SAS HACKATHON

FROM START TO FINISH

Start

1 ENGAGE: Why hack?
Why should you participate in the SAS Hackathon?

Conversation starters: Learn by doing? Extend your network? Accelerate innovation? Take an idea from model to production? Pursue commercialization?

2 PROBLEM: What to hack?
Identify potential use cases.

Conversation starters: What problem do you want to solve? Is there data available? Who is the target audience? What's the benefit of solving the problem?

3 TEAMWORK: Who can hack?
Discuss what you need to create a dream team.

Conversation starters: Roles. Skills. Gap analysis of skills.

Did you know? A team can be from a single organization or from different organizations working together.

4 TICK TOCK: How can you make time to hack?
Have an open discussion about each team member's availability/schedule, level of engagement and time commitment.

Did you know? Teams have access to the SAS cloud for one month and a virtual learning environment prior to start.

5 TRACKS: Hack what piques your curiosity
Let your curiosity lead the way. Talk about which industry area best accommodates your interests.
Tracks subject to change.

App Factory Cloud
Computer Vision
Data Management
Decisioning
Forecasting & Optimization
IoT
Machine Learning
Model Management
Natural Language Processing
Open Source
Visual Analytics
Trustworthy AI

TRACK OPTIONS

Industry Tracks   **Individual Track**   **Student Track**

6 EXPLORE: Hack in SAS® Viya®
Discuss how your problem can go through the analytics life cycle. Your use case + SAS Viya, a complete AI and analytics platform. Get inspired by past hacks.
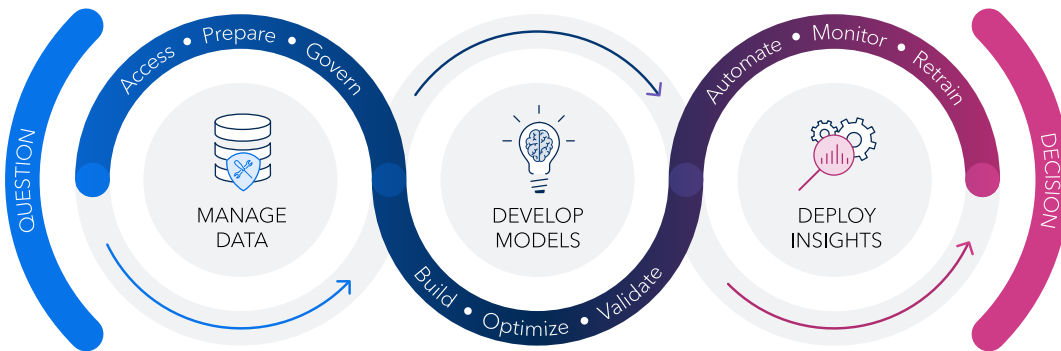
Conversation starters: Place your game piece inside the analytics life cycle where you think your expertise fits.

7 SUPPORT: Mentors, eLearning, and SAS Communities
Discuss what kind of support would be helpful. What would help accelerate your journey?

Did you know? All participants will have access to an e-learning environment and the SAS Communities' Hacker's Hub. Industry Track Teams will be assigned mentors to support them during the 1-month hack.

SAS Analytics Life Cycle

QUESTION
Access • Prepare • Govern
Build • Optimize • Validate
Automate • Monitor • Retrain
DECISION

MANAGE DATA
DEVELOP MODELS
DEPLOY INSIGHTS

8 PLAN: Scope your problem
How will you complete your use case in one month? What are your priorities and limitations?

Consider: Data. Use case complexity. Team perspective.

9 JURY EVALUATION: When the hack is done
Review the jury's scorecard with your use case in mind.

Problem.
Solution.
Compelling event.
Key metrics/business value.
Technology used.
Use of SAS technology.
Impact/future potential.
Innovation level.
Storytelling.

Conversation starters: Which criteria are the most important for your success?

10 TELL YOUR STORY: Be compelling
Talk about key messages that you want to convey. Think about the best way to showcase your use case in your video presentations.

Did you know? You are required to submit two videos: a 3- and 10-minute video.

11 GET SOCIAL: Share your hack
Discuss the ways you can share your use case.

Conversation starters: Which social media channels? Intranet?

12 ALL TEAMS ARE WINNERS: Just by participating!
What's next after the hackathon?

Conversation starters: Model in your production environment? Commercialization? Concept showcase? Bragging rights? Sharing your story?

Did you know? You own the intellectual property.

13 DRUM ROLL: Winning hacks
Imagine yourself as the Hack Slam winner? Who will you mention in your acceptance speech?

HACK YEAH! I'm all in. Tell us you are interested in joining.

Finish