

IKODE@SHANGHAI

17-19 APRIL 2018
SHANGHAI



IKODE @ SHANGHAI - HACKATHON KIT



PROGRAM



TUESDAY APRIL 17TH

8am - Doors open

9am - Welcome speech

10am - Idea Pitches

10.30am - Team formation

11am - Coding starts

12-2pm - Lunch

2pm - Coding continues

6-8pm - Dinner

9pm - 1st deadline ideation platform

10pm - The night is yours to hack

WEDNESDAY APRIL 18TH

7-9am - Breakfast

9am - Coding continues

12-2pm. - Lunch

2pm - Coding continues

7pm - Technical tests (per team)

6-8pm - Dinner

9pm - 2nd deadline ideation platform

10pm - Code, code, code, code, code

THURSDAY APRIL 19TH

7-9am - Breakfast

9am - Coding continues

11.30am - End of coding

11.30-12.15pm - Lunch

12.20-1.50 pm - Final demos

2pm - Judge deliberation

2.30 pm - Announcement of winners

PROJECT PLATFORM



The platform allows you to describe your project with a few sentences and screenshots, for the jury to have a global overview of all projects and have a basis for deliberations.

URL : <https://ikode-shanghai.bemyapp.com/#/event> (click [here](#))

Your project page must be complete by **Thursday April 19th at 11.30 am** |

If you registered and did not receive your confirmation email from no-reply@bemyapp.com, please let the BeMyApp team know. We are also at your disposal to help you fill out your page :)

THEME



How might we create simple and unique digital customer meetings?

CHALLENGE 1



How to inspire more people to engage with IKEA?

Customer engagement is a strong indicator of customers' feelings about the brand. Find innovative solutions for IKEA to better connect with their customers and other external stakeholders. How can we generate the best conversion?

With so many techniques to engage customers today, what would be the most effective approach?

CHALLENGE 2



How to showcase and communicate IKEA's uniqueness (product and product range) in a limited physical space?

Organize and create products, while simultaneously allowing engagement between people and IKEA.

CHALLENGE 3



How to implement digital technologies in order to improve the overall customer shopping experience?

A sharp digital experience can make a difference. Create an innovative solution to reach digital shoppers.

TECHNICAL TESTS



To prepare yourself as much as possible for Thursday afternoon's final demos. This step is crucial if you want to deliver a successful pitch in front of the jury.

Wednesday April 18th 7 pm (we will get each team to do the technical test)

→ **Slides:** For your slides, we'll use PPT or a USB stick.

→ **Live demo:** Please show up with all the necessary devices.

Caution! If you plan to present with your own laptop, don't forget to set it up in "presentation" mode (remove screensavers, push notifications etc.).

LOGISTICS



SLEEPING:

There are a couple of mattresses to sleep on, but:

TO BRING YOURSELF:

- Sleeping bag
- Mattresses

FINAL DEMOS - THURSDAY APRIL 19TH 12.20pm

5 minutes on stage:



3-min demo + **2**-min Q&A

PRIZES

The following prizes will be awarded to the best projects:



1st Prize: **€15k Incubation Program with IKEA**



2nd Prize: **€5000 Team cash prize**



3rd Prize: **€3000 Team cash prize**

JUDGING CRITERIA



Innovation (20%)

Customer (e.g. UI/UX) (20%)

Simplicity and Uniqueness (20%)

Technological approach (20%)

Business (20%) {refers to business impact and commerciality}

MENTORS



Are at the ideation platform

Are available during the 3 days

Ask questions at the ideation platform and mentors can answer or come to your table

Ask a BMA team member if you can't find a mentor. They are here to help you

JURY



Chang Choo - Chief architect - Inter IKEA Systems B.V.

Daphne Zeng - Deputy Sales Mgr - IKEA Retail China

Leopold Li - Solution Architect - IKEA Business Solutions in China

Michael Laursen - Business leader - IKEA Business Solutions in China

Jonas Kjellberg - Skype Co-founder

Qiang Shen - Jiangmen CTO & Co-founder of Jiangmen