entrepreneurial, and financial participants in a way that breaks down barriers.

- Potential identification of a new tool, process, or offering.

- Cultural exchange, new learning, and empathy building between participants from corporations and the people they want to identify, attract or engage as end use customers.

We are offering multiple levels of sponsorship and participation:

| | BRONZE | SILVER | GOLD | PLATINUM |
|---|---|---|---|---|
| **GENERAL** | **$ 2,500** | **$5,000** | **$10,000** | **$15,000** |
| SPONSOR A HACK TEAM | ✓ | ✓ | ✓ | ✓ |
| REMARKS TO THE AUDIENCE | | | | |
| FARWELL/NETWORKING | | | | ✓ |
| PRE-EVENT RECEPTION | | | | ✓ |
| LIFELINE EXPERT | ✓ | ✓ | ✓ | ✓ |
| **EVENT SIGNAGE** | | | | |
| INTERIOR BANNER | | ✓ | ✓ | ✓ |
| EXTERIOR BANNER | | | ✓ | ✓ |
| **BRANDING OPPORTUNITIES** | | | | |
| LOGO ON MICROSITE | ✓ | ✓ | ✓ | ✓ |
| LOGO ON T-SHIRT | | ✓ | ✓ | ✓ |
| SOCIAL MEDIA CAMPAIGN SPOTLIGHT | | | ✓ | ✓ |
| COMPANY NAME ON HACK PACKS | | | | ✓ |
| INSERT COMPANY SWAG | ✓ | ✓ | ✓ | ✓ |
| **SPONSOR HIGHLIGHTS** | | | | |
| SPONSOR AWARDED PRIZE | ✓ | ✓ | ✓ | ✓ |

\* Please note all sponsorship packages can be customized.