



## Internet Mobile ConTent

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Duration: **24 months**

### FIWARE HACKATHON REPORT

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<b>WP leader</b>	Buongiorno [BGO]
<b>Responsible Author(s)</b>	BUONGIORNO (BGO)
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<b>List of keywords:</b>	FIWARE, IMPACT, Hackathon

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Dissemination Level:	
<b>PU</b>	Public
<b>PP</b>	Restricted to other programme participants (Including the Commission Services)
<b>RE</b>	Restricted to a group specified by the consortium (Including the Commission Services)
<b>CO</b>	Confidential, only for members of the consortium (Including the Commission Services)

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Nature	
<b>PR</b>	Prototype
<b>RE</b>	Report
<b>SP</b>	Specification
<b>TO</b>	Tool
<b>OT</b>	Other





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## 1 HACKATHON DESCRIPTION

On 10<sup>th</sup> and 11<sup>th</sup> April 2015, the [Second FIWARE HACKATHON](#) was held in Florence, Italy. The event was sponsored by the IMPACT Consortium and organized by the Project Coordinator, **BUONGIORNO**.

### 1.1 Hackathon Terms

The event was structured as follows: **24 hours of workshop and coding for participants to transform their ideas into tangible, innovative projects using FIWARE technologies.**

The event involved developers, marketing managers and designers that presented themselves to the event as a team. Alternatively participants could also form a team during the first part of the event. The only requirement was to be active contributors for the entire event. Each team was composed of 2-6 members, ideally covering three professional profiles: **Tech, Marketing** and **Design**.

In case of absence of one of the three profiles required, the team could still participate in the Hackathon but the final project should be evaluated on the basis of **ALL** three areas.

Each team, once formed, aimed to develop a business idea related to the major categories identified in the FIWARE Accelerator program and build a functional prototype, with specific reference to a FIWARE technology map integrated within the project. The marketing manager was responsible for market analysis and the preparation of the **business plan**, the tech profile was in charge of developing the prototype utilizing **FIWARE technology**, integrating the designer's graphical interface and user experience **design**. Each project was judged by a jury based on three different evaluation criteria (**tech, marketing and design**) and was assigned a score for each of these areas. The total score determined the overall winner of the Hackathon. Cash prizes were awarded for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places (**5,000 €**) and other prizes were awarded to individuals to **best design** award, **best marketing** award and **best tech** map award. Winners of these prizes received special gadgets.

There was one team made of Buongiorno employees that participated, even though they had no access to the final ranking nor the prizes. They participated for the pleasure of being involved in such an important event and to learn more about FIWARE.

The event was totally free for subscribers, a work station was provided to them with free internet, plus food, drinks and snacks during the whole duration of the event.



## 1.2 Hackathon Agenda



The poster features a dark background with a network of white dots and lines. At the top left is the FIWARE Accelerate logo, and at the top right is the <IMPACT> logo. The word 'AGENDA' is centered in large white letters. Below it, the dates 'Venerdì 10 Aprile, 2015' and 'Sabato 11 Aprile, 2015' are listed. A detailed schedule of events follows for each day, including registration, workshops, team formation, lunch, and a final awards ceremony. At the bottom, there are two green bars with the websites 'impact-accelerator.com' and 'impact-hackathon.com', and a black bar with the Twitter handle '@IMPACT\_acc | @FIWARE'.

**FIWARE Accelerate**  
Join the innovation ecosystem

**<IMPACT>**

**AGENDA**

Venerdì 10 Aprile, 2015

- 09:00 Registration
- 10:00 Welcome
- 10:10 Winning IMPACT HACKATHON
- 10:30 What is FIWARE?
- 10:45 FIWARE Workshop by FIWARE team (focus on 2 Generic Enablers)
- 12:15 Teams forming
- 12:30 Flash FIWARE contest
- 13:00 Let's Lunch
- 13:30 Start hacking FIWARE!
- 17:30 Break
- 17:35 IMPACT Startups' experience
- 19:00 Desk Pitch Session (5 min/team)
- 20:30 Dinner

Sabato 11 Aprile, 2015

- 00:00 Midnight FIWARE contests
- 07:30 Breakfast
- 10:30 Projects delivery
- 10:45 Break - be ready to pitch!
- 11:00 Pitch time
- 12:30 Awarding ceremony
- 12:45 Best Design Award, Best Marketing Award, Best Tech Map Award
- 13:30 Lunch and good bye

impact-accelerator.com impact-hackathon.com

@IMPACT\_acc | @FIWARE

The Hackathon began with a presentation of **IMPACT Project** and a presentation of **FIWARE**, together with a **FIWARE Workshop** prepared by FIWARE TEAM composed by two Italian FIWARE specialists. The workshop was focused on two specific enablers. After these sessions, teams were formed and after lunch, the teams started to prepare their project proposal. FIWARE tutors were present during the whole event to provide assistance to teams.



After a break, in the afternoon, three Italian start-ups (**Mivoq**, **Intoino** and **Goalshouter**) that are already receiving support in **IMPACT First Acceleration Programme**, presented their idea and they explained to participants how they use FIWARE in their projects and recommended IMPACT as accelerator, explaining which services IMPACT is offering and how is helping them grow.

The event, as well as offering possibilities for networking between aspiring start-uppers, was also a way to introduce the next open call for applications (April 1<sup>st</sup> to 30<sup>th</sup>) with the aim to finance at least 20 start-ups with an initial funding of 100k euro.

All **113** tickets available in Eventbrite were sold out (all participants were based in Italy, even if there were two participants from Finland). **70** effective attendees. **9** teams participated into the "coding" phase of the event.



Figure 1. Participants Provenience

The work developed by each team, was a presentation of each Project based on a standard template plus different sketches and graphic designs of the final visual image of the user who had the idea, or a development of a functional prototype, which must be usable and visible to the user. Each team described the infrastructure and technological architecture of the work developed, using (and detailing) at least in part, FIWARE technologies development. Each team had the obligation to use at least part of the FIWARE technologies development. Either GE or GHG or instances or parts of components that have been housed or deployed in the FIWARE LAB.

### 1.3 Hackathon Jury & Criteria

The Jury was composed by:

- [Marcelo Royán](#), IMPACT's FIWARE Expert – **IMPACT Consortium**
- [Mauro del Rio](#), Chairman & Founder - **BUONGIORNO**
- [Sylvain Brosset](#), Chief Product Officer - **BUONGIORNO**
- [Alessandro Sordi](#), co-Founder - **Nanabianca**
- [Simone Piuino](#) Global Technology Director- **BUONGIORNO**



Each judge signed a Declaration of 'non-conflict of interest. This document was included together with the 'Code of Conduct' in the '[Selection Process & Winners Reporting towards EC](#)' sent on 14<sup>th</sup> April, 2015.

Each project was judged by the jury based on three different evaluation criteria (tech, marketing and design) and was assigned a score for each of these areas. The total score determined the winners of the FIWARE Hackathon. The Jury assessed the five minute presentations of the work carried out by the participants and voted in accordance with the following criteria:

**Business Criteria [0 to 5]:**

1. Exponential growth potential
2. Market Opportunity
3. Differentiation
4. Relationship with mobility / mobile
5. Business plan (business model and numerical forecast)

**Design & Applicability Criteria [0 to 5]:**

1. Graphic design
2. Applicability and navigation
3. Mobile design / multi-device

**Technology [0 to 10]:**

1. Implementation
2. Use of FIWARE Lab
3. Implemented characteristics
4. Reliability (bugs, errors, etc.)
5. Performance

In the Business and Design areas the projects might obtain a maximum of 5 points and a minimum of 0 by each of the members. In the Technology area, the minimum score was 0 and the maximum was 10. The decision of the jury took place during the event. The communication of the three (3) winners was made personally at the event. Moreover, the result of the event was published on the IMPACT corporate channels.





## 1.4 Hackathon winners

The 3 best ideas that were awarded were (please see presentations included in Annex 4).

- **1st - ShEverything:**

Idea developed

a sharing platform for each kind of tool (mainly household appliances) that can be booked through a dedicated app and QR code.



- **2nd – Art!Quest:**

Idea developed

a treasure hunt in Florence (using Florence Open data) to walk around the city, find monuments, get points and rewards



- **3rd – Lost in Place:**

Idea developed

a multiplayer quiz game (using Florence Open data) in which you have to find a place starting from a soundscape and an image.





## 2 COMMUNICATION AND DISSEMINATION

The **communication material** developed was:

### Hackaton Website



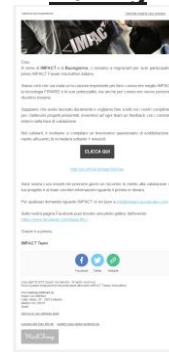
### Hackathon Eventbrite



### Social Media (Facebook posting)



### Mailing



### Flyer



### Roll up





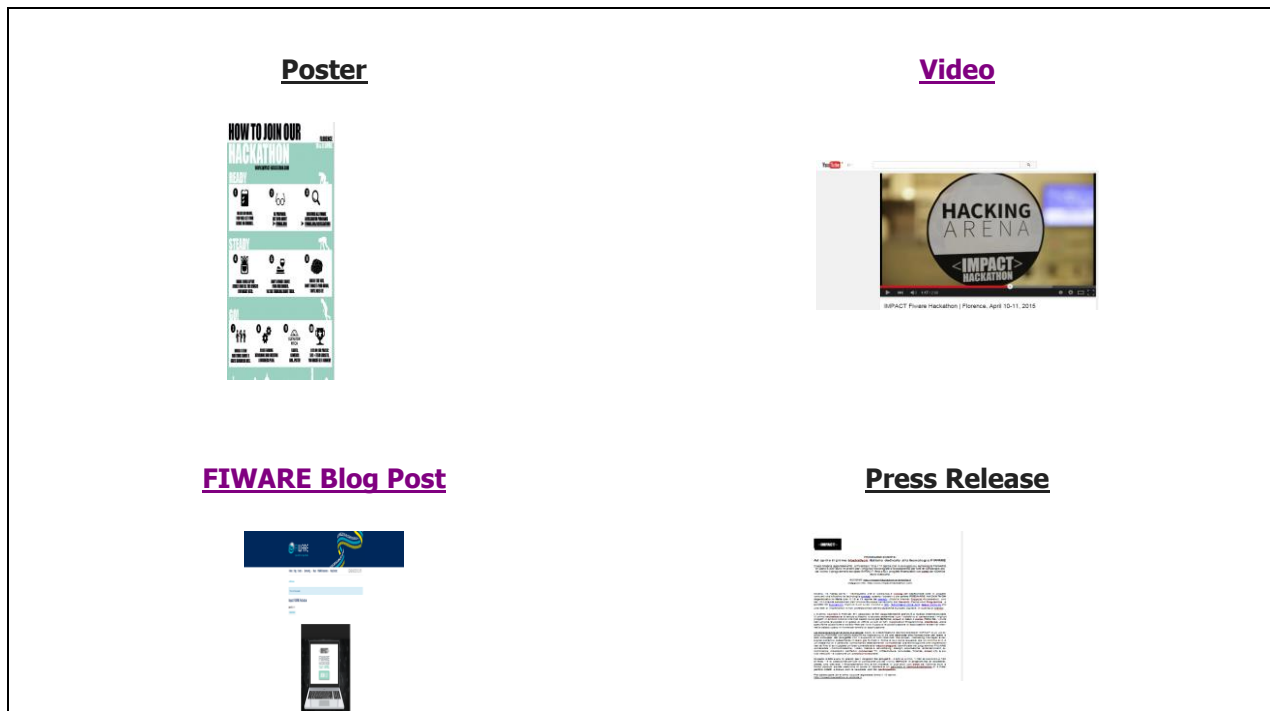


Figure 2. Communication Materials

Communication materials can be downloaded in the following link: <http://bit.ly/ImpactHackathonFlorence>

The **results of the communication actions** done were:

- A **Press Release** was distributed on the 8<sup>th</sup> April. The Results were very positive in terms of **media coverage 27 articles dedicated** to the event including tier1 publications such as Repubblica TV and Rai News, important Italian Media. (See clipping detail in Annex 1).
- The [Second FIWARE HACKATHON Website](#) had **4.400 views** in one month.



- The **Eventbrite** had more than **2400 views**

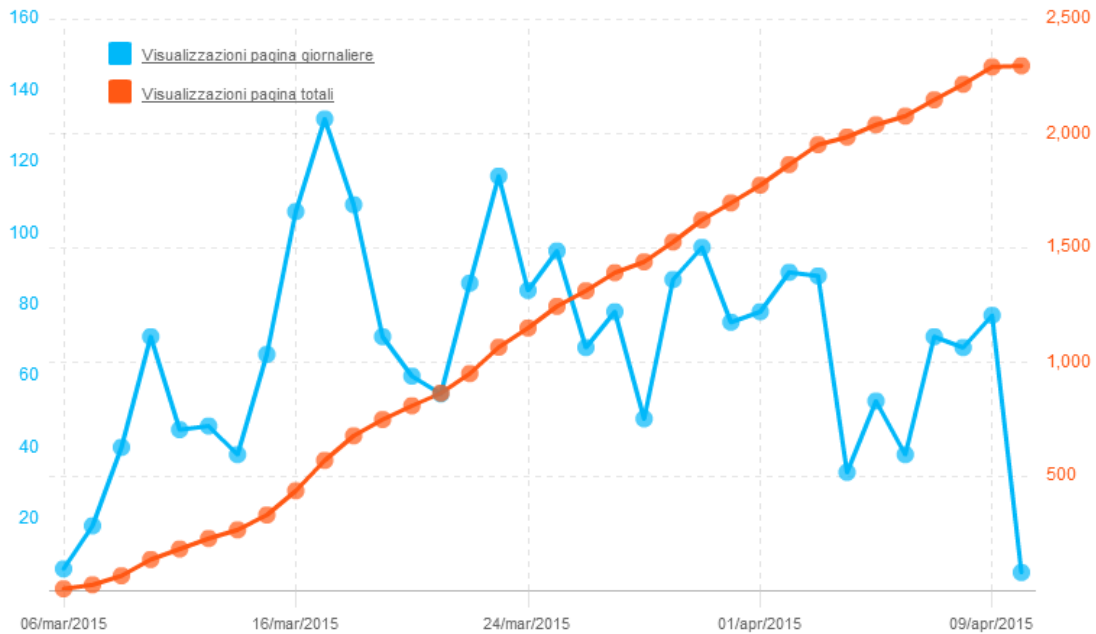


Figure 3. Eventbrite Visits

- As well as **social media** engagement with results of **141,874 Potential impacts on Twitter** - **43,358 Potential reach** - **788 Followers per contributor** (average).



### 3 LEARNINGS

Participants received a **general presentation of IMPACT and the technology requirements** for the project, explaining the importance of integrating applicants needs with FIWARE and its architecture, with an exhaustive explanation of FIWARE Enablers categories and a the GE recommended by IMPACT.

Then, participants had the opportunity to join a **FIWARE Workshop** with the essential and outstanding contribution of two FIWARE advisors, **Attilio Broglio** and **Pasquale Vitale**. Their presentations were pragmatic, incisive and very effective. The First part of the workshop was focused on the software side and the importance of GE, while the second part was focused on the hardware side (FIWARE Lab). After the workshop, FIWARE support team has been very supportive with all nine teams, being available to provide answers to their questions and guiding people to be able to "get into FIWARE".

In terms of **FIWARE Lab usage** the results were quite interesting:

**Total virtual machines: 42**  
**Total created volumes: 10**  
**Number of FIWARE Lab Users during 140**  
**Number of sessions opened in FIWARE Lab 236**

The overall results in terms of communication, as already described, were also very positive, creating a **buzz and good media repercussion** using FIWARE as main claim.

**- Website: More than 4,4 K views in one Month**  
**- More than 70 tickets sold through EventBrite (2400 views)**  
**- Impressive buzz and Media Repercussion using FIWARE as main claim ( 27 articles)**  
**- Twitter | #HackIMPACT 43,358 Potential reach (Number of unique users that could have seen the hashtag) 140.000+**  
**Potential impacts + 800 Followers per contributor+55 users.**

Regarding **participants' feedback**, Buongiorno carried out a survey after the event, obtaining the following results:

**- 8,8/10- Organization**  
**- 8,3/10 - Workshop & FIWARE**  
**- 96% YES- Would attend again**  
**- 8,1/10 Networking**

The participation and support of FIWARE Specialists was crucial for the success of the Event, both for FIWARE frontal lessons and to support the developers along the 36 hours coding marathon. They performed excellently.





## 4 TRANSPARENCY

IMPACT team confirms that they have no links, interests of any nature with the winners of the Hackathon.

In addition, the judges signed a "non -conflict declaration of interest after reading the Code of Conduct included as Annex 3 of the document.

Finally, all the information regarding the Selection and Evaluation Process was sent to the Project Officer on 14<sup>th</sup> April, 2015 once the Hackathon had finished and before officially confirm the winners. The document [D2.2.2 Selection process& winners reporting towards EC](#). In this report, BGO explained with detail the evaluation criteria, the selection process and the winners communication procedure.

After informing the Project Officer, Buongiorno initiated the process and asked to each proposed winner the necessary documents in order to issue the payments according to the process described in the document delivered to the EC.





## D2.2.2. Report on Hackathon Results

### ANNEX 1. Press Clippings

Source	Title	Link	Data	Country
key4biz	App economy, a Firenze la prima 'Fireware Hackathon' italiana	<a href="http://www.key4biz.it/app-economy-a-firenze-la-prima-fireware-hackathon-italiana/115797/">http://www.key4biz.it/app-economy-a-firenze-la-prima-fireware-hackathon-italiana/115797/</a>	10-apr	ITALY
Hdblog	Fiware Hackathon italiano, al via il 2° giorno di coding	<a href="http://mobile.hdblog.it/2015/04/11/fiware-hackathon-impact/">http://mobile.hdblog.it/2015/04/11/fiware-hackathon-impact/</a>	11-apr	ITALY
La Nazione	Maratona no-stop per i maghi della rete	<a href="http://www.lanazione.it/firenze/maratona-no-stop-per-i-maghi-della-rete-1.841615">http://www.lanazione.it/firenze/maratona-no-stop-per-i-maghi-della-rete-1.841615</a>	11-apr	ITALY
gonews.it	In città la prima maratona Hacker italiana dedicata alla tecnologia europea FIWARE	<a href="http://www.gonews.it/2015/04/09/in-citta-la-prima-maratona-hacker-italiana-dedicata-alla-tecnologia-europea-fiware/">http://www.gonews.it/2015/04/09/in-citta-la-prima-maratona-hacker-italiana-dedicata-alla-tecnologia-europea-fiware/</a>	09-apr	ITALY
nove da Firenze	Pisa: il Cem dei Big Data, un sistema europeo di competenze	<a href="http://www.nove.firenze.it/pisa-il-cem-dei-big-data-un-sistema-europeo-di-competenze.htm">http://www.nove.firenze.it/pisa-il-cem-dei-big-data-un-sistema-europeo-di-competenze.htm</a>	10-apr	ITALY
Areapress (online e offline)	Ad aprile il primo Hackaton italiano dedicato alla tecnologia FIWARE	<a href="http://www.areapress.it/vediarticolo.asp?id=23000">http://www.areapress.it/vediarticolo.asp?id=23000</a>		ITALY
Viralcaffè	FIREWARE HACKATHON Firenze   Dare forma alle idee	<a href="http://www.viralcaffe.com/9248_fireware-hackathon-firenze-dare-forma-alle-idee/">http://www.viralcaffe.com/9248_fireware-hackathon-firenze-dare-forma-alle-idee/</a>	14-apr	ITALY
Repubblica Video	Tecnologia, con Fiware l'Europa sfida gli Usa a colpi di startup	<a href="http://video.repubblica.it/edizione/firenze/tecnologia-con-fiware-l-europa-sfida-gli-usa-a-colpi-di-startup/197390/196418">http://video.repubblica.it/edizione/firenze/tecnologia-con-fiware-l-europa-sfida-gli-usa-a-colpi-di-startup/197390/196418</a>	11-apr	ITALY
Rai News	L'UE INVESTE 300 MILIONI DI EURO NEL PROGETTO FIWARE, IL SOCIAL NETWORK TUTTO EUROPEO	<a href="http://www.rainews.it/dl/rainews/articoli/ue-investe-in-tecnologia-fiware-primo-hackathon-italiano-a-firenze-84779df2-2891-4350-9010-98f485c901f8.html">http://www.rainews.it/dl/rainews/articoli/ue-investe-in-tecnologia-fiware-primo-hackathon-italiano-a-firenze-84779df2-2891-4350-9010-98f485c901f8.html</a>	03-apr	ITALY
Girls in Tech	IMPACT FIWARE HACKATHON a Firenze	<a href="http://www.girlsintech.it/impact-fiware-hackathon-firenze/">http://www.girlsintech.it/impact-fiware-hackathon-firenze/</a>	08-apr	ITALY
Che Futuro!	PRIMO FIWARE HACKATHON ITALIANO	<a href="http://www.chefuturo.it/agenda/primo-fiware-hackathon-italiano/">http://www.chefuturo.it/agenda/primo-fiware-hackathon-italiano/</a>	10-apr	ITALY
Future Internet PPP	FIWARE Hackathon sponsored by IMPACT	<a href="https://www.fi-ppp.eu/fiware-hackathon-sponsored-by-impact/">https://www.fi-ppp.eu/fiware-hackathon-sponsored-by-impact/</a>	29-mar	
DAO Campus	Impact Fiware Hackathon: un'interessante due giorni in programma ad aprile a Firenze	<a href="http://www.daocampus.com/2015/03/18/impact-fiware-hackathon-uninteressante-due-giorni-programma-ad-aprile-firenze/">http://www.daocampus.com/2015/03/18/impact-fiware-hackathon-uninteressante-due-giorni-programma-ad-aprile-firenze/</a>	18-mar	ITALY
Corriere Innovazione	La prima Fireware Hackathon	<a href="http://corriereinnovazione.corriere.it/agenda/2015/16-marzo-2015/prima-fireware-hackathon-2301120484967.shtml">http://corriereinnovazione.corriere.it/agenda/2015/16-marzo-2015/prima-fireware-hackathon-2301120484967.shtml</a>		ITALY
Startup Business	Newsletter	<a href="http://us2.campaign-archive2.com/?u=657384bbf6fada693a046e8df&amp;id=c1165f400e&amp;e=38aa9b27d1">http://us2.campaign-archive2.com/?u=657384bbf6fada693a046e8df&amp;id=c1165f400e&amp;e=38aa9b27d1</a>		ITALY
Toscana 24		<a href="http://www.toscana24.it/sole24ore.com/art/oggi/2015-04-10/agenda-giorno-080921.php?uuiid=gSLA9t6l5">http://www.toscana24.it/sole24ore.com/art/oggi/2015-04-10/agenda-giorno-080921.php?uuiid=gSLA9t6l5</a>		ITALY
UnlockPWD	Fiware Hackathon Italian, starts on the 2nd day of coding   Photo Gallery	<a href="http://www.unlockpwd.com/fiware-hackathon-italian-starts-on-the-2nd-day-of-coding-photo-gallery/">http://www.unlockpwd.com/fiware-hackathon-italian-starts-on-the-2nd-day-of-coding-photo-gallery/</a>		
Firenze Notte	Prima Maratona Hacker italiana dedicata alla tecnologia europea FIWARE	<a href="http://www.firenzenotte.it/Sede-cittadina-del-gruppo-Buongiorno/Prima-Maratona-Hacker-italiana-dedicata-alla-tecnologia-europea-FIWARE/11-04-2015/">http://www.firenzenotte.it/Sede-cittadina-del-gruppo-Buongiorno/Prima-Maratona-Hacker-italiana-dedicata-alla-tecnologia-europea-FIWARE/11-04-2015/</a>	11-apr	ITALY
Startup Italia	Fiware Hackathon	<a href="http://agenda.startupitalia.eu/fiware-hackathon/">http://agenda.startupitalia.eu/fiware-hackathon/</a>	09-apr	ITALY
Lotrek	Fiware Hackathon - Lotrek parteciperà con 2 team!	<a href="http://www.blog.lotrek.it/2015/03/fiware-hackathon.html">http://www.blog.lotrek.it/2015/03/fiware-hackathon.html</a>	28-mar	ITALY
Seven Press .com	A Firenze la prima maratona Hacker italiana dedicata alla tecnologia europea FIWARE	<a href="http://www.sevenpress.com/index.php?option=com_content&amp;view=article&amp;id=83978:a-firenze-la-prima-maratona-hacker-italiana-dedicata-alla-tecnologia-europea-fiware&amp;catid=80:varie&amp;Itemid=78">http://www.sevenpress.com/index.php?option=com_content&amp;view=article&amp;id=83978:a-firenze-la-prima-maratona-hacker-italiana-dedicata-alla-tecnologia-europea-fiware&amp;catid=80:varie&amp;Itemid=78</a>	09-apr	ITALY
Nanabianca	DALL'IDEA AL PRODOTTO, TUTTO IN 24 ORE!	<a href="http://nanabianca.it/post/113858980707/dallideia-al-prodotto-tutto-in-24-ore">http://nanabianca.it/post/113858980707/dallideia-al-prodotto-tutto-in-24-ore</a>	17-mar	ITALY
Gazzetta di Parma (offline)	Buongiorno, in aprile due giorni sul FIWARE		18-mar	ITALY
01net	Fiware apre le api e...i fondi	<a href="http://www.01net.it/fiware-apre-le-api-e-i-fondi/">http://www.01net.it/fiware-apre-le-api-e-i-fondi/</a>	17-mar	ITALY
Utools	A Firenze il primo FIWARE HACKATHON	<a href="http://www.u-tools.it/2015/03/a-firenze-il-primo-fiware-hackathon/">http://www.u-tools.it/2015/03/a-firenze-il-primo-fiware-hackathon/</a>	18-mar	ITALY



This project has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n°

632828





## ANNEX 2. Code of Conduct for members of Hackathon Jury

### Specific Conditions

1. The task of a Judge of the Hackathon Jury is to participate in a confidential, fair and equitable evaluation of each proposal according to the procedures described in this document. He/she must use his/her best endeavours to achieve this, follow any instructions given by the 'IMPACT Consortium' to this end and deliver a constant and high quality of work.
2. The Judge works as an independent person. He/she is deemed to work in a personal capacity and, in performing the work, does not represent any organisation.
3. The Judge must sign a Declaration of no conflict of interest and confidentiality before starting the work, by which he/she accepts the present Code of Conduct. Invited Members who do not sign the declaration will not be allowed to work as a Judge.
4. In doing so, the Judge commits him/herself to strict confidentiality and impartiality concerning his/her tasks.
5. If a Judge has a conflict of interest with a proposal, he/she must declare such facts to the 'IMPACT Consortium' as soon as he/she become aware of this.
6. Judges may not discuss any proposal with others, including other Judges or personnel of the 'IMPACT Consortium' not directly involved in the evaluation of the proposal, except during the formal discussion at the meetings moderated by or with the knowledge and agreement of the 'IMPACT Consortium'.
7. Judges may not communicate with applicants. No proposal may be amended during the evaluation session. Judges' advice to the 'IMPACT Consortium' on any proposal may not be communicated by them to the applicants or to any other person.
10. As the evaluation round will take place in an office or building controlled by one of the partners of 'IMPACT consortium', Judges are not allowed to take outside the evaluation building any parts of proposals, copies or notes, either on paper or in electronic form, relating to the evaluation of proposals. Judges may be given the possibility of seeking further information (for example through the internet, specialised databases, etc.) to allow them to complete their examination of the proposals, but they may not contact third parties without the express consent of the IMPACT staff supervising the evaluation.
11. Members are required at all times to comply strictly with any rules defined by the 'IMPACT Consortium' for ensuring the confidentiality of the evaluation process and its outcomes. Failure to comply with these rules may result in exclusion from the immediate and future evaluation processes.





### ANNEX 3. Declarations of non-conflict of interest

#### Declaration of non – conflict of interest Hackathon Jury

**Event:** *IMPACT Hackathon, 10<sup>th</sup>-11<sup>th</sup> April, 2015, Florence*

**Judge Name (\*):** \_\_\_\_\_

**ID number (\*):** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

Hereafter, by signing this document, *I undertake to abide by the code of conduct for Hackathon Jury, acting as Judge, covered in Annex 1 (Code of conduct).*

*I undertake to inform immediately if I discover any disqualifying or potential conflict of interest with any proposal that I am asked to evaluate or which is the subject of discussion in any evaluation meeting in which I participate (Declaration of no conflict of interest).*

*Please check one of the two boxes below*

- ☐ *In particular, I declare that I not involved in any proposal under evaluation or submitted for evaluation, under the IMPACT Hackathon.*
- ☐ *In particular, I declare that my participation in the evaluation of the following proposal(s) could create a conflict of interest [list them, if any]:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*I undertake not to reveal any detail of the evaluation process and its outcomes or of any proposal submitted for evaluation without the express written approval of the 'IMPACT Consortium'.*

*For acceptance:*

*Signature:*

*Place, Date:*





**IMPACT**  
Grant Agreement  
N° 632828

**D2.2.2. Report on Hackathon Results**



## **ANNEX 4. Presentations and Communication Materials**

Communication materials together with winners presentations as well as presentations of FIWARE and IMPACT can be downloaded in the following link: <http://bit.ly/ImpactHackathonFlorence>.



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