

## 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.

##### TRACK OPTIONS



Industry Tracks



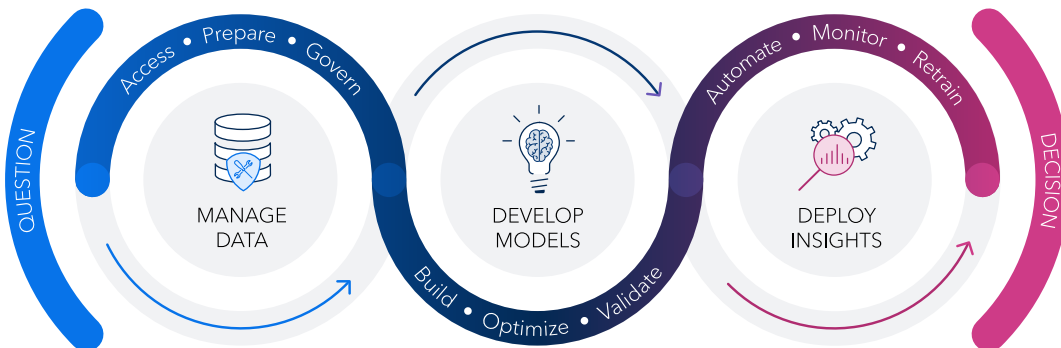
Student Track

#### 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.

##### SAS Analytics Life Cycle



#### 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.

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

**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