



Space Application Hackathon

Hackathon focused on space technologies

GUIDE FOR PARTICIPANTS

Space Application Hackathon was designed and launched by CzechInvest as an operator of ESA BIC Prague in cooperation with other partners (especially SpaceKnow, European GSA Agency, GNSS Centre of Excellence, Fujitsu and IBM) in connection with Czech Space Week. This technology competition is organised at IBM Czech Republic, spol. s.r.o., V Parku 2294/4, 148 00, Prague 4.

The purpose of this contest is to promote the use of space technologies for citizens and our planet by organising a major public event focusing on the challenges of space.

The objectives

The objectives of Space Application Hackathon are to:

- ✈ Demonstrate that space drives innovation in employment and economic development in a sphere that reaches beyond its usual ecosystem.
- ✈ Create an attractive event that confirms the dynamic image of space.
- ✈ Participate in the adoption and reuse of space technologies and data.
- ✈ Identify future candidates, for the short or medium term, for regional incubators, the ESA BICs and partners.
- ✈ Develop an entrepreneurial spirit in young people.

Key points

The goal of this competition is to imagine and design innovative services and products that find every day uses for space technologies or data with business potential that can be pitched in 7 minutes.

On Friday 9 November, candidates must form teams of up to five people – preferably with complementary backgrounds. They will have 24 hours to resolve one of the challenges developed by the organisers or the guarantors of 4 main categories: Earth Observation, GNSS/ Navigation, SpaceTech and Blockchain in Space

The teams will present their work to the jury on Saturday 10 November starting at 16:30. Deliverables may be in the form of a mock-up, a presentation, software, etc. The official awarding of the Space Application Hackathon prizes will take place during the End of Year Conference on the 12th of November 2018, yet the results will be announced at the end of the Space Application Hackathon on the 10th of November 2018.



The winners of each category will be invited to the End of Year Conference organized by ESA BIC Prague ([see the video how it looked like last year](#)) which will be held on November 12 from 6 PM at DOX - Centre for Contemporary Art and the complete winner of the hackathon will get a chance to present his work in front of the leaders of Czech start-up community and representatives of significant multinational corporations and agencies.

There are significant prizes to be won (see <http://www.czechspaceyear.com/hackathon/>).

The projects produced – whether they win or not – will subsequently be supported, if the candidates wish, via the ESA BICs, Copernicus Incubation Programme or Astropreneurs Space Startups Accelerator and the other partners of the event, with a view to allowing the emergence of start-ups in the field of space applications.

Schedule for the weekend of 9/10 November

Friday 9 NOVEMBER

- 13:00 - 13:30** Participants registration and small refreshment
- 14:00** Welcome speech by organizers and partners + presentation of challenges by mentors
- 15:00** Workshops to help you tackle the technology and challenges by Category guarantors
 - EO by SpaceKnow
 - GNSS by GSA and GNSS CE
 - SpaceTech by Fujitsu and UpVision
 - Blockchain by IBM
- 15:45** Building the teams and pitching your idea
- 16:00** Hacking time
- 18:00** Dinner
- 19:00** FuckUp training: how NOT to start a business by Happyend.
- 22:00** Exercise with Twiner

Saturday 10 NOVEMBER

- 8:30** Breakfast
- 12:00** Lunch
- 14:30** Pitch training
- 16:00** End of hacking and coffee break
- 16:30** Presentation for the jury
- 19:00** Award ceremony, Farewell cocktail party

The rules

You are reminded that registering for Space Application Hackathon means that you accept the rules presented on the site <http://www.czechspaceyear.com/wp-content/uploads/2018/11/Competition-rules-2.pdf>.



Advice for candidates

You can form a team in advance, check the site <https://crowdforge.io/hackathons/SpaceApplicationHackathon/teams/create>. The teams will be created or finalised on Friday 9 November from 15:45 to 16:00. It is therefore possible to start the initial work before Friday 9 November 2018. Candidates must have their own laptop computer.

Tips:

- Build multidisciplinary teams*.
- Familiarise yourself with the challenges before the weekend.
- Be as imaginative and creative as possible.
- Don't hesitate to contact the mentors via organizers, even before the weekend.
- Don't forget to think about intellectual property and the value of the data.
- **Organise your time effectively. You must analyse the space sector technologies at the start of the weekend and not spend too much time on it. We recommend that you not continue beyond Friday.** If questions remain after that time, you may consider that the technologies correspond to what is announced in the text describing the challenges, without going into the details of the technology.
- The purpose of the presentation to the jury is to simulate a meeting with investors or an incubator selection committee. They must be won over by the project and want to support it financially. The keyword is: sell your project!

* The jury will appreciate teams that are multidisciplinary and address as many aspects as possible in their presentation.

Persons supporting the candidates

In situ, there will be mentors to help the candidates in the choice of subjects and in accomplishing them. Various expert profiles will be available to the teams:

- The **Space sector experts**: they support the teams helping them to understand the space technologies.
- The **Coaches**: they provide their expertise in areas of competence directly tied to the product and the market (business, IT, innovation, creativity, etc.).



Candidates can check all expert profiles here <http://www.czechspaceyear.com/mentors-space-application-hackathon/>.

Additional support to the candidates

An additional support online tool '**ChatSpert**' will allow participants to chat with experts via the site <https://space-app-hackathon.slack.com>.

What to bring

Here are some items that you should consider bringing with you:

- A laptop or tablet computer, as you will be working on your project and presentation with your team
- A sleeping bag (if you have one), otherwise we will provide you with some pillows and blankets
- Also we have couple of mattress but if you would prefer to go to sleep for a longer time you can make a reservation at the dormitory nearby (<http://www.ubytovaniprovsechny.cz/>)
- Business cards to exchange with other participants
- You do not need to bring any food or drink, we will provide you with everything
- Enthusiasm and a positive attitude

HACKATHOH GENERAL INFO:

Location

Venue: IBM Czech Republic, spol. s.r.o., V Parku 2294/4, 148 00, Prague 4



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How to get there:



By public transport from subway Chodov

By bus number: 135, 177, 115, 154, 197

Challenges:

There are 4 categories:

- 🚀 Earth Observation
- 🚀 GNSS/ Navigation
- 🚀 SpaceTech
- 🚀 Blockchain in Space

Each category has own guarantor. For Earth Observation Category is the guarantor the company SpaceKnow; for GNSS Category are specifically two guarantors: European GNSS Agency and GNSS Centre of Excellence; for SpaceTech category is the guarantor the company Fujitsu and for Blockchain in Space Category is the guarantor IBM.

The challenges are validated by these guarantors.

You can solve any challenge published at website <http://www.czechspaceyear.com/hackathon/>.

Presentation to the jury

- 🚀 Each team has a total of 7 minutes to make their pitch to the jury. If there is too many teams, the local organisers may decide to reduce this time to 6 minutes. The jury then has 8 minutes for questions.
- 🚀 Each team must make a presentation that arouses the jury's interest, putting forward the points emphasising the assessment criteria. This presentation may be in the form of a film or



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slides. A projector will be available to the candidates. Each team will be able to complement the presented information with other elements: mock-up, prototype, oral information.

- ✈ The pitches must highlight the innovative nature, the use of space technologies, the envisaged environment and economic model, maturity of supply and demand, and the expected benefits of the project (relevance of the project to major social issues, etc.), in particular in terms of creation of services and employment, the desire that you have to invest in the project.
- ✈ The objective of this pitch is to simulate an interview with potential investors to persuade them to commit to investing in the project.
- ✈ Lastly, the candidates must answer any questions from the jury at the end of the presentation.
- ✈ **Note: The presentation must be in English.**

Assessment criteria

Each team will present its project to a jury during a 7-minute presentation which will take place at the end of the competition. The projects are assessed according to **FIVE** criteria:

- Use of space data or technologies (elimination criterion).
- Validity of economic model to generate revenue (maturity of supply and demand, reliability analysis, etc.). This criterion can award up to 8 points. It counts double.
- Innovative and original nature of the project (product, service, or incremental innovation, radical or architectural innovation, technological or organisational innovation, business model or social innovation). This criterion can award up to 4 points.
- Expected benefits of the project (relevance of the project for major social issues, etc.), in particular in terms of creation of services and jobs. This criterion can award up to 4 points.
- Jury's favourite. This criterion can award up to 4 points.

For the business plan part of the presentation, we recommend using the model provided by [Strategyzer](#) for which you will find a tutorial [here](#).

Organizing team

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