WELCOME!
What is a Hackathon?
A Word From Our Partner
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Diamond Sponsor

[Image of Memorial University Engineering and Applied Science logo]
Our Partners

MEMORIAL UNIVERSITY
COMPUTER SCIENCE SOCIETY

MEMORIAL UNIVERSITY
GEOGRAPHY
Join our Discord.

JOIN OUR COMMUNITY AND TAKE PART IN OUR COMPETITIONS.
WIN COOL PRIZES AND MAKE NEW FRIENDS!

BE PART OF THE COMMUNITY.
#HACKFROSTNL
HFNL 3.0 Challenge
“How can we use technology to reduce the carbon footprint of Industry deliveries?”
Areas to explore

- Route Optimization
- Carbon Offsetting
- Sustainable Packaging
- Alternate Fuel
- Supply Chain Optimization
- Data Analytics
- Alternate Energy
- Energy Efficiency
Statistics to think about

- Transportation is responsible for 24% of global CO2 emissions from fuel combustion, with road transport being the largest contributor - IEA.
- The carbon emissions from e-commerce deliveries are expected to triple by 2025, according to a report by the World Economic Forum.
Statistics to think about

- The transportation sector in the US accounts for 28% of greenhouse gas emissions, with medium and heavy-duty trucks as the main contributors.
- The logistics industry accounts for about 7% of global carbon emissions, according to the Smart Freight Centre.
- Logistics firms could cut their carbon emissions by up to 30% by adopting sustainable practices - European Environment Agency study.
You must clearly identify a sector(s) and their problem in your pitch
Deliverables

- Each team must create a page for their project on Devpost by 11:30AM NST on Sunday.
- Each team will do a 5-minute live pitch on Sunday, and will have a 5-minute Q&A period.
- Link will be put on Discord and the Website.
Teams can be creative with the way they present their solution i.e. slideshow, demo ..etc
Judging

**Round 1:** 3-4 pools in parallel, schedule to be announced Sunday around 11:45AM NST. The first team will present at 12:00PM.

**Round 2:** Top 2 teams from each pool will present again in front of a new set of judges. Starts 3:00PM NST.
What can you build?

Anything:

- an app,
- an ingenious solution,
- a physical prototype,
- a crazy startup idea
- a combination of the above, or
- Anything at all!
# Judging Criteria

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feasibility</td>
<td>The team has clearly identified a problem related to the prompt</td>
<td>15</td>
</tr>
<tr>
<td>Feasibility</td>
<td>The team has clearly described a solution that utilizes technology to address the problem</td>
<td>15</td>
</tr>
<tr>
<td>Feasibility</td>
<td>The proposed solution has the potential for deployment and scaleability</td>
<td>10</td>
</tr>
<tr>
<td>Creativity/Design</td>
<td>The solution shows creativity and introduces a new “approach” to offsetting carbon emissions</td>
<td>15</td>
</tr>
<tr>
<td>Creativity/Design</td>
<td>The solution takes into consideration both environmental impact and the well-being of staff</td>
<td>10</td>
</tr>
<tr>
<td>Creativity/Design</td>
<td>involved in the industry delivery process</td>
<td></td>
</tr>
<tr>
<td>Presentation</td>
<td>If implemented successfully, this would significantly impact carbon emissions</td>
<td>10</td>
</tr>
<tr>
<td>Presentation</td>
<td>The presentation is clear, concise, on time and provides evidence for decisions</td>
<td>10</td>
</tr>
<tr>
<td>Presentation</td>
<td>The slideshow/visual presentation is professional in appearance and appropriately designed</td>
<td>5</td>
</tr>
<tr>
<td>Presentation</td>
<td>There is evidence of teamwork and leveraging the strengths of the whole team</td>
<td>5</td>
</tr>
<tr>
<td>Presentation</td>
<td>The team responded well to questions</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Timeline & Rules
FRIDAY

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Formation Session</td>
<td>5:00 PM - 6:30 PM</td>
</tr>
<tr>
<td>Opening Ceremony</td>
<td>6:30 PM - 7:30 PM</td>
</tr>
<tr>
<td>Pizza Sponsored by Genesis</td>
<td>7:30 PM - 8:30 PM</td>
</tr>
<tr>
<td>Team Collaboration</td>
<td>8:30 PM +</td>
</tr>
</tbody>
</table>
### SATURDAY

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Sponsored by Aker</td>
<td>9:00 AM - 10:00 AM</td>
</tr>
<tr>
<td>Mentor Sessions/Team Collaboration</td>
<td>11:00 AM +</td>
</tr>
<tr>
<td>Lunch Sponsored by Schlumberger</td>
<td>12:00 PM - 1:00 PM</td>
</tr>
<tr>
<td>Sponsor Booths</td>
<td>1:00 PM - 3:00 PM</td>
</tr>
<tr>
<td>Workshop - Genesis - Pitch Clinic - IIC 2001</td>
<td>3:00 PM - 4:00 PM</td>
</tr>
<tr>
<td>Genesis Pitch Showcase- IIC 2001</td>
<td>4:00 PM - 5:00 PM</td>
</tr>
<tr>
<td>Networking and Refreshments Sponsored by Genesis</td>
<td>5:00 PM - 6:00 PM</td>
</tr>
<tr>
<td>Team Collaboration</td>
<td>6:00 PM +</td>
</tr>
<tr>
<td>Mini Game - Sponsored by Bounce</td>
<td>8:30 PM - 9:00 PM</td>
</tr>
</tbody>
</table>

### SUNDAY

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Sponsored by Genesis</td>
<td>9:00 AM - 10:00 AM</td>
</tr>
<tr>
<td>Workshop - Github with Girish - IIC 2001</td>
<td>10:00 AM - 11:00 AM</td>
</tr>
<tr>
<td>Lunch</td>
<td>11:00 AM - 12:00 PM</td>
</tr>
<tr>
<td>Submission Deadline</td>
<td>11:30 AM</td>
</tr>
<tr>
<td>Judging Round 1</td>
<td>12:00 PM - 3:00 PM</td>
</tr>
<tr>
<td>Judging Round 2</td>
<td>3:00 PM - 5:00 PM</td>
</tr>
<tr>
<td>Mini Game - Sponsored by MCE</td>
<td>5:00 PM - 5:30 PM</td>
</tr>
<tr>
<td>Closing Ceremonies and Awards Ceremonies</td>
<td>5:30 PM - 6:00 PM</td>
</tr>
</tbody>
</table>
Code of Conduct

- Remember that hackathons are like marathons. Some people go to compete, but most people take part to better themselves and have fun.
- Whatever the reason is you are at a hackathon, make sure you are upholding the hacker spirit by being supportive of your team members and other teams!
Rules

- Teams must stop hacking at **11:30 am NST** Sunday
- All the work on the project should be completed at the hackathon
- Teams can take inspiration from existing ideas or use libraries, frameworks, or open-source code in their projects
Teams can be disqualified from the competition at the organizing committee’s discretion. Reasons might include but are not limited to:

- Breaking the Competition Rules
- Breaking the Code of Conduct
- Other unsporting behaviour
Some Tips

- Maintain positive energy in the team
- Don’t be afraid to ask questions, seek help
- Try to have fun and focus on learning
- Understand the judging criteria to know how you’ll be evaluated
- Don’t try to build a perfect product, instead try to build a minimum viable product that shows promise of being a perfect product
Resources
Resources: Discord Support

❄ Make sure to react to the message in #roles to get the @hacker role.

❄ Organizers will be available later into the evening

❄ Please make sure to ask in the channels.

Avoid direct messaging organizers as much as possible.
Resources: Mentors

❄ Want to chat with a person who has some experience about your project? Mentors can help bounce ideas and provide feedback

❄ Mentors will be available starting 11 am Saturday
Resources: Resources Doc

❄ We combined useful articles and online resources to help you tackle the challenge

❄ The document will be shared on Discord and the website tonight
Prizes

$6000 will be divided among top 3 teams:
- First place: $3000
- Second place: $2000
- Third place: $1000
Our team
Our Team

Madison Emshey
President

Paulina Alhassan
Logistic Lead

Rahaf Hajahmad
Operations Lead

Parsa Esmkhani
Sponsorship Lead

James Yacim
Marketing
Our Team

Hamideh Mehri
Operations

Umma Rahman
Operations

Laith
Operations

Girish Verma
Operations

Erfan Tajalli
Sponsorship

Mahek Parmar
Logistics

Mohammed Balfaqih
Website Developer

Rishi Gandhi
Logistics

Emad Salim
Logistics
Our Advisors

Daniel Grillo
Advisor

Kamal Ali
Advisor

Youssef Ali
Advisor

Matthew Emshey
Advisor
Motivation with Mike
Final Words

* No pressure to build the next big startup, if you learn something new or just have fun, that’s a win.

* We believe an important part of learning is feedback, so we’ll make sure each team gets some feedback on their project from the judges.
Next Steps

- Confirm your team by 10am, Sunday
- Check out the schedule
- Start working on your projects!
STAY FROSTY