

Accenture Digital Hackathon

INTRODUCTION

Innovative, high-tech, international. This is the nature of the work we do at Accenture.

Put your talent, passion, and determination to the test at a high-tech event that will feature all of the latest digital trends.

Accenture Digital, the growth platform of Accenture S.p.A., is launching the third edition of Accenture Connected Hackathon, which is to be held simultaneously in Rome, Dubai, Prague, London, Dortmund, Madrid, Amsterdam and Istanbul and will be open to creative designers, developers and marketing experts, for both students and juniors with 0-3 years of work experience.

The goal of this challenge is to prototype ideas, products and services that are able to create social and economic value for the community by hacking everyday objects and using open data, open-source libraries, public APIs, frameworks for fast prototyping and software development, microcontrollers, sensors, and other hardware (e.g. 3D printers, beacons, wearables, etc.).

The event is to be promoted across a range of channels, including in the press, on the organization's social-media accounts, on university web portals, and in industry journals. The official web site for the event will be: www.accenture.com.tr/DigitalHackathon.

This 24-hour marathon will provide an opportunity for brilliant young talents to create their works with the help of Accenture mentors and experts, who—together with the panel of judges (see below)—will be on hand throughout the day, while also experiencing the unforgettable thrill of coming together with peers who share the same passion for digital technology and innovation. The hackathon is open to both teams (of three to five people) and individuals. Individuals who sign up may then form teams on site, either on their own or with the help of the event organizers. The three teams that impress the judges most will then be awarded prize vouchers.

The first teams in each city will then be invited to compete head to head against the winners from the other cities in order to determine the best three teams overall!

Accenture Connected Hackathon does not fall into the scope of the Regulation on the Lottery and Drawings without any Monetary Value as the registration for the hackathon is entirely free of charge and the gift vouchers shall be distributed in accordance with the conditions declared hereunder.

Shape Your Future with Accenture: Join us to help shape the future. Together.

Be greater than

GENERAL REGULATIONS FOR THE HACKATHON IN ISTANBUL, NOVEMBER 26-27, 2016

(Part I)

1. Objectives of Accenture Digital Hackathon – Connected edition

Accenture Digital, the growth platform of Accenture S.p.A., is launching the third edition of Accenture Connected Hackathon, a 24-hour, non-stop marathon to be held on November 26-27, 2016, at Accenture's Istanbul office (Tamburi Ali Efendi Sok. No:13, 34337, Etiler -Istanbul) and simultaneously in the following cities: Dubai, Prague, London, Dortmund, Rome, Madrid and Amsterdam.

At this event, young developers, designers and marketing experts—both students and juniors with 0-3 years of work experience —will be asked to find digital solutions to the various needs that will be presented during the briefing on the first day.

Participation in the hackathon is free of charge.

2. Date and place for the event

The hackathon is to be held on the days of November 26, 2016, starting at 11:00 thru November 27, 2016 finishing at 19:30, at the Accenture's Istanbul office in Tamburi Ali Efendi Sok. No:13, 34337, Etiler -Istanbul and simultaneously in the following cities: Dubai, Prague, London, Dortmund, Rome, Madrid and Amsterdam. Accenture reserves the right to change the days, time and location of the event due to technical or organizational needs by announcing such changes on the event's official web site, which is www.accenture.com.tr/DigitalHackathon.

3. Participants

- The hackathon is open to those who are interested in technology and innovation and have an interesting project or other idea to develop within the scope of the challenges proposed (see section 5). The event is open to students or juniors with 0-3 years of work experience of the following categories:
 - Developers
 - Designers
 - Marketing Specialist
- Participation in the hackathon is open to individuals aged 18 or older;
- No employees or other collaborators of Turkish companies belonging to the Accenture group may compete in the Istanbul hackathon.

4. Requirements for acceptance and rules of participation

- Registering for the hackathon is entirely free of charge and is open only to existing teams of 3 to 5 people and to individuals who will then be able to form teams at the event, either on their own or with the help of the event organizers.
- Teams and individuals wishing to sign up for the hackathon must complete the online registration form at www.accenture.com.tr/DigitalHackathon indicating the personal details of the individual or of each team member. Each individual participant or team member must accept the event regulations and grant consent for the handling of their personal information and for the use by Accenture of video and other images. The personal information shall only be accessed by Accenture and be processed in accordance with the relevant local legislations.
- The members of each team are to ensure that the personal information provided upon registration online is true and accurate and must unconditionally accept any and all decisions made by Hackathon organizers with regard to event organization. The personal details provided for each member will be verified for all teams admitted to the competition prior to the start of the event.
- The admission of teams or individuals to the competition is on a first-come, first-served basis and is to be limited to no more than 50 people per city or as is compatible with the organizational and logistical needs of Accenture. In the event that more than 50 people have submitted applications, Accenture will select those teams whose individual members best meet the organization's current recruiting needs.
- The teams competing must include a mix of developers, designers and marketing specialists. Event participants may be members of just one team.
- Each team must be given a name as chosen by its members. Team names must not be connected in any way with the names of companies or registered trademarks or use expressions that incite violence or are discriminatory, obscene, or represent any form of defamation. Failure to comply will result in disqualification.
- If information provided during online registration is found to be incomplete and/or inaccurate, even if related to just one team member, the entire team concerned will be excluded from the competition.
- Teams may not be changed once the competition has begun, and should even just one member of a team leave the competition, the entire team will be rendered ineligible.
- The members of each team undertake not to present projects that have previously been submitted to other initiatives or projects that have been presented at previous editions of the Accenture hackathon.
- By accepting these Regulations and participating in the hackathon, each participant undertakes, for the entire duration of the competition, to make use of the facilities in which the competition is to be held and any materials and equipment provided by Accenture with the utmost care and diligence and to comply fully with the rules of conduct and safety established by Accenture. Event participants will be held liable for any damage caused to people or property.
- Hackathon participants hereby acknowledge that event participation is free of charge and that participation does not entail any right to compensation of any kind or to reimbursement of any expenses incurred.

Hackathon participants hereby accepts not to disclose any information which would be considered as confidential information during the event to any person. This provisions will not apply to any information which has become publicly available other than through the breach of Hackathon participants, information lawfully possessed by the Hackathon participants before the disclosure hereunder, information obtained from a third party who is free to disclose it. The confidentiality obligation shall survive after the event. **5. Topics to be developed**

The topic to be addressed by the teams admitted, throughout the continuous 24-hour duration of the competition, is **Connect, Collaborate, Create.** i.e. the power of relationships and collaboration to create a better world. Participants will be asked to use digital technologies in creative, innovative ways to benefit people and the environment with a view to offering solutions in a range of fields. The goal of this challenge is to create prototypes of products, services and ideas that are able to generate social and economic value for the community by hacking common objects and using open data, open-source libraries, public APIs, frameworks for fast prototyping and software development, microcontrollers, sensors, and other hardware (e.g. 3D printers, beacons, wearables, etc.).

6. The panel of judges

Composition

The projects executed by the teams for the competition will be evaluated by a panel of expert judges, some of which will be members of Accenture senior management, along with other authoritative figures from the world of high-tech and innovation. (For more information, see section 11.3.)

Judging

The final decisions of the judges are to be based on the following parameters: Concept, Design, Development, and Presentation. The panel will assign a score to each parameter, which will then determine the ranking of each participating team.

The winners of each local hackathon will be the three teams with the highest total scores. In the event of a tie, subsequent votes will be held until the three winning teams have been selected. (For more information, see section 11.3.)

The first teams in each city will then be invited to compete head to head against the winners from the other cities in order to determine the top three teams overall.

7. Prizes

Winning teams will be awarded to following prizes by the panel of judges:

- **1st place team: 1 gift card in the amount of ₹1500 for each team member**
- **2nd place team: 1 gift card in the amount of ₹900 for each team member**
- **3rd place team: 1 gift card in the amount of ₹600 for each team member**

The top three teams overall will receive the following prizes:

- **1st place team: 1 amazon.com voucher in the amount of €1000 for each team member**
- **2nd place team: 1 amazon.com voucher in the amount of €600 for each team member**
- **3rd place team: 1 amazon.com voucher in the amount of €400 for each team member**

The amazon.com vouchers may only be used to purchase technology on the web site amazon.com.

8. Intellectual property rights, guarantees, and release of responsibility

By participating in the hackathon and accepting these Regulations, each participant hereby:

- declares that each prototype or mock-up presented is an original work and in no way violates, in whole or in part, the intellectual or industrial property rights of others and releases Accenture S.p.A. and its partners from any and all responsibility, liability, or request for compensation for damages that should be made by any third party;
- acknowledges that each prototype or mock-up presented is the property of the team, which takes full responsibility for ensuring such rights of ownership, intellectual property and originality within the limits of the law (e.g. filing of patents and other such registrations as appropriate);

- acknowledges that any publication by Accenture S.p.A. of the prototype or mock-up on web sites or social media will result in the same being visible to the public and that Accenture S.p.A. assumes no responsibility for any use and/or abuse of the idea and/or any development of the idea and/or related project by any party coming into contact with said idea online or on social media and hereby waives any right to demand compensation for damages from Accenture S.p.A. for any reason.

EVENT PARTICIPATION

(Part II)

9. REGISTRATION

Registration for participation in the hackathon is to take place online by providing all necessary information using the form that can be found at www.accenture.com.tr/DigitalHackathon. Registration will begin on October 15, 2016, at 00:01 and end on November 15, 2016, at 23:59.

Any applications submitted with incomplete or inaccurate information will result in the team being disqualified from participation in the hackathon. Accenture rulings in this regard are final.

Registration does not ensure participation in the hackathon.

10. CONFIRMATION OF PARTICIPATION

The teams or individuals selected in accordance with the General Regulations above will receive official confirmation of their acceptance to the hackathon sent to the e-mail address provided at the time of registration.

This official notification will also provide details on the initiative and all information needed in order to come to the location in which the competition is to be held.

11. HACKATHON: THE EVENT

11.1 The competition

The hackathon will begin at 11:00 on November 26, 2016, with the accreditation of the teams selected and will come to a close at 19:30 on November 27, 2016.

The competition proper is scheduled to begin at 13:00 on November 26, 2016, and prototypes or mock-ups are to be turned in by no later than 13:00 on November 27, 2016.

All teams will have access to a group of mentors, selected by Accenture, who will observe and assist the teams in defining the project and will support them throughout the 24 hours of the competition as they work to produce the prototype or mock-up.

Without prejudice to the provisions of section 4 of the General Regulations, should even just one member of a team decide to leave the competition prior to 13:00 on November 27, 2016, the prototype or mock-up produced will not be evaluated by the judges, and the team will automatically be disqualified from the competition.

At the end of the 24-hour competition phase, each team must present the output of their efforts in accordance with the instructions provided by Accenture.

Hackathon organizers will provide all participants with Wi-Fi connections free of charge. Each participant must provide their own computer or other device for the design and development of the project.

11.2 Presentation of product

At the end of the 24-hour period, each team will present their work for evaluation by the judges. (For more information, see section 11.3.)

11.3 Project evaluation and selection of winners

The judges will evaluate all of the works presented by the team based on the following 4 parameters:

- Concept
 - Innovation potential of the idea
 - Adherence to the selected topic
 - Use of proposed levers
 - impact on the users
 - Its Business relevance
- Design

- Usability (interaction, visual and emotional design)
- Functional scope (design completion)
- Development
 - Quality and Completeness of the prototype
- Presentation
 - Quality of the presentation
 - Clarity, Effectiveness, Completeness
 - Interest raised in the audience

Evaluation process:

- Step 1
Each team will be invited to give a presentation of no more than 3 minutes to show the panel the work they have produced. A projector will be provided for this purpose.
At the conclusion of the presentation, each juror will assign a vote ranging from 1 (=bad) to 5 (=excellent) for all four parameters, not shown to the other judges, and the sum of the scores of the entire panel will determine the final rankings.
- Step 2
Once the final rankings have been determined, the top 3 positions will be announced.
- Step 3
Award ceremony for the top 3 teams.

The first team from each city will present their winning projects, via video conferencing, to all of the other cities involved. The judges from all of the cities will then vote to determine the three overall winners of the event.

All of the projects handed in, regardless of ranking, will be analyzed again by the competent areas of Accenture to determine their feasibility and how well they are aligned with Accenture strategies. Should Accenture then be interested in further developing a project presented during the hackathon, the related team may be contacted for more information and to discuss potential forms of collaboration.

FINAL COMMENTS

Participation in the hackathon is subject to observance of the rules established in these Regulations, which all participants have accepted upon submitting their applications, and to authorizing Accenture to handle personal data and to make use of the video and other images produced during the event.

Participants who fail to comply with the provisions of these Regulations will be removed from the event, as will those who hinder and/or seek to compromise the proper functioning of the judging process or the outcome of the event as a whole by way of fraudulent or other prohibited conduct.

These Regulations apply solely to participants of the hackathon to be held in Istanbul on November 26-27, 2016.

In addition to the above, participants undertake to observe the following simple rules of conduct:

- respect the other participants;
- do not use expressions that incite violence or forms of discrimination, obscenity, or defamation;
- avoid content that is offensive, vulgar, defamatory, or that violates privacy or is otherwise against applicable law, as well as advertising content or content that concerns political or religious views or other such ideologies;
- avoid developing applications that are clearly off topic compared to the assigned challenge;
- do not violate copyrights, trademarks, or other such rights;
- observe data-protection legislation;
- do not receive outside assistance by way of e-mail or other forms of messaging.