SPACETECH EUROPE

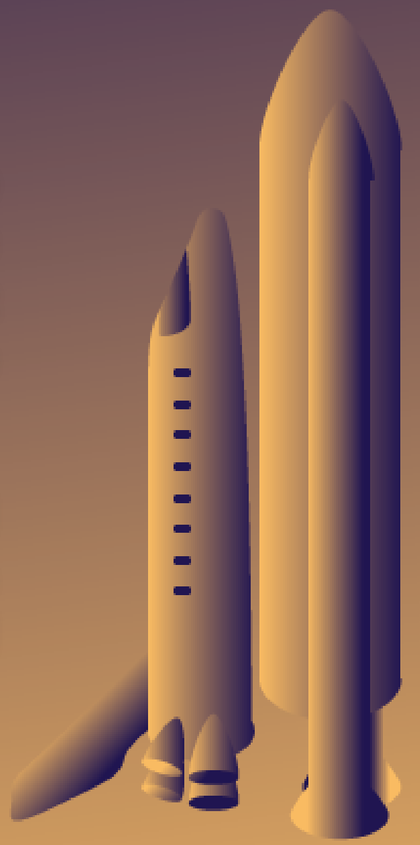
Online Hackathon

MENTORING

SpaceON Garage 48 AMERICA HOUSE HACKATHON SPACE TECH EUROPE EMBASSY OF THE UNITED STATES KYIV, UKRAINE

The U.S. Embassy in Kyiv in collaboration with Garage48 and SpaceOn are organizing SPACETECH EUROPE online hackathon that aims to crowdsource innovative technological solutions to space-related issues, develop the next generation of American and European space experts, and promote U.S. - Europe cooperation in the space sector.

The hackathon will bring together 300 top university students, software and technology professionals, entrepreneurs, scientists, and space enthusiasts from across the United States and Europe to boost the space technology industry and develop ideas that can change our world for the better.



Participants can submit their ideas in eight different challenge categories and during the hackathon, the teams will work under their challenges.
The platform that is used for everything online hackathon related is Eventornado.

CHALLENGE CATEGORIES are:

1. AI and MACHINE LEARNING in space exploration with SATELLITES and ROCKETS
2. CYBERSECURITY
3. SPACE DATA for CLIMATE SUSTAINABILITY
4. EDUCATION
5. COOPERATION for SPACE SUSTAINABILITY
6. MOON & ASTEROIDS
7. SPACE TRAFFIC MANAGEMENT and SPACE DEBRIS
8. NEW SPACEPORTS

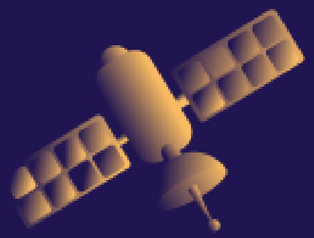
The event will be happening fully online and for us at the U.S. Embassy in Kyiv, Garage48 and SpaceOn to run it as efficiently as possible and to give a clear understanding of mentoring, we've put together this mentors' information deck. Please find additional information from our:

Event webpage

Facebook event

Event registration, ideas submission & team formation

SCHEDULE



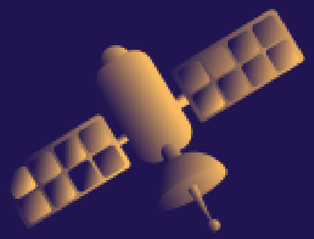
Day 1: Kick-off and first workday (3rd of December)

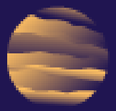
14.00 –14.30 Kick-off. Welcoming words and introduction of the programme - goals and stakeholders. (FB Live).
15.00 Checkpoint #1 Team's plan for the Hackathon. Clear goals set and roles well distributed to develop an idea to the prototype within the next 2 days.
17.00 Teams get to work. Mentors check in. Mentoring hours. Teams can reach out to mentors when needed.

Day 2: Work, focus, repeat (4th of December)

10.00 Checkpoint #2 Team's problems, progress and immediate next plans. First draft for the final pitch/demo is ready.
11.30-12.30 Mentor check in call.
12.30-15.00 Mentoring hours. Teams can reach out to mentors when needed.
14.00- 14.30 Pitch training for team leads. How to prepare your demo and pitch.
18.00-19.00 Checkpoint #3 Teams show their prototype and walk the mentors through their planned demo. Mentors give feedback and last mentoring rounds are planned, so that the teams can focus fully on preparing the demo.
19.00 Work continues
20.00 -21.00 Mentors check in on the progress of the demo.
21.00 Teams continue working on their demo.

SCHEDULE





Day 3: Finals (5th of December)

10.00 Checkpoint #4 Final feedback to their demo from lead mentors to make final touches before uploading their demo.

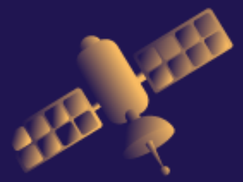
13.00 Final deadline to upload the final presentation and videos.

13.00-16.00 First round of evaluations. TOP20 teams announced.

17.00 -19.00 Best 20 teams' demos and pitches (3 minutes + Q&A 2 minutes). TOP20 teams join the Zoom with a jury. Best 20 demos are being shown and the jury gets to ask questions from the competing teams (FB Live).

19.00- 19.30 Jury makes the final decision (Zoom call).

19.30- 20.00 Award ceremony (FB Live).

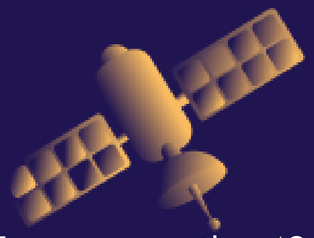




MENTORS' CATEGORIES

Our long experience shows that to connect a team with a mentor they need the most, it is good to categorize the mentors. We're going to divide the mentors into the categories of:

- Tech mentor (front-end and back end development)
- Design mentors (UX and UI)
- Business mentors (business development, marketing , investment specialists, etc.)
- Experts on a wide variety of fields which the challenge topics call for


MENTORS' ROLES



There will be a minimum of 60 teams in the hackathon. To manage the 48-hour hackathon process of mentoring, checkpoints and prototypes presentation, we will have a substantial team of mentors. To manage the mentoring process, we've created a mentoring scheme and roles as follows.

HOST-MENTOR

Leads the whole hackathon mentors' team. Garage48 long-time host and mentor Kai Isand.

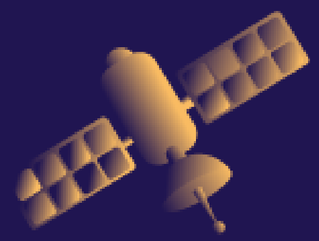
LEAD MENTOR

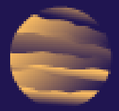
A crucial part of the hackathon are checkpoints - this is where we talk to all the teams, see their progress and assign mentoring help, where needed, to get them to the finish line - deliver a working prototype. All the checkpoints are led and organized by the lead mentors, who are responsible for checking the progress of 15 teams each. The lead mentor will be helped out by the project manager assigned to work with the same challenges. Lead mentors come from Garage48 network.

EXPERT MENTOR (tech, design, business, challenge specific expert)

This is a mentor with a specific skill set that is going to be available only on specific time-slots and who will help the teams with field-specific knowledge. Expert mentors can inform us about their availability during Dec 3-5th.
We will make a live schedule based on the availability the expert mentors have submitted so that the participants can book short sessions with the experts on the go.

Expert mentors are most welcomed to stay online throughout the entire hackathon if they have time and want to contribute to the team's progress more.



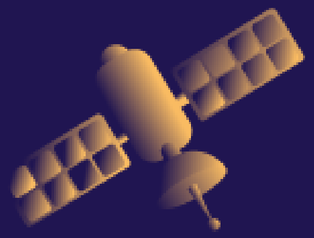


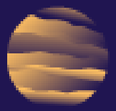
All mentors are guided through the hackathon process by Garage48 host and lead mentors. This will happen with mentor brief calls and mentor check-in calls after the checkpoints.

MENTOR'S TIME COMMITMENT

Expert mentors are welcome to join the whole hackathon process or for 6-8 hours at your suitable time slots during the time period and activities from 14.00 Dec 3rd to 13.00 Dec 5th.

Expert mentors are connected with the teams needing their help via check-in calls after checkpoints and on the hackathon communication platform in Slack - by lead mentors and Garage48 team.



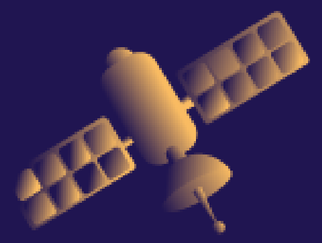


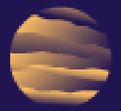
TOOLS

The main communication channel of the hackathon will be Slack. All the mentors are invited to join the Slack group before the hackathon. Slack is the place where all the important messages are shared. Slack will be the place for important hackathon workflow announcements, the place for communication with your team and a good way to connect with the mentors.
Second important tool will be Zoom. We will run the webinars and checkpoints via Zoom and it's special tool Breakout Rooms and share all the required links with you before the beginning of the hackathon.

MENTOR BRIEFING

To get all the mentors in sync and answer any questions you might have, we will hold a mentor's brief call in the week leading up to the hackathon. We will send you a calendar invitation and further instructions on how to join the mentor briefing. Mentor briefing call will be held by the host-mentor of the hackathon.



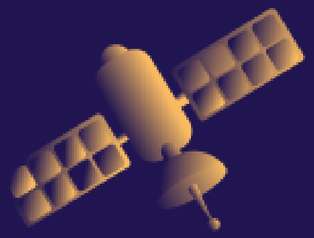


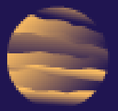
MENTOR GUIDELINES

1. Hackathon is mostly about validation and creating value during a super short time period. Validated customer need, first hints of product market fit or a functioning prototype says more and is more valuable than 1000 presentation slides.

2. Participants can ask you questions throughout the whole hackathon. Since the time to get the work done is limited, we suggest giving advice which is actionable immediately and supports the short timeframe of the hackathon.

3. Don't become a blocker as a mentor. If the team is working well, do not disturb them. Or for example, if you want to give some business related advice, give the advice just to the business people in the team, not to the whole group. Or if you see the business guy needing to nail down the pitch, help her/him with just that (skip all the other advice which isn't asked or called for in the timeframe of the hackathon).



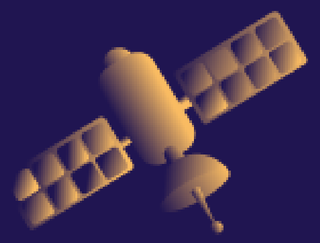


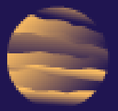
The role of the technical mentor:

Is quite simple & straightforward. Teams are building a technical prototype over the course of three days - the main point is to understand whether it's doable & is the team able to do it. Also, does the prototype solve the problem the team's idea is based on. If the team asks for technical advice that you are not able to provide, please point them towards the right person.

Questions to ask and focus on:

1. Prototype: What is it you want to demo?
2. What part of the idea (future product) does the prototype / proof of concept address?
3. Does it solve the problem? How will it support the validation of the idea?
4. Are they able to build it?
5. What is the technical stack you use to build it?
6. Are you able to build the prototype in such a short time?
7. Do you have a plan and have you distributed tasks to build it? What if something fails, do you have a plan A, B, (or C) for the technical solution?
8. Moving on fast: In case the team is stuck on some problem for more than 45min, is there a workaround or a hack to solve the problem? If implementing a feature takes a long time - can they ditch or replace a feature?



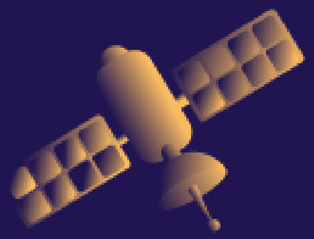


The role of the business and marketing mentor

Your main point is to help the team to answer the question: “Do people actually care?” If they address a problem - does the idea solve the problem? You should encourage the participants and give them ideas, how to answer these questions. But do give only actionable advice - something they can do during this hackathon.

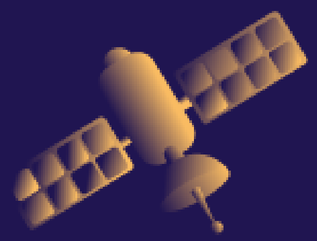
Your goal is to try to find out, if the team has thought about and

- understands the problem,
- understand the persona,
- understand the market,
- understand the service / product they want to prototype,
- is there a business to be made with the product?



Questions to ask

1. Problem: What is the real problem you are solving? Have they validated the problem, is it a real one, have they spoken about it to people outside their team, people they don't know (not friends & family)?
2. Persona & Value Paroposition: Who is your customer persona? What's the target segment you are going to focus on first? Have you spoken to your customers / target group?
3. Ask the teams to do customer research - for example by calling up the potential future customers and interviewing them (if they haven't done that already). They should try to test the value proposition through these interviews. It helps the teams to map out the problem, fine tune the value proposition, understand the customer and choose a segment to focus if necessary. With these simple actions teams will be able to validate the solution fit or at least in the words.
4. Market: How big is the target segment and what channels can you use to reach the persona? Is the problem actually worth solving? And what's the go-to-market strategy? Ask the team to use some of the channels to reach the customers and do the customer research / user testing.
5. Product: Once the prototype is ready, encourage the team to do the user testing with the prototype. The outcome of this is a much more solid understanding of the problem-solution fit.
6. Business: They should also ask the customer about the monetary value of the solution for them and get some kind of an idea if there's business to be made with the product. The research should give more validated info for the final pitch.



The role of the design mentor

Your main point is to help teams to make sure they are able to visualise things they will be able to finish within 48h. If you see that the team has a great idea, but your expertise says that this needs much more work than the weekend, help them to understand that. With your knowledge, we are sure the teams can still build beautiful and user friendly prototypes by Sunday evening.

You should also ask

1. Who is this feature targeted to? What is it they want to demo?
2. What are the trends and also basic things in UI/ UX design they should take into account? Should the team focus more on beautiful design or should the product need more focus on development? Or would a super good design help them out on Sunday evening? Where could the balance be?
3. Moving on fast: In case the team is stuck on some problem for more than 45 minutes, is there a workaround or a way to solve the problem? If designing a feature takes a long time - can they use a simpler solution?

The role of the expert mentor

Is to provide any sort of help and insight for the teams whose idea needs that particular expertise.

Join us as a mentor!

contact Garage48 team at siim@garage48.org