

Practice is the only way to testify the truth.

HACKxFDU

复旦大学创客马拉松

2017 October 27th (Friday) — October 29th (Sunday)
Fudan University , Guanghua Building

HACKxFDU 2017 SPONSORSHIP GUIDE

Join us now!



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BACKGROUND

Hackathons have grown to become a global student movement. By fast-tracking the software and hardware development process, hackathons provide students with valuable technical skills they will need in their future careers. Students participate in each hackathon by working in a team to complete a project from scratch, that could be seen as a new business idea or proof of the students' capabilities. Collaborating in a high-stakes environment, students learn how to work effectively in a team. They also meet like-minded peers from around the world and have a chance to interact with professional engineers and recruiters. Inspirations and creativity remains after each hackathon, as hacker culture grows and more collegiate hackathons take place.



EVENT ORGANIZER



Hack



HACKx (part of Grape Tech (Shenzhen) LLC) is a hackathon platform that empowers universities and enterprises to host and manage hackathon events. Our mission is to build a community connecting new generations of developers and inspire innovations among their creative minds. We have partnered with industry leaders and tech giants to provide developers with access to the latest and greatest technology.

Since year 2016, HACKx team has been working closely with various schools and faculty members to launch college hackathons. With previous success at HACKPKU at Peking U, HACKxFDU at Fudan U and HACKxSJTU at Shanghai Jiaotong U, we will continue expanding weekend-long hackathons into other top institutions and creating more opportunities for developers to learn new technologies.

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ABOUT HACKxFDU 2017

School Host:

The School of Computer Science at Fudan University

Event Date:

Friday, October 27th -- Sunday, October 29th, 2017

Event Address:

2F, ZhiHe Lobby, Guanghua Building,
Fudan University, 220 Handan Road, Shanghai

Students Range:

Undergraduate and Graduate Students

Developers Attendance:

400 Students

Official Site:

<https://fdu.hackx.org> (under updates)

For HACKxFDU 2017, teams of two to five students will work together over a weekend for 36 hours to develop various hacks, learning about new technologies and making friends on the way. Student developers could develop anything with focus on **Artificial Intelligence, Internet of Things, Fin Tech or Cloud Services**. They are also required to **use at least one sponsored API/SDKs or hardware**.

In last year's event, there were more than 300 students from 50 top universities competed in previous hackathon. Those representing colleges included Peking University, Tsinghua University, Fudan University, Shanghai Jiaotong University, Sun Yat-Sen University, Huazhong University of Science and Technology, University of Science and Technology of China, National University of Singapore, New York University, University of British Columbia, University of Michigan, etc.

HACKxFDU committee hand-picked those candidates from thousands of applications. Some of those students have solid background in computer science or engineering, who have competed in ACM, National Olympiad in Informatics, American Mathematics Olympiad, etc. During HACKxSJTU 2016, student teams created projects including software developments, web applications, mobile apps, motion-sense games, software application for drones, AR and VR applications, etc. Please refer to the 'Previous Event Review' section for further details.



HACK x FDU Hackathon Pictures

EVENT RESULTS

Previous Sponsors



Previous VC Partners / Accelerators



Hear what they said about previous hackathons:

"This is the first time for GitHub team physically present in China. HACKxFDU helped us tremendously learning our developers here. At the end, we also received 6 high-quality job applications."

--- From GitHub

"At HACKPKU, SenseTime's facial recognition APIs were tested and applied in more than half of the project teams. Those teams' creations were beyond our imagination! Plus, we found some great talented developers to hire during the event."

--- From SenseTime

"HACKxFDU rejuvenated our students' passion for technologies and creations. It also brought us amazing opportunities working with HTC Vive, IBM and QingCloud by launching educational programs in VR and cloud computing after the hackathon."

--- From Fudan University



SPONSORSHIP GUIDE

Brand Recognition

If you've been searching for a way to expedite your company's brand recognition in China, want to show off your company's technical side, or are just looking to meet some of tomorrow's technological leaders, you've come to the right place. We will give you exposure exactly where you'd want it most—a weekend with a huge concentration of early adopters and potential future customers who are all looking to try new things and innovate on existing technology.

Here's the key to brand recognition — you want people to see it everywhere and associate it with positive experiences. You also want to be as engaging as possible to show off how stimulating and encouraging your company's culture is. We would encourage you to start a conversation with us as early as possible and we'll work to give you the best experience possible. Here are some tips:

Put up with cool freebies and set up engaging sponsor table

Your sponsor table is the face of your company at HACKxFDU. Preparing with lots of unique freebies and other items of interest will undoubtedly draw attention to your company. Our hackathon not only will provide a gateway to attract the best student developers across the nation, but also bridge the gap among companies, students and school faculties. In the past events, companies have had video-gaming setups, hoodies, stickers, service coupons and branded backpacks to give out.

Design corporate sponsored prizes that can draw students' interests

Students want to hack on interesting ideas and probably won't go for an overly specific prize that they have to build their hack around. They prefer prizes' requirements that are open to interpretation or can be integrated into an idea they are already working on, and add a cool dimension to their projects during the hackathon. Each sponsor is encouraged to design its own prizes to attract student developers' interests. In the past events, corporate sponsors offered internship/full-time interview or job opportunities, or provide software/hardware service packages, coupons, event tickets, etc.

Make good use of your stage demo and provide quick learning opportunity for student developers

In order to support an open-source environment and encourage extended innovations, HACKxFDU will not set up any specific boundaries for student developers to hack on. However, we require students to use at least one corporate sponsor's API/SDKs. You will be given a few minutes in the kick-off ceremony to introduce your company and give an API/SDK demo. To better leverage this opportunity of speaking to all participants, try to keep things short and clear, don't use too much field-specific jargon (hackers all have varying levels of experience in your field), and focus on the demo of how it works (there will not be enough time for live coding). This is also a great time to quickly announce your company prize.



Recruiting Opportunities

HACKxFDU is a great place to find the nation's best developer talents. This place will not only serve as a platform enabling corporate sponsors to interact with talented students and professional faculties, but also will maximize company's social impact within developers' community. In order to achieve these goals, we would recommend:

Send over your star engineers and mentors

In case that students are not clear how to apply API/SDKs you provide, they may need to reach out to engineers from your firm. So, bringing mentors at HACKxFDU is a great way to interact with and get to know the students participants one-on-one. Hackers tend to remember the people who were crucial to helping them finish their hack and will associate those positive experiences with your company, keeping you at the top of their minds during their job/internship search. Staying late at night and helping a lot of students out allows you to develop strong relationships with them and a genuine sense of fulfillment.

Be prepared to promote your company and answer questions about internships/jobs

To answer questions about your company that students may raise or to establish a better rapport with students, it will be great if you can be informative and share personal experience. Try to strike up conversations with students that come by your table — or even better, go by theirs!



Invite recent graduates or interns to come to HACKxFDU

Some of the students would like to listen to their school alumni advice regarding future career and job opportunities. If your company considered recruiting heavily within those invited schools, bringing a few of the recent graduates or latest interns within your company would be a tremendous idea to increase students' interests about company's culture and potential job offerings.

***Other ways to get involved: Sponsor a special event/meal/activity space* ✨**

A great way to interact with hackers is to sponsor a side event, a meal or snacks (dinner snacks or midnight cookies), or to get your own activity space (set up a room for games or engaging presentation). These kinds of events help bring a large number of people by your location, and then it's just up to you to strike up conversations or simply better promote your company's brand.



Live Product/Technology Feedback

HACKxFDU will accumulate a series of awesome open-source technology tools, and inspire developers to innovate/hack things in all directions. We believe that it's crucial for corporate sponsors to actively engage with student participants at the hackathon. Asking student teams about their hacks, working with them, and convincing them to try your company's product are all vital to boost efficiency of product development. Here are some of the most important things to do:

Bring company engineers and technical mentors

If you're interested in getting your API/product out there, make sure you bring your engineers. We love having engineers around because when hackers are struggling with some obscure aspect of a particular API, they'll have someone to go to for help. Also, engineers who know the product or API well will be able to effectively improve their product's documentation or functionality based on what people tend to find confusing over the course of the weekend.

Be proactive when engaging with student developers

A lot of hackers (especially less experienced ones) might not feel comfortable approaching you to ask for help. Experienced mentors may want to occasionally walk around the venue to ask teams about what they're working on and whether or not they need help. It's also a great way to get to know some of the hackers who are using your API/product and get feedback. Please remember to go back to people you've met and check in with them!





Sponsorship Table

Sponsor Levels (Number of Sponsors)	Bronze (Unlimited)	Silver (Unlimited)	Gold (6)	Title (1)
Sponsorship (per event)	\$ 2,500	\$ 5,000	\$ 10,000	Negotiable
General Benefits				
Event Prep				
Update API/SDKs info guide on HACKx platform	✓	✓	✓	✓
Post recruiting info on HACKx platform		✓	✓	✓
Company presentation on campus			✓	✓
Opening and Closing Ceremony				
Sponsor acknowledgement during ceremonies	✓	✓	✓	✓
API/SDKs demo on stage	1 min	3 min	5 min	10 min
Number of guest seats reserved	3 ppl	5 ppl	7 ppl	9 ppl
Number of VIP seats reserved in front row		1 ppl	2 ppl	3 ppl
Invitee for panel discussion on stage (Topic TBD)			1 ppl	1 ppl
Present prize on stage at closing ceremony			✓	✓
Keynote speech at opening ceremony				10 min
During Hackathon				
Sponsor’s Table (8:00 AM – 11:00 PM)	✓	✓	✓	✓
Provide company’s API/SDK package	✓	✓	✓	✓
Bring hardware for students to hack	✓	✓	✓	✓
Interact with students developers anytime	✓	✓	✓	✓
Setup firm’s own prizes and requirements		✓	✓	✓
Number of judges for project exhibition		1 ppl	2 ppl	3 ppl
Number of judges for final round			1 ppl	1 ppl
Right to put up additional events/initiatives *			✓	✓
30-min company Q&A session during hackathon (Provide a meeting room for the sponsor)			✓	✓
Recruiting Benefits				
Distribute company’s hand-out information	✓	✓	✓	✓
Receive attendees’ resumes (Receiving Time:)		Post-event	Pre-event	Pre-event



Branding and PR				
Logo on hackathon website	✓	✓	✓	✓
Logo on hackathon’s email invitation	✓	✓	✓	✓
Logo on posters and standees	✓	✓	✓	✓
Logo on HACKx events’ T-shirts	✓	✓	✓	✓
Logo on wechat and weibo event promotion	✓	✓	✓	✓
Logo on marketing boards/ stage background	✓	✓	✓	✓
Logo on hackathon notification emails		✓	✓	✓
Embed web link in company’s logo		✓	✓	✓
Acknowledge sponsors during breaks			✓	✓
Promote company’s info on HACKx wechat account			✓	✓
Brand awareness on school’s media coverage			✓	✓
Send an email blast for promoting sponsor’s info (One week before and after hackathon)			✓	✓
Send an email blast for promoting sponsor’s info (Two week before and after hackathon)				✓
Right to title the hackathon				✓
Right to invite external media to promote events				✓

* Sponsor Additional Events / Initiatives		
Brand a Meal / Snack Session	Reserve Extra Space / Meeting Room	Sponsor a Student Activity
\$800	\$1,000	\$1,200

Previous Events Review



HACKPKU @ Peking University

Event Stats

Number of Participants: 172

Number of Schools Representing: 12

Number of Sponsors: 15

Men to Women Ratio: 4 : 1

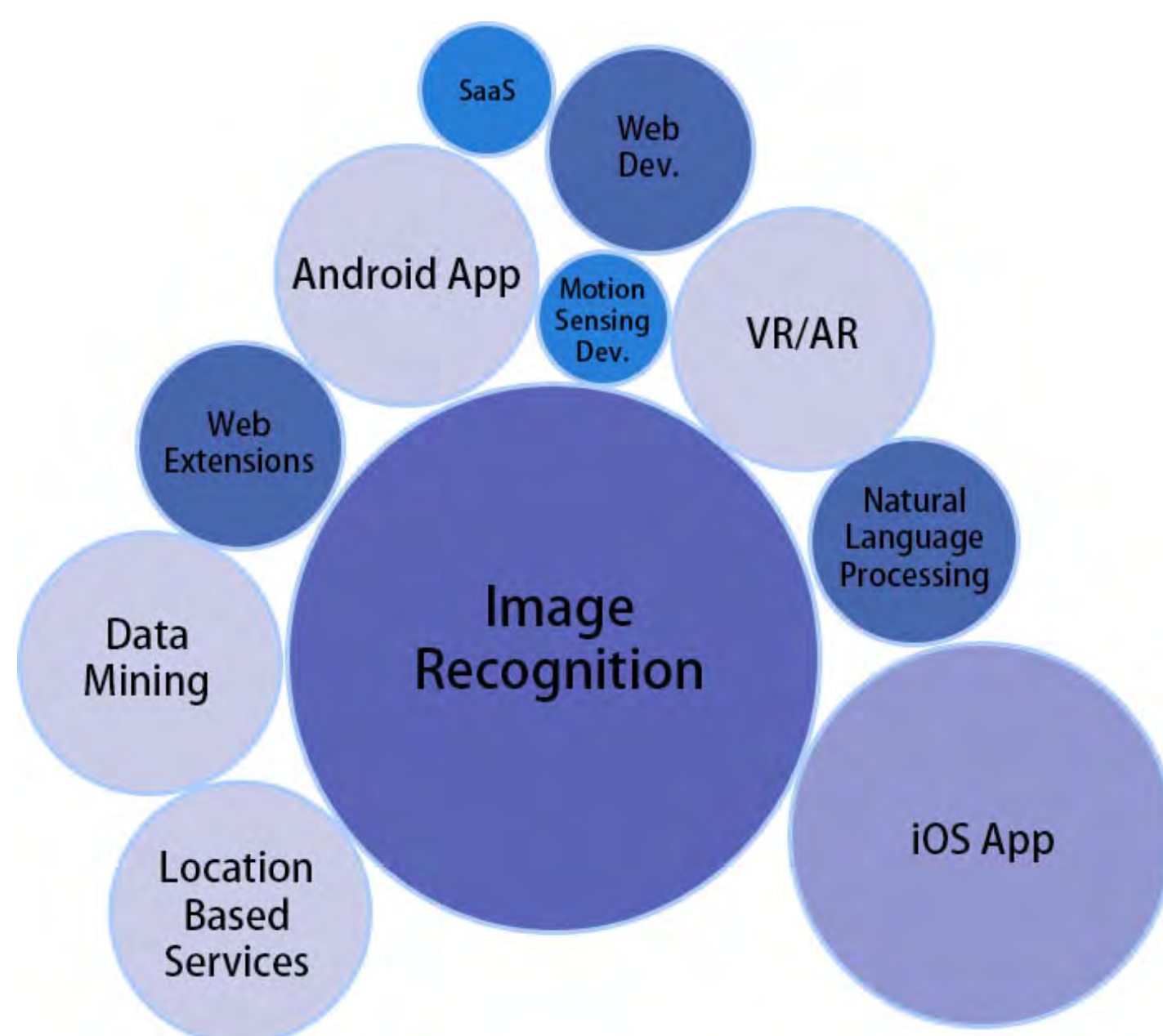
Event Time: 2016.4.8 (Fri) — 4.10 (Sun)

Event Name: HACKPKU2016

Projects Link: [HACKPKU2016 Projects List](#)

Total Project Submissions: 33

Project Classification Stats



Event News (In Chinese)



From Peking University Official Media:

[首届“北京大学黑客马拉松”成功举行](#)
[学院成功举办首届“北京大学黑客马拉松”](#)
[官方微信：未名撷趣 | 这群少年有点黑！](#)
[新浪微博](#)
[北京大学人文经济研究中心报道](#)
[搜狐教育](#)

From Tech Media - CSDN:

[首届北大黑客马拉松落幕 但创新永远在路上](#)

From Zhihu (Quora in Chinese):

[参加首届北京大学黑客松HACKPKU是一种怎样的体验？](#)

Event Video:

[HACKPKU 2016 Recap on YouTube](#)

From Corporate Sponsor - QingCloud:

[青云QingCloud助力北京大学黑客马拉松](#)



HACKxFDU @ Fudan University

Event Stats

Number of Participants: 315

Number of Schools Representing: 50

Number of Sponsors: 28

Men to Women Ratio: 3 : 1

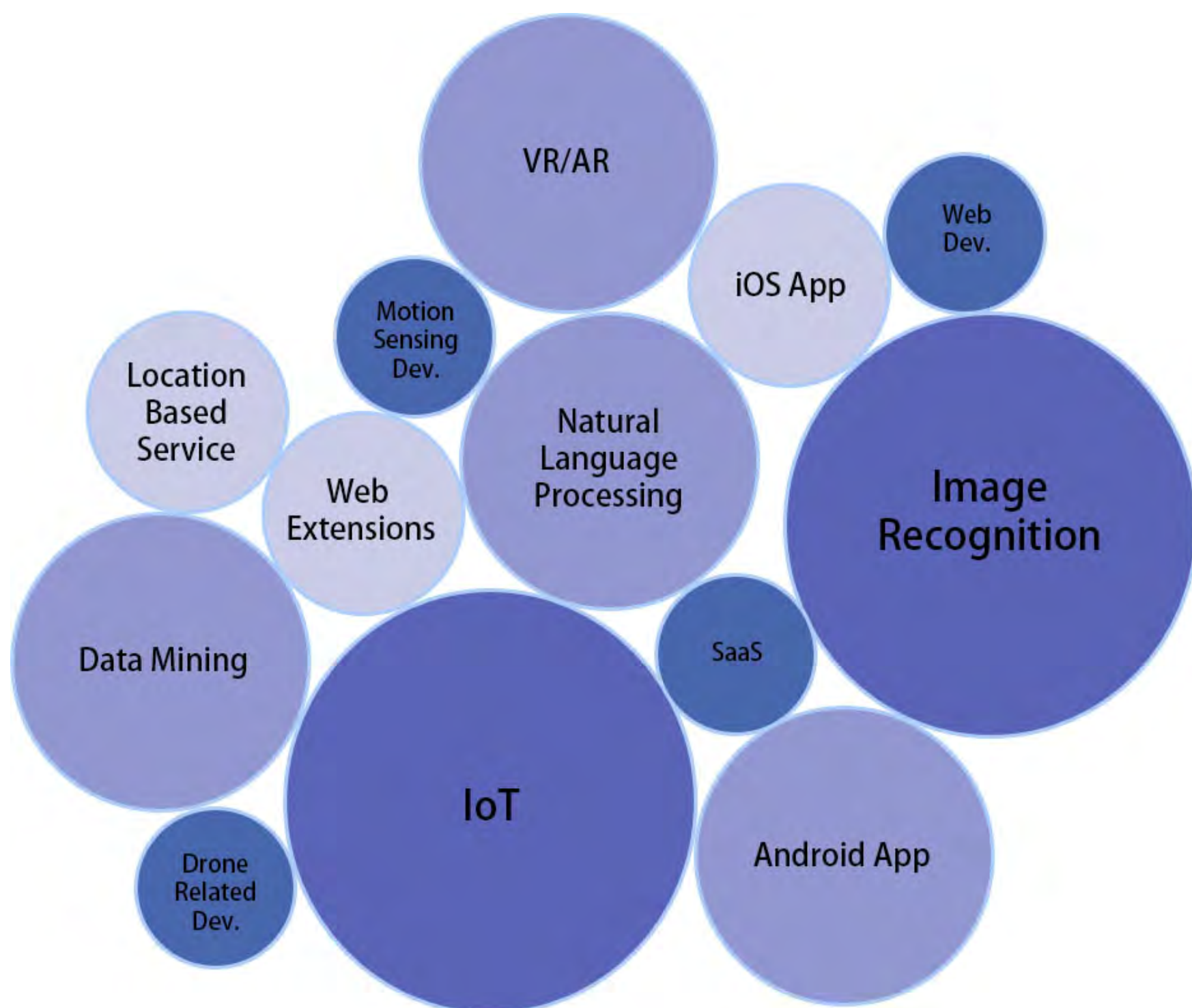
Event Time: 2016.10.14 (Fri) — 10.16 (Sun)

Website: [HACKxFDU2016](#)

Projects Link: [HACKxFDU 2016 Projects List](#)

Total Project Submissions: 60

Project Classification Stats



Event News (In Chinese)



From Fudan University Official Media:

[首届复旦大学黑客马拉松活动成功举办](#)

[科技与人文的交汇之地——HACKxFDU](#)

[揭开复旦HACKxFDU全部亮点](#)

[复旦青年](#)

[复旦大学新闻网报道](#)

From Corporate Sponsors:

[IBM: 中美科技巨头齐争鸣](#)

[Microsoft: HACKxFDU 2016](#)

[Huawei: 我们一直在前行](#)

[HTC Vive: 36小时，能做出什么VR内容？](#)

[QingCloud: 青云为HACKxFDU大赛保驾护航](#)

Event Videos:

[HACKxFDU Event Recap on YouTube](#)

[HACKxFDU Intro on QQ](#)

From Xinhua News Agency:

[看见未来创客：一次36小时不散场的黑科技竞技](#)

From Shanghai Yangpu Newspaper:

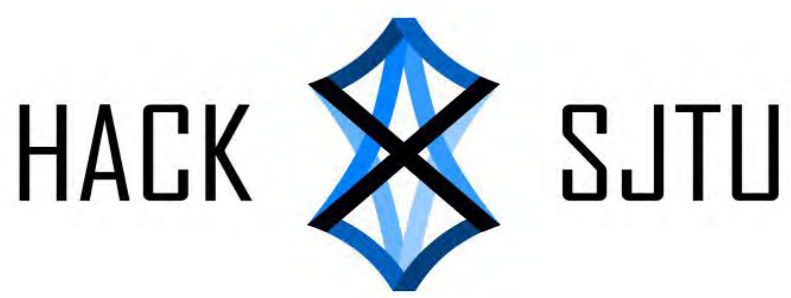
[300名学生36小时一起“烧脑”](#)

From Major Tech Media:

[CSDN](#)

[Xitu.io](#)

[硅谷密探](#)



HACKxSJTU @ Shanghai Jiaotong University

Event Stats

Number of Participants: 151

Number of Schools Representing: 32

Number of Sponsors: 14

Men to Women Ratio: 5: 1

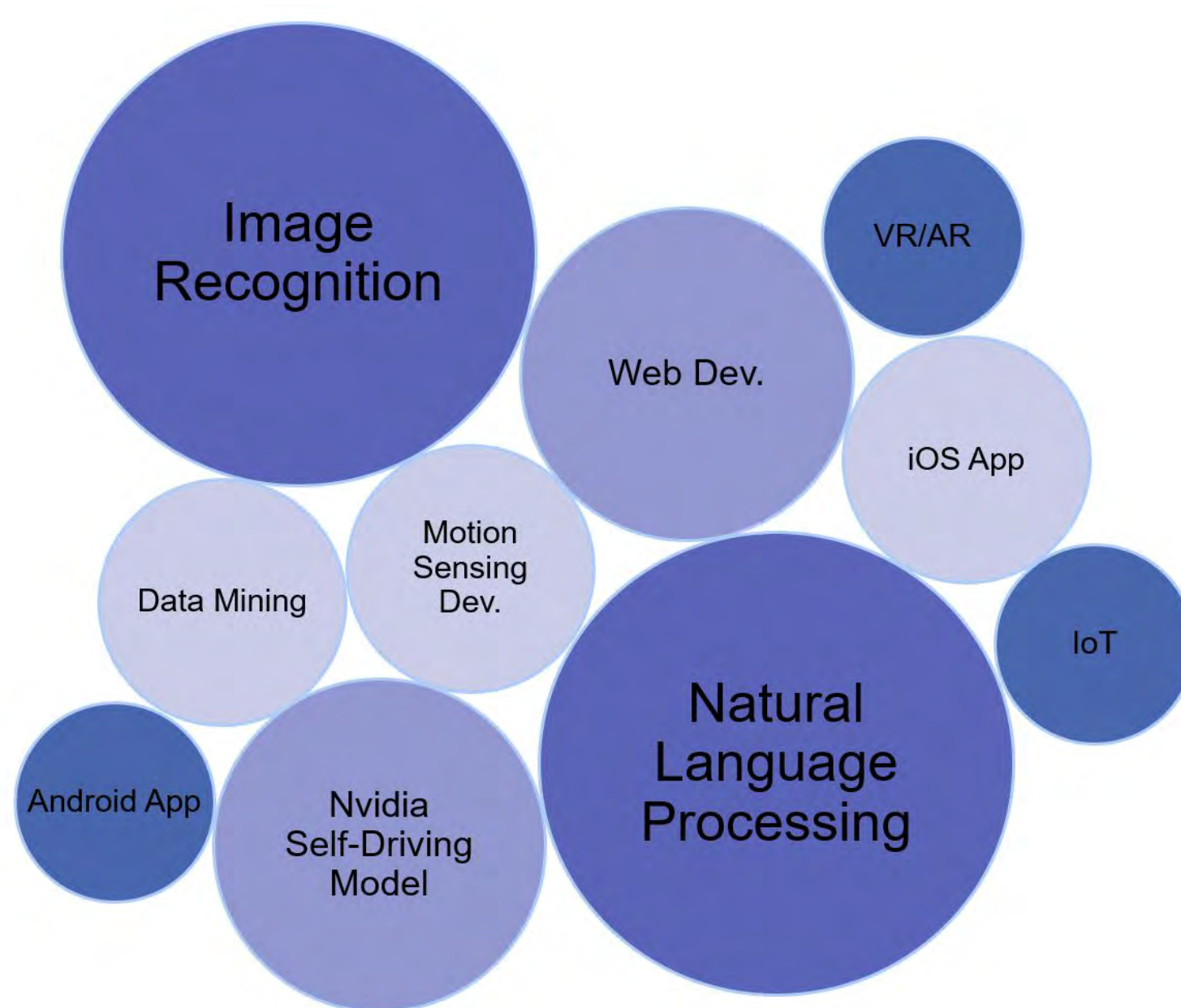
Event Time: 2017.5.5 (Fri) — 5.7 (Sun)

Website: [HACKxSJTU 2017](#)

Projects Link: [HACKxSJTU 2017 Projects List](#)

Total Project Submissions: 29

Project Classification Stats



Event News (In Chinese)



From SJTU Official Media:

[HACKxSJTU 呈现科技与人文的创意盛会](#)
[AI席卷HACKxSJTU上海交大黑客马拉松](#)
[首届上海交通大学黑客马拉松开幕式举行](#)
[有一种奇迹，叫HACKxSJTU](#)
[HACKxSJTU冠军采访](#)

Event Video:

[HACKxSJTU Event Recap](#)

From Corporate Sponsors:

[IBM: 科技与人文的创意盛会](#)
[Nvidia: HACKxSJTU Self-driving Car Model](#)
[Liulishuo: 极客精神引领教育革新](#)
[CSDN](#)
[OSChina](#)

From China AI:

[HACKxSJTU 泛起科技与人文的创意盛会](#)