MACATHON 2019
November 8-9

Event date: 4:30 p.m. Friday, November 8, to 8 p.m. Saturday, November 9
Application opens **OCTOBER 18 + CLOSES OCTOBER 20**
https://youtu.be/EplfPK2Mlso
MACATHON - Overnight Innovation and Creativity Contest

Come ask big questions, work as a team of friends to find meaningful solutions! Put your liberal arts education into action and invent a unique and original service or product (website, application, physical product) that tackles an interesting, real-world problem.

- 4:30pm Friday, **November 8** to 8pm Saturday, **November 9**
- Non-stop overnight!
- Teams of 3-6 students
- Don’t need to have an “idea” to do Macathon - just a group of friends
- No preparation work is allowed.* 24-hour period is sacred and key to the spirit of the event

Prizes: 1st place $1000, 2nd place $750, 3rd place $500

MACALESTER ENTREPRENEURSHIP
Application opens Friday, October 18th and closes Sunday, October 20 at midnight

18 teams will be selected.

Priority acceptance will be given to teams with seniority as well as a variety of majors/disciplines and skill sets.
WHAT IS ON THE APPLICATION?

- Team name
- Group photo - collage of photos is sufficient. Used for the kickoff event to represent your team
- Participants info
  - Name
  - Graduation Year
  - ID #
  - List of skills
  - Email
  - Phone
  - Major/minors
  - Dietary restrictions
  - T-shirt size
Macathon is an idea-building challenge that moves liberal arts into action, fosters innovation, and connects alums and students.

Macathon, held non-stop from 4:30 p.m. Friday, November 8, 2019 to 8:00 p.m. Saturday, November 9, 2019, is an overnight innovation and creativity contest. In teams of 3-6 participants, students put their liberal arts education into action and invent a unique and original service or product (website, application, physical product) that solves a real-world problem. No preparation work is allowed; everything for the competition must be produced within the 24-hour period.

Macathon is a mash-up of a start-up competition and a hackathon.

A start-up competition is an event where entrepreneurs, inventors, and design-thinkers compete to come up with new and disruptive ventures.
1st PLACE: L.I.T. Naturals and their project “Raw and Organic Hair Care” created an original hair cream product and curl elongation plates that naturally elongates the hair of women with tighter curl patterns. Team: Dawn Sagoe ‘18, Panje Nambao ‘18, and Traci Badu ‘20.

2nd PLACE: Bazigar and their project “Jacket Pants” designed snap on/snap off pant-jackets made from reusable 2nd hand clothes that provide comfort both in the frigid cold and heated indoors without having to change outfits. Team: Aman Rai ‘19, Haroon Malik ‘19, Gus Walsh ‘19, Zachary Skluzacek ‘19, and Ruby Kinnamon ‘19.

Friday, NOVEMBER 8

4:30pm - Check in
5pm - Kickoff Event starts in Mairs Concert Hall
5:30-7pm - Student Dinner available + start working whenever
7-10pm - Judges visit teams
8pm-midnight - Young Alumni visit teams
3am - Idea Lab closes
10am-12:55pm - Presentation Practice Sessions
10am-12:30pm - Student Breakfast available
11am-1pm - Prototype Testing
1:15-3:00pm Semi-finals
   Each team will pitch to the judging panel a
   9-minute verbal/visual presentation
   followed by questions and feedback from judges.
   TWO teams from each semi-final group will advance to Finals.
3-4:15pm - Student Taco Bar available
4:30-6pm - Final Presentations in JBD
   INVITE YOUR FRIENDS AND FAMILY!
6:15pm - Awards Ceremony (Cash Prizes)
At the beginning of the competition, each team is paired with a group of 3-5 alumni judges. Judges are brought in from across the country specifically to mentor and evaluate Macathon teams.

Paul Cantrell ‘98 Instructor (NTT)
Beth Desnick ’82 Co-Founder, Evology Creative
Anna Graziano ‘13 Strategy & Innovation Consultant, Privia Health
Dave Mao ’97 Business Development Manager, Amazon Web Services – Jack of All Trades
Heather Mickman ’96 VP of Platform Engineering + Practices, Optum Tech (United HealthGroup)
David Sielaff ’90 Founder at Critical Hit Technologies
Masami Kawazato ‘00 Program Director, Metropolitan Regional Arts Council
Philippa Werner ‘09 Prospect Identification Analyst, University of St. Thomas
Seth Levine ‘94 Managing Director, Foundry Group
Dale Johnson ‘69 President/CEO, Greene Lyon Group, Inc.
Matt Entenza ‘83 Attorney, Entenza Law Firm
Lee Wallace ‘95 Owner/CEO Peace Coffee
Problem/Need 25%
Students clearly describe the problem/need they are going after.

Innovative Solution 25%
Students have proposed an innovative solution to the problem.

Prototype 25%
We are looking for prototypes that are "realistic"; in respect to a real world situation, in which they would have to pitch to real investors.

Make the case 25%
The students present a compelling case for their idea. The presentation is organized, concise and students are prepared. The students are fluent in potential risks, opportunities and have a confidence in their ability to execute on the solution moving forward.
To better credit programming and/or other technical work, a “prototype test” will be conducted with each team on Saturday, prior to the team presentations.

Judges will be looking for technology that is strong enough to make a solution promising and the team has a plan that inspires confidence in the their ability to achieve their goals.

Prototype tests will last about 10 minutes and are conducted by one tech judge who will check coding, prototype, and/or demo. This is the team’s opportunity to share with the judges specifics about the technology used, process, and/or completed coding.

Remember, students will be judged on their identification & understanding of a real-world problem, their solution, and their presentation.
The spirit of Macathon harnesses the creativity and innovation found throughout the liberal arts experience and wraps it up in a 24 hour competition. Please respect the spirit of this competition by not completing any pre-work. Pre-work is defined as any action directly tied to the solution of a problem or opportunity. While you may engage in problem or opportunity identifying actions, you may not work towards a solution. The Entrepreneurship Department reserves the ability to disqualify any participants who we determine to have engaged in pre-work. If you are worried you might infringe on this policy or have any questions, please contact Pete at phall2@macalester.edu

Examples of acceptable pre-work:

- Brainstorming with your friends about problems or opportunities you see in the world.
- Creating a list of things that bug you.
- Researching a specific problem in the world with the intent of better understanding the problem itself.

Examples of unacceptable pre-work:

- Brainstorming potential solutions to a problem.
- Researching solutions that currently exist.
- Creating the theoretical framework of a solution.
- Writing code or creating a product with the intention of using it during the competition.
- Acquiring the necessary components of your solution in which you would use during the competition.
- Having a solution already created in which you will use as your service or product.
- It can not be a variant or "innovation" of an existing solution that you have designed.
Questions?

https://www.macalester.edu/entrepreneurship/macathon/

Pete at phall2@macalester.edu

Office - Library 266
Questions for past participants

What was your idea that you worked on during Macathon?

How did you build a team? If you could’ve built the team again, what personality/skill were you missing?

What was the most memorable part of Macathon?

Did you sleep?