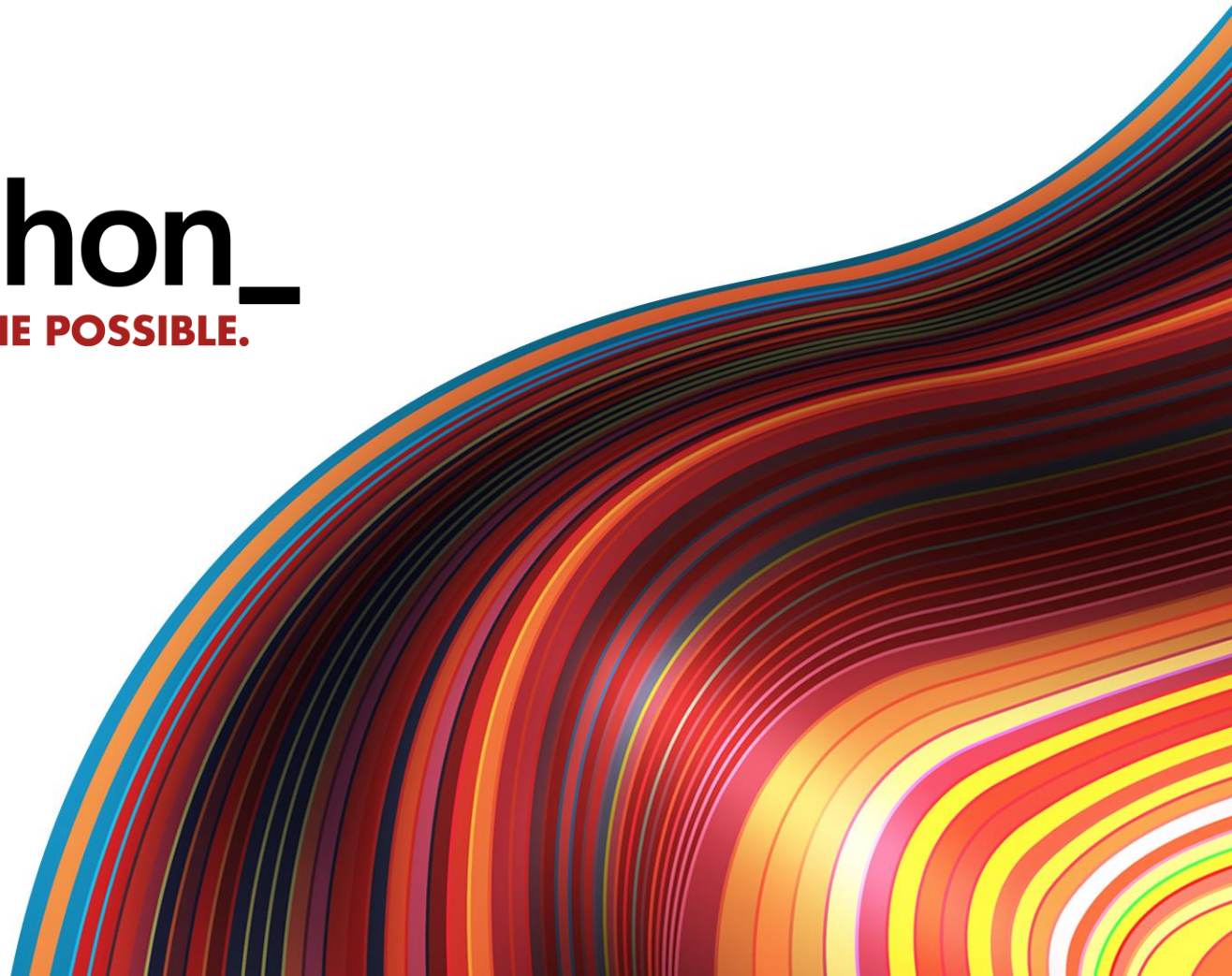




# >hackathon\_

**DEFINE POSSIBLE.**



# The Microsoft Global Hackathon

**HACKATHON 2022**  
Week of September 19

The company-wide, multi-day, global event produced by The Garage that brings employees and interns from all over the world together to create, innovate, and hack on ideas that inspire them. It's the largest private hackathon on the planet.



- Hackathon is for **all Microsoft employees!**
- 69,000+ participants in 2021
- Global participation: 67% outside Puget Sound area
- 58% engineers, 42% non-engineering roles

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# Is Hackathon for me?

Employees from across the company tell us they participate to **have fun, learn new skills, and collaborate with others**. They come from all roles!



## Engineers and Technical-focus

Are you in a technical role and familiar with hacking? Great! Also, aside from the technical aspect, the Hackathon is a great opportunity for you to work on something outside of your day job, to collaborate with people across your company, or to pursue a passion. Anything goes!



## Designers

Ways to get involved in hacking are as varied as Design roles! Your skills are the most sought-after among Hackathon project teams – whether it's product design, UI expertise, or general design thinking, teams are wanting your input. Or create your own project! You will find inspiration galore.



## HR, Finance, Legal

Don't think of yourself as a typical "hacker"? Think again! You are already a hacker when you create a new-and-improved biz plan, internal process, or employee program. And technical teams often need your expertise, so find the many ways you can hack and show your innovative spirit.



## Sales & Marketing

Leave robots and flying toasters to other hackers... YOU know our customers and what they want! Create a marketing campaign, a solution to a pain point, or join a team to bring your customer insights. Collaborate with people across the company on an idea or hack on a personal passion.

Collaborate across the company ● Try a new skill ● Solve a problem ● Do something outside your day job ● Pursue a passion

# The benefits of hacking

Hackers

Benefits for  
**individuals:**  
empowerment,  
upskilling, trying new things,  
feeling  
valued

Projects

Benefits for  
**projects + ideas:**  
applying tech in interesting  
ways,  
moving ideas forward

Organizations

Benefits for  
**teams + orgs:**  
engagement, collaboration,  
broader  
perspectives

Company

Benefits for the  
**whole company:**  
positive energy,  
culture shift,  
business value

# The competencies of a hacking culture

"Hacking" is not just a 48-hour caffeine-infused event. It can be an event over any specific time period, or a set of activities, or a **way of working all year long**. These five elements are the framework for hacking at Microsoft.



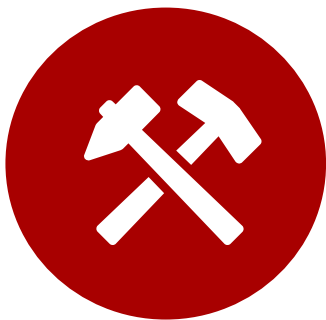
## Ask for ideas

An open forum for  
creative thinking



## Build teams

Lots of input from  
various skills, roles,  
backgrounds.



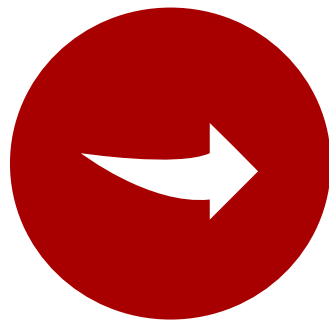
## Hack

Focused time for  
teams to work on  
their proof of  
concept



## Share

A place and time to  
share projects and  
project outcomes



## Move forward

Mechanisms to  
advance ideas, all  
year long



# The key details

## Who

A small team of people from your nonprofit plus Microsoft employees in your support network or Microsoft employees who have reached out to invite you to Hackathon. Be sure to include people from a variety of disciplines within your organization (they don't all have to be coders).

## What

Projects are jointly determined by you and your Microsoft employee volunteer and will be covered by an IP Agreement that gives your nonprofit ownership of IP that is created during the Hackathon. Your Microsoft employee volunteer can help you decide on an idea that has the right scope and potential for the Hackathon.

## Where

Right where you are! Your Microsoft employee volunteer, as a project lead, can coordinate a virtual hacking experience for your project team (note: depending on health guidelines, some locations may have in-person activities).

## When

For the actual event, be ready to get online and join in on September 19. Each team will determine duration and timing of where and when you'll collaborate together, and if/when you'll work asynchronously. Main Hackathon activities will run the week of September 19.

## Why

Participating in the Hackathon is fun, challenging (in a good way!), and inspiring. Be part of the Hack Mojo!

# Project scope and inspiration



# Define a great project and hack with Microsoft employees

## Scoping a project

In the past, participating organizations have explored hack projects designed around:

- Helping their community, their volunteers, or to advance their mission
- Making a proof of concept
- Learning new skills and technology
- Experimenting with an innovative idea
- Improving existing processes

Identify a few problems your organization is currently facing. Pick one that's not mission-critical where a prototype of a solution would be helpful and that seems like a good fit for Microsoft employees.

Your Microsoft employee project lead (or "Host") can help you refine an idea, choose between a few, or help you come up with something you're excited to work on.

## Hacking with Microsoft employees

Once you've determined your idea for a meaningful, feasible hack project, ask your Microsoft "Host" or Microsoft employees in your support/volunteer network to recruit other Microsoft employees who share your passion and can use their skills to help the project move further. Your Microsoft Host should create a project on our HackBox website so more employees can join.

>hackathon\_



# Inspiration for your own project

You should work on a project that aligns to your goals, but these guidelines can offer a place to start

## **Make Something**

Create something tangible that can be shown or demonstrated, going beyond an idea

## **Address the Challenge**

Address a goal at your organization with a clear and relevant solution

## **Customer Focus**

Define a clear user and provide a different and compelling solution for the user

## **Business Value**

Align to the strategic goals or mission of your organization

## **Feasibility**

Outline a reasonable chance of success or possible pathway forward to implementation and delivery to market

## **Inspiration & Energy**

Bring energy, excitement, fresh perspective, novelty, or delight to the problem you are solving

## **Inclusion**

Work with a diverse team and incorporate perspectives from across your organization and the target user

## **Additional Considerations**

Post Hackathon Plan  
Sharing Your Hack Story

# Scoping steps

1

Come up with an idea

2

Outline what success looks like

3

Define what you'll make

4

Identify the skill sets you still need

5

Plan any advance prep work

# Executive Challenges

Each year to help add structure to the Hackathon, there are **Executive Challenges** issued by Microsoft executives. These typically represent a strategic area of focus, growth or concentration for the company. There are also challenges related to current events, global issues, and philanthropies.

Employees and participants are encouraged to hack on any of the Executive Challenges. When a project is created, the project creator can select an Executive Challenge best fitting for the project (this will be managed by the Microsoft host). During this step, your Microsoft host can select the **Hack for Good with a Nonprofit** Executive Challenge.

There is a formalized judging process for Executive Challenges that The Garage coordinates with each Executive Challenge sponsor in order to pick challenge winners.

# Hack for Good with a Nonprofit

## Executive Challenge

**Partner with a nonprofit to empower them to advance their mission using Microsoft technology solutions and employees' skills.**

Microsoft Philanthropies mission is to Empower nonprofits and communities to realize the potential of technology. We believe in a digital economy that is accessible and benefits everyone. Partner with a nonprofit and your Microsoft colleagues to put these aspirations into action.

Sponsored by Kate Behncken, VP, Microsoft Philanthropies

# Resources and next steps



# Project Collaboration Resources



## Teams Site

Your Microsoft “host” can help create a Teams site where you can share information, files, have discussions, collaborate in chat, on video or voice calls.



## Resources on HackBox

Only the Microsoft Host/Full-time employee will have access to HackBox to create a project, find other participants, access resources, supporting content, and more.



# Key Dates

- **August 2:** HackBox opens for Microsoft employees to register and create projects
- **Early September:** Deadline for nonprofits to have IP Agreement signed
- **Week of September 19:** Hackathon 2022

# Hack for Good Summary

**What is Hack for Good** – Hack for Good is an executive challenge/theme within Microsoft's internal hackathon that encourages employees to partner with a nonprofit to empower them to advance their mission using Microsoft technology solutions and employee skills. The idea is to work with a specific nonprofit to solve a problem they're facing, the solution to which would help the nonprofit to accomplish their mission more effectively.

**When is Hack for Good** – Hack for Good takes place during Microsoft Hackathon, week of Sept 19, 2022. If Microsoft employees are available to volunteer additional time, it's OK to start early to prepare and get the team ready to make the most of the hackathon days. It's also OK to continue volunteering afterwards if additional work is required to complete the project.

**Is it a good fit for you** – Decide if the hackathon is a good fit for your organization, and the problem you're trying to solve. Hackathons are experimental by nature, so it's not guaranteed you'll end up with the hoped-for solution.

**Eligibility** – Confirm you're an eligible organization to participate in Hack for Good. This is defined as a governmentally approved, tax exempt NGO/nonprofit organization, or the international equivalent. In the US, these are referred to as 501c3 organizations.

**Who owns the IP** – Participation in Microsoft's hackathon requires the nonprofit signatory to sign an IP agreement which states that the nonprofit owns all of the IP created during the hackathon, but also grants Microsoft the right to use any new ideas that came up during the hackathon. It also states that, as a hackathon project, there are no expressed warranties on what is created by Microsoft volunteers during the hackathon.

**Define your hackathon project idea** – Identify problems you're currently facing, especially those where technology or specific skills would help to solve those problems. Scope the problem appropriately so that it's possible to complete it during the hackathon timeframe. It doesn't have to be perfect, as you can work with your Microsoft employee project lead to refine the project ideas as necessary.

**Find a Microsoft employee to lead your project** – Email your list of Microsoft donors and volunteers to ask if they'd be interested in leading your project or know someone who would.

**How involved should you be during the hackathon** – You can be involved as much or as little as possible, just be sure to confirm your level of expected involvement with your project lead. We recommend you identify at least one member of your staff to always be available to help employees know if they're on the right track, confirm requirements etc.

# Hack for Good Timeline

## Define a Project



## Find a Project Lead



## Plan & Prepare



## Hack Away



### Start as early as 2 months out

1. Identify a few problems you're facing.
2. Pick one that's not mission-critical, where a prototype of the solution would be helpful and that seems like a good fit for Microsoft employees.
3. Describe your project idea in 3-4 sentences.
4. Include a summary of what resources/people you have internally to put towards the project.

*Pro-Tip: Scope the project so that it's possible to complete during a hackathon*

1. Email your Microsoft donors and volunteers to share the project idea and ask if anyone wants to be the project lead.
2. If a Microsoft employee agrees to lead your project, work with them to refine the project definition.
3. Ask the Microsoft employee to enter the project into hackathon tool (referred to internally as Hackbox at <http://aka.ms/hack>).

*Pro-Tip: Be open to the project lead's ideas and suggestions for how to refine the project idea so that it's both compelling to employees, and scoped appropriately to the hackathon timeframe.*

1. Ensure a nonprofit signatory from your team signs the NDA and IP agreement which is required to participate in the hackathon.
2. Help your project lead recruit team members by emailing your donors and volunteers with a link to the project page.
3. Start regular meetings with your Microsoft volunteer(s) prior to the hackathon to agree how you will communicate throughout, the team's approach, roles, expectations, and timelines

*Pro-Tip: If applicable, invite the team to a site visit to experience the problem you're trying to solve and generate energy.*

1. Iterate on design ideas to ensure the team is staying on track
2. Provide feedback on proposed solutions and help unblock issues that arise
3. Ensure you get what you need, shared in a location that works for you (e.g. GitHub code repository or shared document library)
4. Agree on steps forward to continue volunteering if employees can

*Pro-Tip: You can start hacking prior to the official start of the hackathon so you're in a great place to make the most of the hackathon days. And remember to have fun!*



# Thank you!

 [hack@microsoft.com](mailto:hack@microsoft.com)

 <https://microsoft.com/garage>

 [@msftgarage](https://twitter.com/msftgarage)