

HACKATHON DEFINED

A “hackathon” is defined very broadly:

- Hacking is creative problem solving. It does NOT have to be about technology.
- A hackathon is an event where people come together to solve problems.
- Hackathon participants form groups of 2-5 individuals, use prepared forms and notepaper, and dive into problems.

BOSTON HACKATHON PROJECT STATEMENT

We – procurement and purchasing professionals, small business capacity builders, small business owners, banks, CDFIs, public lenders, and the small business administration – will host a Hackathon to design strategies and goals to which system stakeholders can commit resources to experimentation. Here is our initial list of projects to ‘Hack’ into:

HOW WE GOT HERE

Timeline of Events

2016

- ☑ C³ (Capacity, Capital, Contracts) project announced: Reimagine Boston's anchor procurement system to achieve economic development goals, such as job creation through minority- and woman-owned businesses growth.
- ☑ Invitations sent to cross-section of the anchor institution procurement system to engage as a community of practice.
- ☑ Small working group convened to map the existing Boston anchor institution local procurement system.
- ☑ Working group compiled actor map: Procurement and purchasing professionals, small business capacity builders, banks, CDFIs, public lenders, Small Business Administration
- ☑ Working group committed to future experiments (e.g. Hackathon) to award more and larger contracts to WMBEs.

2017

- ☐ **Realigning Boston Anchor Procurement Hackathon**

A COLLABORATIVE WORKPLAN

Task Name

MAKING THE HACKATHON HAPPEN

#HackingAtBostonFed

Comments

EVENT DATE: November 8, 2017
Federal Reserve, Beehive

Start Date

Re-engage the Working Group (deepen)

06/14/17

Jean email to Working Group: Rise Up!

Purpose: Awaken stakeholders;
CTA - sign up for one of two available timeslots for conference call.
Craig to provide Jean with drafted list

Confirm "Working Group" member list

Draft Email Communication to Working Group

Send Email

Conference Call

06/14/17

Logistics (setup line, etc)

two conference call times - invitees asked to sign up for one call.

06/14/17

Create and circulate meeting agenda to conference attendees

06/14/17

Attend call(s)

Call #1: Tue 07/04/17
Call #2: Thur 07/06/17

07/04/17

Follow-up on take-aways from conference calls

07/04/17

Target Participants (widen)

Set goals for participation (total # attendees, total # per audience segment)

Generate invitation list

Set goals per working group member (# of attendees to recruit, per member)

Content Creation

Identify and secure keynote speaker(s)

Identify and secure moderator(s)

- Define overall goal for Hackathon
- Generate list of projects to "hack into"
- Create program agenda
- Create reading list for common ground knowledge
- Draft and share event talking points with working group members
- Create registration webpage registers attendee; confirms any food allergies and/or preferences
- Draft external communications
- Draft blog post: Why now and what of Boston Hackathon

Outbound Communication Schedule

- Mass Email #1: Save-the-Date
- Media scanning for local story placement Ongoing
- Mass Email #2: Registration Open | So what of Hackathon
- 1:1 Follow-up on Email #2: I want you to attend
- Mass Email #3: Why you need to be there (segment by persona)
- 1:1 Follow-up on Email #3: Focus on list of projects - we need your unique talent & perspective for this one.
- Follow-up phone calls Working group assigned phone calls to convert leads
- Mass Email #4: Who will be in the room - add your unique perspective.
- 1:1 Follow-up on Email #3: Let me introduce you. I want you to meet XXX
- Mass Email #5: Final reminder to attendees with event logistics and reading list
- Circulate press release Mailmerge email, with 1:1 follow-up

Event Logistics

- Reserve venue space Federal Reserve: Beehive reserved. Wed. Nov 8



resilient communities | thriving small businesses

Confirm moderators and other playbill actors

Track RSVPs

Produce program collateral (print and digital)

Create space layout (reserve necessary furniture and technology)

Reserve catering

Publish run of show

Shared document w/ working group; registered attendees, and performance metrics