Rules of the Road

1. Anyone can and should participate in the Hackathon. Participation is not limited to lawyers (or engineers or data scientists), but, ideally, teams should have at least 4, but no more than 6, members.

2. The "magic" of a hackathon is the ability to get a diverse group of people with different skill sets and perspectives, who are willing to dedicate their time and efforts over a short period of time, together to try to tackle a problem in a new and creative way. This will take time and effort outside of the kickoff event and pitch contest, but it will be worth it!

3. Teams can begin ideating prior to the kickoff, but the intent is that the majority of the work to realize their idea will occur between the kickoff (September 14) and the pitch contest (October 30). There will be dedicated time at the kickoff event for teams to work on their ideas. While there will be some time at the pitch contest to practice pitches or make minor refinements, teams should arrive at the pitch contest prepared to present.

4. Teams can work as much as they want on their ideas between the kickoff and pitch contest. While some hackathons are done in person and time-boxed over the course of hours or days, we recognize participants have "day jobs" and want to provide sufficient time for teams to innovate.

5. All work in support of teams' ideas, including any design or prototype work, should be done by the members of the team. Teams may not hire or otherwise engage outside resources to design or build their idea.

6. Teams may, however, conduct research and solicit feedback from people outside of their team – and are strongly encouraged to do so. Customer or user feedback is a critical piece of the hackathon process. Your idea – and your pitch – will be stronger if you have a solid understanding of the problem from the "customer's" perspective and have tested your idea with potential users.

7. Ideas should be novel and not something that already exists or is publicly available – though ideas can be based on existing concepts or ideas as long as there are significant novel elements.

8. Ideas can be tangible (such as a piece of software or technology) or intangible (such as a training program). Teams need not build a fully functional prototype or fully built-out concept for the purpose of the pitch contest. A "minimally viable product" or "MVP" is sufficient. For example, mock-ups, screen shots, demo videos, and non-functioning physical prototypes, are all

acceptable ways to illustrate your idea and how the final product would work.

9. All ideas, prototypes, and/or demos generated during the Hackathon, including the winners, are intended to be shared with the Milwaukee area legal community and not owned or monetized by the teams.

10. Each team will be allowed 5 minutes for their pitch, plus 2 minutes for Q&A with the judges. While not required, pitches should consist of a slide deck that lays out the problem, the team's proposed solution and/or conclusions, the impact the solution will have, and a brief demo of how the solution works (if applicable). It is strongly recommended that teams review the judging criteria and use that to guide the content of their pitch.

11. Think of the pitch as your opportunity to tell the story of your idea. The more you can make it personal and engaging, the more compelling your pitch will be. Time limits will be strictly enforced, so make sure that your content can be covered effectively in 5 minutes or less.

12. During the pitch contest, teams will have access to the internet (WiFi) and a screen on which they can project their pitch deck/demo from their own laptop using a standard USB connection. If special cable/connection/ dongle is required (e.g. for Mac users), teams should bring that with them as we cannot guarantee we will have it available.

13. After the first round of pitches at the pitch contest, the judges will select a pool of finalists, which be announced as soon as practicable after the first round is completed. The finalists will have the chance to do a second pitch in front of a live studio audience and expanded panel of judges. The winners will be selected from the finalists, including a People's Choice Award winner for the idea that garners the most votes from the studio audience.

14. The winning teams will receive grant money and/or in-kind services to further develop and implement their ideas. Participants and their firms will have access to a summary of all of the ideas and the winning idea "final products."