

AI Hackathon | Participant Packet

Date, Time, Organizing Entity

Participant Welcome

Welcome to the AI Hackathon – we’re thrilled to have you! Over the next two-and-a-half days, you’ll dive deep into education challenges, collaborate across disciplines, and pitch innovative, AI-driven solutions to your peers, leadership, and a panel of expert judges.

Guiding Principles

Throughout the event, we encourage you to lean into the following:

1. Experiment fearlessly. Use this space as a sandbox - test ideas, break things, learn as you go.
2. Think blue sky. Ask bold questions to imagine what’s possible beyond today’s constraints.
3. Embrace diversity. Leverage your team’s mix of roles and expertise to unlock creative solutions.
4. Lead with curiosity. The most valuable credential you can bring is an open, questioning mindset.

Team Deliverables

Each team will produce **three core deliverables** due by **[DATE], (due by midnight)**. These materials will support your final pitch on **[DATE]**.

Deliverable	Purpose/Description	Format/Examples
Prototype	Bring your idea to life in a tangible way. Judges should be able to understand how your solution works and why it’s compelling. This isn’t about perfect UX—it’s about showing the core concept in action.	Low- to mid-fidelity demo such as: <ul style="list-style-type: none"> • Clickable wireframe • Short video or live walk-through • Storyboard or visual mockup • Lightweight web/app prototype
Business Case	Demonstrate that your idea is not only creative, but also viable. The business case should explain the student need you’re solving, the impact of your solution, and how it aligns with WGU’s mission and priorities.	Use the provided template to: <ul style="list-style-type: none"> • Define the problem • Articulate the value prop • Describe the opportunity • Address feasibility • Outline next steps or future potential
Pitch Deck Upload by Thursday at midnight.	Tell a clear, concise story that captures your idea, how it works, why it matters, and what you learned. The pitch should synthesize your work across the prototype and business case in a compelling 5–7 minutes.	Use the provided PowerPoint template and upload your finished deck by [DATE] . Identify 2-3 members from your team to present.

Event Schedule

Day One: [DATE, TIME, LOCATION]		
Time	Activity	Locations
8:00 - 8:30 AM	Check-in & Breakfast	
8:30 - 10:00 AM	Opening Session	
10:00 - 10:15 AM	Break & Transition	Teams 1-5: Teams 6-10:
10:15 - 12:00 PM	UNDERSTAND <ul style="list-style-type: none"> • Orient the Challenge • Root Cause Analysis: 5 Why's 	Teams 1-5: Teams 6-10:
12:00 - 1:00 PM	Lunch	
1:00 - 4:45 PM	IDEATE <ul style="list-style-type: none"> • Craft HMW Statements • Rapid Solutioning: Crazy 6's • Solution Development • Action Planning 	Teams 1-5: Teams 6-10:
4:45 PM	Closing & Day 2 Overview	Teams 1-5: Teams 6-10:

Day Two: [DATE, TIME, LOCATION]		
Time	Activity	Locations
8:00 - 8:30 AM	Breakfast	
8:30 - 9:00 AM	Welcome Back & Day 2 Overview	
9:00 - 12:00 PM	Team Work Time	
9:15 - 10:15 AM	Workshop #1:	
10:30 - 10:50 AM	Workshop #2:	
11:00 - 11:30 PM	Workshop #3:	
11:00 - 12:00 PM	Workshop #4: Prototype Power Hour	
12:00 - 1:00 PM	Lunch	

1:30 - your team is done	Teamwork time continues (wrap up when your team is ready to pitch)	Return to the same conference rooms
1:30 - 3:00 PM	Office Hours (drop-in) <ul style="list-style-type: none"> • Business Strategy: Jessica Cornell • Intellectual Property: WGU Legal • Pitch: Natalie Berkey & Mattie Jennings • Product Dev: Ram Kumar Nimmakayala 	
2:00 - 3:00 PM	Break	
3:00 - 3:30 PM	Captain Standup	

Day Three: Friday, May 9 Tower 1		
Time	Activity	Locations
8:00 - 8:30 AM	Breakfast	
8:30 - 9:30 AM	Final Pitch Prep	
9:30 - 10:00 AM	Transition to presentation room	
9:45 - 11:30 AM	Hackathon Team Pitches <ul style="list-style-type: none"> • 5-7 minutes, order to be determined 	
11:30 - 12:00 PM	Closing Remarks	
12:00 PM	Grab & Go Lunches	

Team Support

Every team has three easy ways to tap into expert help as you build toward Friday's pitch.

Resource	What to Expect	When & Where
Team Check-Ins	A Director will check-in regularly to provide real-time support.	Wednesday & Thursday In your team room
Micro-Learning Workshops	Targeted sessions to support the development of team deliverables.	Thursday morning See full schedule below
Drop-in Office Hours	Drop in for 1:1 or small-group help from subject-matter experts (SMEs).	Thursday, 1:30-3:00 PM Cottonwood (Tower 1)

Micro-Learning Workshops | [DATE, LOCATION]

Time	Session	Subject Matter Experts	Description
9:15 - 10:15 AM	Workshop #1		
10:30 - 10:50 AM	Workshop #2		
11:00 - 11:30 AM	Workshop #3		
11:00 - 12:00 PM	Prototype Power Hour		Collaborative huddle for builders to share tips and troubleshoot prototype challenges.

Drop-in Office Hours | [DATE, TIME]

1. [SME NAME AND CONTACT]
2. [SME NAME AND CONTACT]
3. [SME NAME AND CONTACT]
4. [SME NAME AND CONTACT]

Developing Your Action Plan

To ensure that [DATE] is an effective work day, work with your team to clarify your action plan.

Key Planning Questions:

1. What are we building? Have we agreed on the solution we're moving forward with?
2. What do we need to deliver? Are we clear on the expectations?
3. What needs to get done? What are the key tasks required to bring our idea to life?
4. How will we stay on track? Have we scheduled team check-ins to align throughout the day?

Suggested Approach: Divide and Conquer

- Create subgroups to tackle each core deliverable.
- Identify who will attend relevant workshops and office hours.
- Outline key tasks and identify who will own and execute them.
- Plan 1-2 team check-ins to stay aligned.

Deliverable	Key Tasks	Owner	What support do we need?
Prototype	Sketch/build Test/refine Finalize		
Business Case	Draft (using template)		

	Refine with team input		
Intellectual Property Strategy	Identify the IP strategy for the innovation		
Pitch Deck	Outline narrative Update slides Assign presenters (2-3) Rehearse timing		
Team Syncs	Set 1-2 checkpoints throughout the day to check on progress		
Team Support Activities	Determine workshop & office hour attendees		

Logistics & Housekeeping

[DAILY MENU]

Location Amenities

[FOOD AND BEVERAGES LOCATIONS]

[IT SUPPORT DETAILS]

[ONSITE SUPPORT DETAILS]

Conference Rooms Assignments

Team	Room
Team 1	
Team 2	
Team 3	
Team 4	
Team 5	
Team 6	
Team 7	
Team 8	
Team 10	