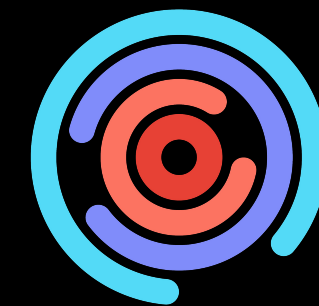


Experimental Civics  
Presents

# CAPSULE

[capsulehack.io](http://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.

# A R E Y O U

- (!) Reducing your **emissions** through operations to lower our effect on climate change?
- (!) Committed to integrating energy **efficiency** and renewable power for day-to-day operations?
- (!) Moving away from **fast-anything** such as fast fashion, fast production, and single-use items?
- (!) Adopting best-in-class **sustainability** practices in your area of expertise?
- (!) Interested in how to leverage **open source** for social impact? You already support hackathon efforts?

H O W

4

**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 - June 1, 2020

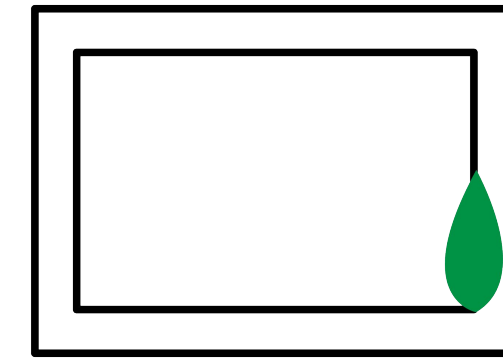
# WHERE

Virtual experience

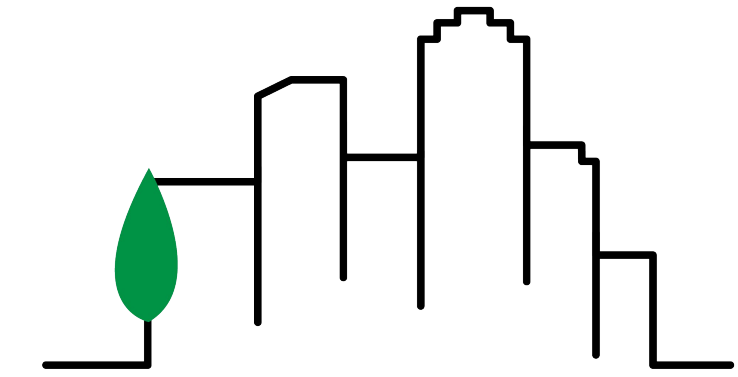
# CHALLENGES

Solving challenges at the intersections of the

**ENVIRONMENT**



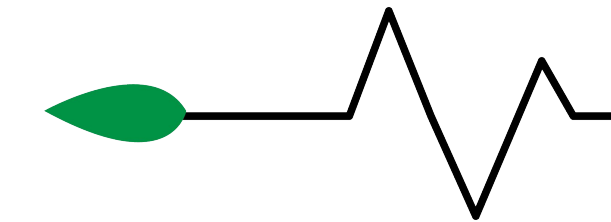
ART



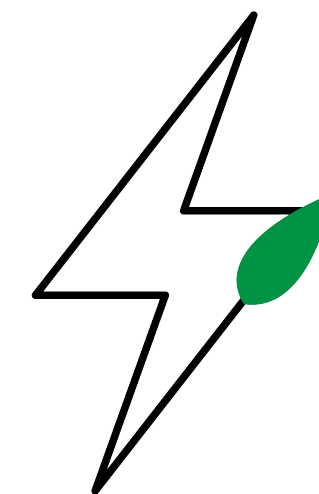
CITIES



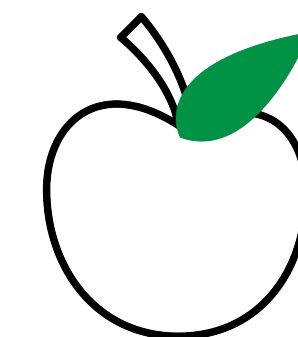
EDUCATION



HEALTH



ENERGY



FOOD

# C O R E   B E N E F I T S

**BRAND & REPUTATION**  
**THOUGHT LEADERSHIP**  
**WORLD RECORD TITLE**  
**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 in 2020, our metrics are your metrics
3. **HOLD A WORLD RECORD** by winning the title with us.  
*Title: Largest recyclable material word*
4. **BUILD** relationships with the Capsule community to support your business, learn about your NPS
5. **LEAD** the charge around our climate crisis and become a authentic, proof-in-your-pudding thought leader

## 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.

# O U R P A R T N E R S

**H&M**  
**TechStars Sustainability Program**  
**World Wildlife Fund**  
**TechTogether**  
**The Earth Hacks Foundation**  
**Planet Texas 2050, University of Texas, Austin**  
**EIT-Climate-KIC**  
**ThoughtWorks**  
**Luc Hoffmann Institute**  
**ASPPH**  
**Key Conservation**  
**Youth Climate Leaders**  
**UN Sustainable Development Solutions Network**  
**Open Litter Map**  
**Rainwater Cambodia**  
**WELTI**  
**Our Climate**  
**Oxford AI Society**  
**Zero Hour**  
**Protea**

**Earth Hour**  
**Conservation Optimism**  
**Austin CityUp**  
**Austin Forum**  
**Austin Tech Alliance**  
**Open Austin**  
**Capital City Innovation**  
**Conservation X Labs**  
**World Wildlife Fund**  
**Cleo Institute**  
**Blue Tin**  
**Earth Guardians**  
**Voiceflow**  
**Arribada Initiative**  
**Peltarion**  
**The Energy Talk**  
**Women Who Code Austin**  
**Mission Capital**  
**Engineers for a Sustainable World**

talk about global community of awesome

# 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*

# FEATURES

## **THRIVE GLOBAL**

<https://thriveglobal.com/stories/how-optimistic-are-you-that-we-can-solve-the-current-climate-crisis/>

## **UNITED NATIONS**

<https://www.unsdsn.org/news/2019/08/02/sdg-hackathon-aims-to-break-world-record>

## **GRIT DAILY**

<https://gritdaily.com/this-hackathon-wants-to-break-a-world-record-while-building-solutions-to-save-the-planet/>

## **OXFORD UNIVERSITY**

<https://medium.com/@experimentalcivics/3-major-takeaways-from-conservation-optimism-228b5687bea7>

## **TECH TOGETHER**

<https://medium.com/techtgether/techtgether-partners-with-experimental-civics-to-host-capsule-2020-worlds-largest-hackathon-to-a435c00fd0b>

## **DISRUPT**

<https://disrupt.digital/how-the-capsule-hackathon-bridges-sustainability-and-corporate-innovation-to-produce-a-record-breaking-event/>

## **ENGINEERS FOR A SUSTAINABLE WORLD**

[https://www.eswglobal.org/engineers\\_for\\_a\\_sustainable\\_world\\_partners](https://www.eswglobal.org/engineers_for_a_sustainable_world_partners)

## **INNOVALDORES**

<https://innovadores.larazon.es/es/un-superhackaton-de-guinness-para-combatir-el-cambio-climatico/>

## **OVERACHIEVER MAGAZINE**

<https://www.youtube.com/watch?v=HxabqJ9UnN8&t=>

## **BUSINESS WILDERNESS PODCAST**

<https://podcasts.apple.com/us/podcast/social-entrepreneur-innovator-obo-top-100-innovators/id1233497368?i=1000460259482>

# S P O N S O R S H I P

**EXOSPHERE - 90K** Walmart 

**THERMOSPHERE - 75K**

**MESOSPHERE - 50K**

**STRATOSPHERE - 25K**

**TROPOSPHERE - 5K**

**DEADLINE:**

COMMIT BY JUN. 15, 2020

# T H E R M O S P H E R E

## Limited Open Positions (75K)

- ❑ Once-in-a-lifetime mention in Guinness World Record 2021 Book
- ❑ 30-min Workshop Session or Fireside Chat in front of 4,000 - 10,000 participants
- ❑ Access to resume book (3,500-4,500 resumes) in advance of event and opportunity to schedule 1:1 meetings with selected participants
- ❑ Impact your NPS, we'll help you track it with a custom survey
- ❑ 5 Dedicated marketing and PR mentions on global news channels
- ❑ Submit 3 guaranteed projects - do you have an initiative focused on sustainability, recycling, green building or corporate social responsibility endeavors?
- ❑ Logo displayed on website including homepage
- ❑ Capture leads and gain exposure for your brand, products, and services
- ❑ Build relationships with attendees, speakers, industry leaders, and press
- ❑ Get exposure through our social media to more than 1 million in the Capsule promotional audience
- ❑ Drive your impact metrics for 2020-21 through Capsule. We are your launch pad for innovation
- ❑ Up to 15 passes for your sponsor team
- ❑ Dedicated custom email blast to our 4,000 - 10,000 participants



# M E S O S P H E R E

## Limited Open Positions (50K)

- ❑ 30-min Workshop Session or Fireside Chat in front of 4,000 - 10,000 participants
- ❑ Access to resume book (3,500-4,500 resumes) in advance of event and opportunity to schedule 1:1 meetings with selected participants
- ❑ Submit 1 guaranteed project - do you have an initiative focused on sustainability, recycling, green building or corporate social responsibility endeavors?
- ❑ Logo displayed on website including homepage
- ❑ Capture leads and gain exposure for your brand, products, and services
- ❑ Build relationships with attendees, speakers, industry leaders, and press
- ❑ Get exposure through our social media to more than 1 million in the Capsule promotional audience
- ❑ Up to 10 passes for your sponsor team
- ❑ Dedicated custom email blast to our 4,000 - 10,000 participants



# S T R A T O S P H E R E

## Limited Open Positions (25K)

- ❑ Dedicated custom email blast to our 4,000 - 10,000 participants
- ❑ 30-min Workshop Session or Fireside Chat in front of 4,000 - 10,000 participants
- ❑ Get exposure through our social media to more than 1 million in the Capsule promotional audience
- ❑ Up to 5 passes for your sponsor team
- ❑ Capture leads and gain exposure for your brand, products, and services
- ❑ Build relationships with attendees, speakers, industry leaders, and press
- ❑ Logo displayed on website including homepage

# T R O P O S P H E R E

## Unlimited Open Positions (5K)

- ❑ 30-min Workshop Session or Fireside Chat in front of 4,000 - 10,000 participants
- ❑ Get exposure through our social media to more than 1 million in the Capsule promotional audience
- ❑ Capture leads and gain exposure for your brand, products, and services
- ❑ Up to 3 passes for your sponsor team
- ❑ Build relationships with attendees, speakers, industry leaders, and press
- ❑ Logo displayed on website including homepage





# C O N T A C T U S

For sponsors/individual donors:

[laura@experimentalcivics.io](mailto:laura@experimentalcivics.io)

For everything else:

[sarah@experimentalcivics.io](mailto:sarah@experimentalcivics.io)

