SportsPro Hackathon2021

Triple bottom line

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Overview
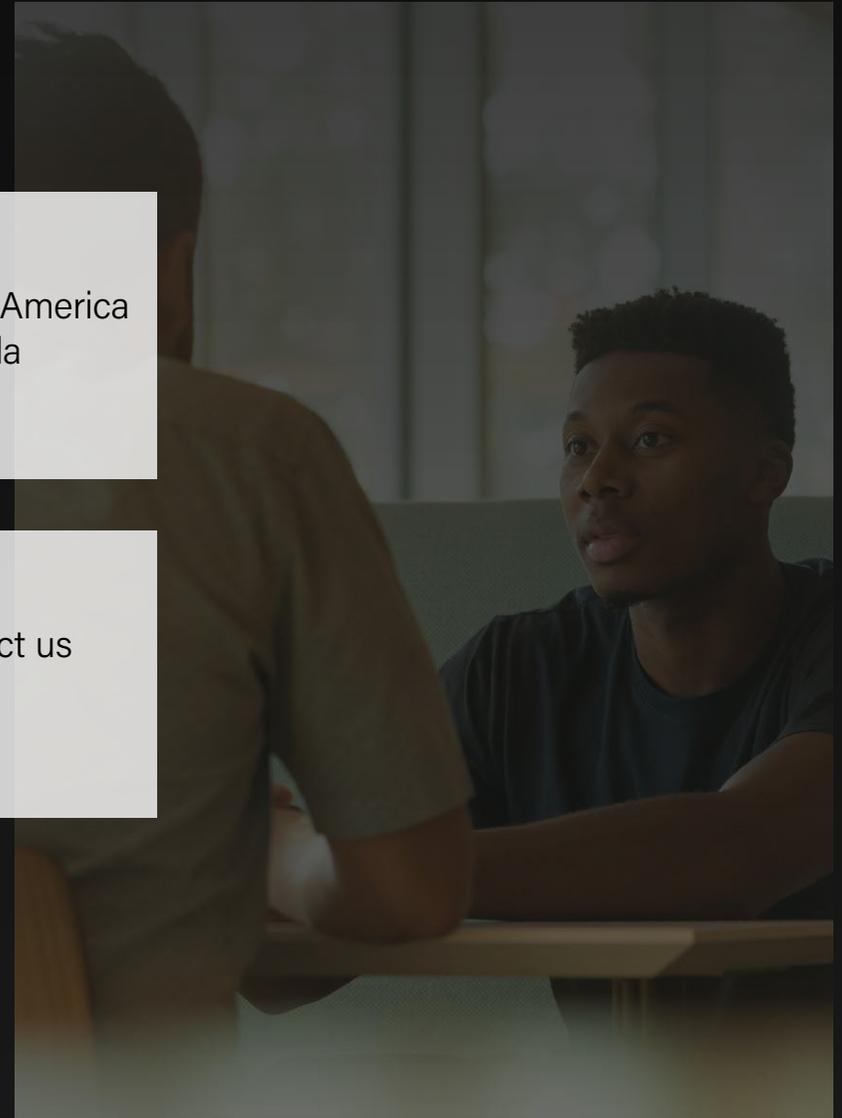
What is the Hackathon?

A weekend-long event where groups of people come together to create new solutions, products or businesses that can make a positive contribution to the world around them. All teams at the SportsPro Hackathon will - of course - be competing against each other, but simultaneously will share a common objective: *driving sustainability in sport*.

This year's topic
Triple bottom line

Why the triple bottom line?

The triple bottom line is a framework that was established to highlight the dependency that economic growth has on social and environmental sustainability; ensuring people, planet and profit receive equal consideration. Teams will create solutions designed to make sport more socially, environmentally and financially sustainable.

Planet

Can your solution actively reduce sport's ecological footprint?

People

Can your solution ensure that the sports industry becomes a more equitable place for its stakeholders and provides greater social value to its communities?

Profit

Can your solution exhibit the economic rewards that the sports industry's stakeholders can garner from implementing policies that prioritise society and the environment that they are operating within?

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Europe and UK Agenda

Friday 9 April

18:00 BST	Welcome address
18:30 BST	Networking
19:15 BST	Criteria announced
19:45 BST	Teams prepare strategy for weekend ahead

Saturday 10 April

09:00 BST	Morning announcements
09:30 BST	Work commences
12:00 BST	Team check-ins
16:30 BST	Mentor Sessions
19:00 BST	Team check-ins

Sunday 11 April

09:00 BST	Morning announcements
09:30 BST	Work commences
12:00 BST	Team check-ins
13:00 BST	Tech checks
16:30 BST	Presentation submission deadline
17:00 BST	Presentations begin
20:00 BST	Judges deliberate
20:30 BST	Winning teams announced and closing remarks

North America Agenda

Saturday 10 April

09:00 EDT	Morning announcements
09:30 EDT	Work commences
11:00 EDT	Team check-ins
11:30 EDT	Mentor Sessions
16:00 EDT	Team check-ins

Sunday 11 April

08:00 EDT	Morning announcements
08:30 EDT	Work commences
09:30 EDT	Team check-ins
10:30 EDT	Tech checks
11:30 EDT	Presentation submission deadline
12:00 EDT	Presentations begin
15:00 EDT	Judges deliberate
15:30 EDT	Winning teams announced and closing remarks

Friday 9 April

13:00 EDT	Welcome address
13:30 EDT	Networking
14:15 EDT	Criteria announced
14:45 EDT	Teams prepare strategy for weekend ahead

About the Hackathon weekend

What to expect?

Prior to the event you will be assigned a team by your university, you will work together across the weekend on a project collating your results in a final presentation. One person from your team must submit your final presentation deck via the link that will be shared with you in a separate email. **The deadline to do this is Sunday 11 April, at 11:30 EST/16:30 BST.**

Each team will have four minutes to present. The judging panel will have three minutes of questions and feedback, then we'll jump straight to the next presentation. We will be very strict on timing!

We will reveal the criteria that the judges will be grading each presentation on the first day of the event.
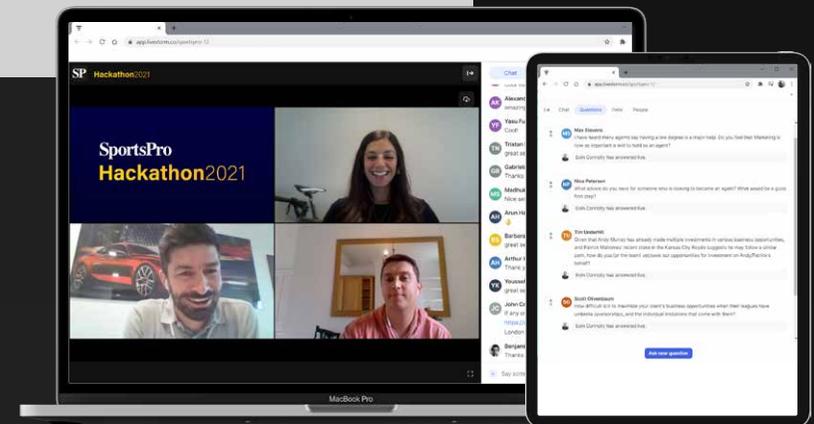
How to access the event?

The Hackathon will take place on our event platform **Livestorms**. You will receive more information, including your unique access link in a separate email. In addition, you will also be given access to Swapcard this is where you can network and connect with your team. To make the experience as personal as possible, feel free to add a profile picture and some information about you.

Prizes

Winners –
Keynote Presentation at SportsPro Live

The competition's winner will take this one step further, presenting their work at SportsPro's flagship summit in April, SportsPro Live, where they will feature on the main agenda as keynote speakers.

Top Three Teams –
Editorial Coverage

The ultimate object of the Hackathon is to give students the platform to elevate their voice and ideas to position them as the innovators they are, whilst simultaneously providing them with vital industry exposure. For these reasons, SportsPro will prepare a feature editorial piece in the aftermath of the event, detailing the work of the top three teams.

Free Resources

These tools and resources might come in handy for developing your solution and preparing for the presentation.

Market Research

Google Trends
Market Finder
Think with Google
AYTM
SportsPro Media

Surveys

Google Forms
Survey Monkey

Design and presentations

Canva
Genially
Prezi
Google Slides

Videos

Clipchamp
Powtoon

Website builders

Weebly
SquareSpace
Webflow

App builders
(without code)

Moqups
Glide
Bubble
Apphive

Contact us

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