

Experimental Civics
Presents

CAPSULE

capsulehack.io



A T T E N T I O N :

This event has never happened before in history.
We're attempting to break all the rules.

H O W

3

4,000 BRAINS SOLVING
6 CHALLENGES WITH
500 PROJECTS ON THE

CLIMATE CRISIS WE FACE.

WHAT

We are staging the largest civic hackathon in the world focused on the climate crisis. A hackathon is a design sprint in a short period of time.

Capsule 2020 is a once-in-a-lifetime experience where we are attempting to break a world record while saving our planet.

WHY

Our planet is standing on the precipice of irreversible damage. We can no longer wait. Hackathons hold tremendous value by bringing people together in an innovative and engaging format. Let's drive action by building solutions which are accessible.

WHEN

June 20-21, 2020
Registration opens on Jan. 27, 2020
Project Submission is open from Jan. 27 - May 4, 2020

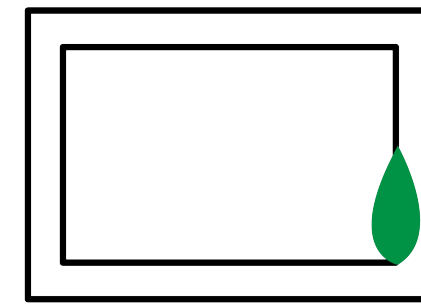
WHERE

Travis County Exposition Center, Austin, Texas

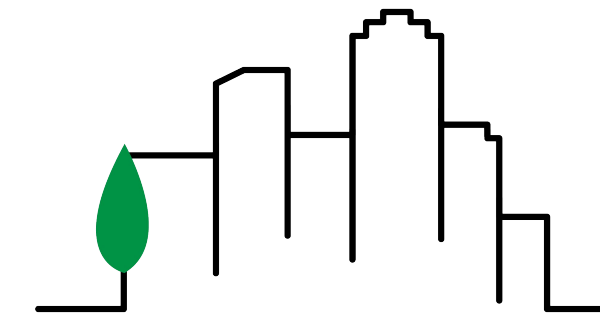
CHALLENGES

Solving challenges at the intersections of the

ENVIRONMENT +



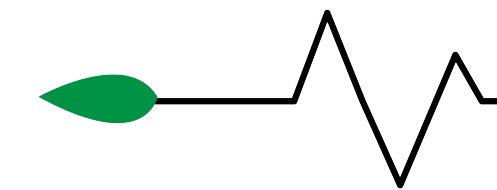
ART



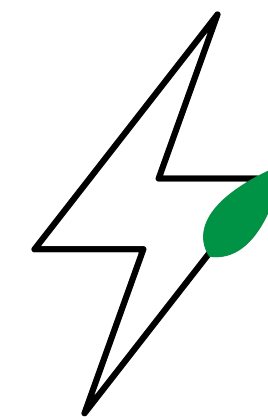
CITIES



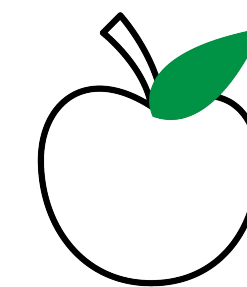
EDUCATION



HEALTH



ENERGY



FOOD

W H O

Researchers
Entrepreneurs
Designers
Engineers
Scientists
Conservationists
Students
Biologists
Developers
Activists
Lawyers
Marketers
Journalists
Project Managers

Age Structure (ATX H4C) (2015-2018)

15-24 years: 19.27%
25-54 years: 79.82%
55-64 years: 0.91%

Employment (ATX H4C) (2015-2018)

Student: 11.29%
Professional: 47.82%
Executive: 21.26%
Other: 19.63%

Sex (ATX H4C) (2016-2018)

Female: 52%
Male: 48%

Expected Age Structure (CAPSULE)

15-24 years: 25% (1000 PAX)
25-54 years: 65% (2,600 PAX)
55-64 years: 10% (400 PAX)

Expected Employment (CAPSULE)

Student: 15% (600 PAX)
Professional: 60% (2400 PAX)
Executive: 15% (600 PAX)
Other: 10% (400 PAX)

Expected Sex (CAPSULE)

Female: 50% (2,000 PAX)
Male: 50% (2,000 PAX)

PEOPLE DRIVE CHANGE.

Photo by Axel, Germany, Getty Images, Climate Strike Sep. 20 2019

EXPERIMENTAL CIVICS (HOST)

Experimental Civics, a global innovation consultancy, has supported over 30 national and international hackathon events. We have successfully supported 257 civic technology projects over 6 years. Our talents reside in our hackathon intelligence and execution.



SARAH SHARIF (FOUNDER)

Sarah Sharif, the Founder of Experimental Civics and Capsule holds a successful track record producing impact themed hackathons, building innovation pipelines, and advocating for sustainability. **Sharif won the [Mozilla Science Grant in 2019](#)** for her work with Life Sci Hack: a traveling global hackathon bridging the gap between engineering and the life sciences with two events in Austin and London.

In a previous role as the Director of ATX Hack for Change, **Sharif supported the generation of 157 social innovation and emerging technology projects.** Sharif was a Judge for the Mozilla Gigabit Community Fund which **awarded \$280K to innovative projects across the U.S.** which some of her hackathon project leads acquired. Sharif was also the **Judge for the City of Austin's Gigabit Fund of \$38K** to spur the generation of local social enterprises.

S U C C E S S

EXPERIMENTAL CIVICS | TRACK RECORD OF SUCCESS

- [ATX Hack for Change](#) – Annual hackathon that generated 157 social innovation and emerging technology projects from across the U.S. over the course of 4 years to solve community problems while aligning with the United Nations' sustainable development goals. Partnered with Google Fiber and obtained sponsorship from Samsung, Dell, Cisco, Microsoft, Mozilla, and more.
- [US Ignite](#) – EC executed a series of 8 events aimed at accelerating smart city development internationally. Supported by the likes of Deloitte, Intel, Sprint, AT&T, and more.
- [Perkin's School Hack](#) – First-ever hackathon aimed at solving problems faced by people with visual impairment supported by the likes of Google, Microsoft, and Lyft.
- [Life Sci Hack](#) – Global traveling hackathon bridging the gap between engineering and life sciences which won the 2019 [Mozilla Science Grant](#). Focuses on Big Data, AI, Software Tools, Education and Interoperability.
- [Hacker Noon](#) contributor, which has a national hacker network of 200K+
- [McCombs School of Business](#) - Launched a triple bottom-line hackathon for the MBA program at University of Austin, Texas. Students hacked for planet, people, and profit with support from Austin Energy, Impact Hub, and others.

A FEW OF OUR PARTNERS

TECHTOGETHER*(Boston)*

[TechTogether](#) works to elevate the access, exposure, and inclusion of gender-marginalized students in the interdisciplinary fields of technology.

EIC CLIMATE-KIC*(Zürich)*

[Climathon](#) is a year-round programme, with a powerful solutions-hackathon at its core, translating climate action solutions into tangible projects, supporting climate positive businesses & start-ups, and addressing local policy changes with over 5,000 participants across 46 countries.

OXFORD AI SOCIETY*(Oxford)*

[OxAI](#) is embedded in the University of Oxford, the society's mission is to provide a platform for the interaction of researchers, students, and professionals interested in Artificial Intelligence. We aim to be a catalyser for debate, learning and development of AI technology and philosophy.

THE EARTH HACKS FOUNDATION*(Virginia)*

[The Earth Hacks Foundation](#) works with university students to create environmental hackathons and empower hackers to generate innovative, actionable solutions to pressing environmental problems.

UNIVERSITY OF AUSTIN*(Austin)*

[Planet Texas 2050](#) is an eight-year sprint to find solutions that will make our communities more resilient and better prepared. To do that, we're bringing together architects, archaeologists, city planners, public health experts, geologists, engineers, computer scientists, artists — and more.

WOMEN WHO CODE*(Austin)*

[Women Who Code](#) is an international non-profit organization that provides services for women pursuing technology careers and a job board for companies seeking coding professionals. The company aims to provide an avenue into the technology world by evaluating and assisting women developing technical skills.

T I M E L I N E

- Open registration
- Invite & begin finalizing partners

- Promote partners
- Promote project call
- Promote registration

- All final event prep
- All final recruitment
- Prep for GWR



- All partners onboarded
- Promote project call
- Promote registration

- Promote partners
- Mentor selection
- Project selection
- Promote registration

C O R E B E N E F I T S

BRAND & REPUTATION
THOUGHT LEADERSHIP
HIRING OPPORTUNITIES
GOAL ALIGNMENT

1. **RECRUIT** from our Capsule audience ensuring a diverse set of talented candidates at all career stages from internships, entry-level roles to executive positions
2. **EXPAND** the reach of your program KPIs with a new avenue for success
3. **RECEIVE** our free zero waste conference blueprint after the event, exclusively for all Capsule sponsors
4. **BUILD** relationships with the Capsule community to support your business
5. **LEAD** the charge around our climate crisis and become a genuine thought leader

6 TYPES OF PARTNERS

EVENT

Event partners support Capsule at the core with planning and logistics support. They provide human capital and expertise to tackle all the facets best suited to their interest.

COMMUNITY

Community partners serve as the liaisons between Capsule and the general public. They promote Capsule to their networks, across their media channels, and help with the call-to-action for project ideas and participants.

INNOVATION

Innovation partners can support Capsule either pre-, during, or post-event to ensure project leads have support, project ideas are coming from diverse areas, mentors are recruited across expertises and industries, and ultimately, the projects have a chance to be sustained through June 2021.

MEDIA

Media partners support the heavy lifting of getting the word out there to all of those who are interested in Capsule or might have an interest in getting involved. They support primarily PR engagements and social media.

CHALLENGE

Challenge partners are here to ensure over the 2-day event the projects have everything they need to be successful such as knowledge bases, expert mentors, technological needs, and others. They are the all-hands-on-deck crew for the hackathon event.

TECHNOLOGY

Technology partners work with the Capsule event team to ensure all the technology needs are met to ensure a successful production of the hackathon this includes items like wi-fi, hardware, and software needs.

Partner

Support our event planning up to the event, donate event organizers for weekend-of, and be listed in the Guinness World Records 2021 book.

Partner Requirements:

- ❑ 2-5 Social Media Posts
- ❑ Tag Experimental Civics:
 - ❑ @Exp_Civics
 - ❑ facebook.com/ExperimentalCivics/
 - ❑ linkedin.com/company/experimental-civics/
- ❑ Support PR for Capsule from the following options:
 - ❑ Providing 3-5 min event shout-outs at in-person events
 - ❑ Write a blog post based on experience at event
 - ❑ Create your own video talking about climate change
 - ❑ Invite Capsule to your podcast to talk about climate change
 - ❑ Invite Capsule to participate in your influencer media
 - ❑ Support Hacker Recruitment after Jan 2020

Benefits:

- ❑ Exclusive mentions on Capsule social media efforts
- ❑ Feature logo on Capsule website
- ❑ Support our Guinness World Record while also raising awareness on the climate crisis
- ❑ Develop, collaborate, and lead challenge projects at Capsule
- ❑ Capture leads and gain exposure for your brand, products, and services

Partner

This partner is committed to combating the climate crisis and investing in solutions that will save humanity and the future. We are looking for innovation partners to assist in bringing together the best, brightest, and most innovative projects under one roof. **We invite your expertise!**

Partner Requirements:

- ❑ Partners provide support at any stage of our innovation pipeline, primarily before or after Capsule
 - ❑ Support can look like free toolkits, licenses, mentor support to guidance before submitting an idea to Capsule
 - ❑ Support afterwards can look like accelerator or incubator application support to funding
- ❑ Partners ideally have their own internal or external innovation pipelines which are parallel to Capsule

Benefits

- ❑ Encourage ideas from previous events or stagnant projects to come to Capsule to level up
- ❑ Take a sneak peak into ideas which could be valuable to your accelerator or incubator program
- ❑ Engage with the Capsule innovation pipeline strategy and impact metrics to adopt into your own pipeline
- ❑ Network with other innovation partners globally

Food Partner

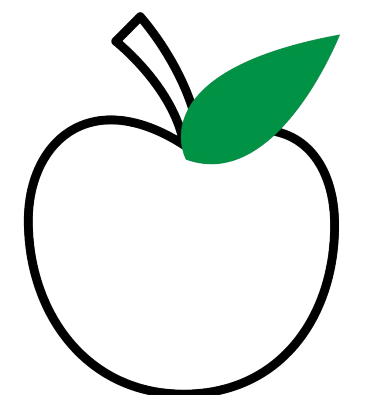
This partner is committed to combating the climate crisis at the intersection of food and technology. We need someone passionately addressing everything from food scarcity, sustainable agriculture to food waste management. **We invite your expertise!**

Partner Requirements:

- ❑ Partners with previous hackathon experience are preferred
- ❑ Availability for 6 months prior to the event date (*Jan - June 2020*) for project review and resource gathering
- ❑ Required, at minimum, 3 volunteers to provide event support that will partake in volunteer training provided by Capsule

Benefits

- ❑ Be part of an action-oriented event solving 100 food-focused challenges with 4,000 brains
- ❑ Exposure to over 1 million (or more) people globally through various channels, including social media, articles and advertising, and word of mouth
- ❑ Join our community of major influencers in food and sustainability
- ❑ Recruit future fans, members, and talent from assigned pod audience and beyond



FOOD

Cities Partner

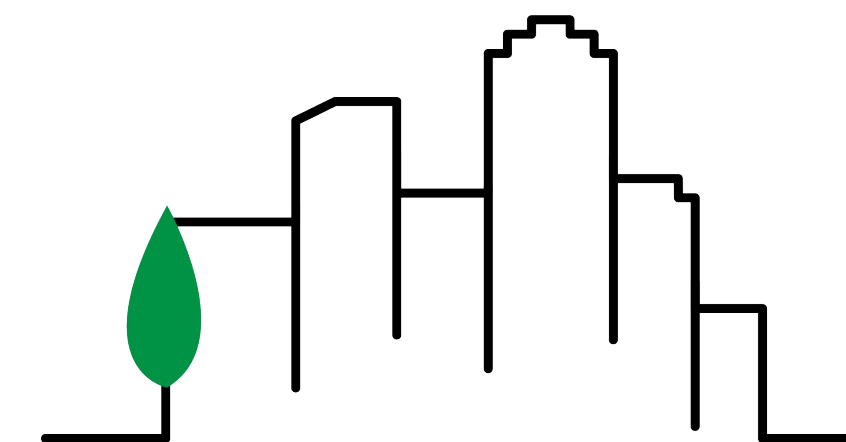
This partner is committed to combating the climate crisis at the intersection of cities and technology. We need someone passionately addressing everything from smart cities, urban planning to housing. **We invite your expertise!**

Partner Requirements:

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CITIES

Health Partner

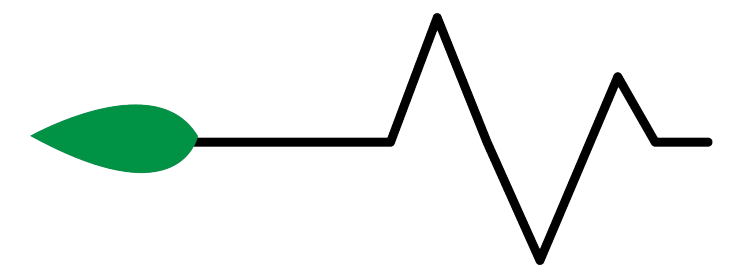
This partner is committed to combating the climate crisis at the intersection of health and technology. We need someone passionately addressing everything from public health, conservation to health care. **We invite your expertise!**

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HEALTH

Art Partner

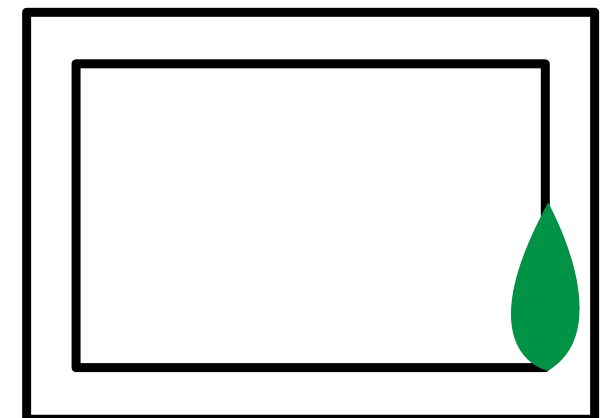
This partner is committed to combating the climate crisis at the intersection of art and technology. We need someone passionately addressing everything from activism, sensory learning to art therapy. **We invite your expertise!**

Partner Requirements:

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ART

Education Partner

This partner is committed to combating the climate crisis at the intersection of education and technology. We need someone passionately addressing everything from data science, STEM education to open source science. **We invite your expertise!**

Partner Requirements:

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Energy Partner

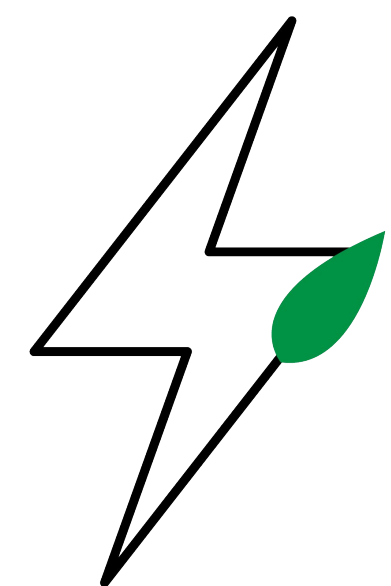
This partner is committed to combating the climate crisis at the intersection of energy and technology. We need someone passionately addressing everything from sustainable energy, conservation to energy innovation. **We invite your expertise!**

Partner Requirements:

- ❑ Partners with previous hackathon experience are preferred
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C O N T A C T U S

For community:

sanjana@earthhacks.io

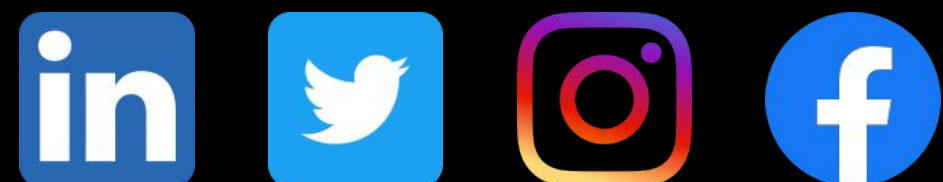
For challenge:

eva@techtogogether.io

priyanshi@techtogogether.io

For everything else:

sarah@experimentalcivics.io



CAPSULE

