

art-st-urban *presents*

#hackARThon

**Where Spirituality meets Technology during ART
Basel**

01.09. – 23.09.2021
St. Urban / Luzern

Food for Thought:

What if you could tokenize an entire abbey and give each asset a self sovereign identity which in return could live, act and earn money as digital twin in the Metaverse of the internet?

St. Urban ART Incubator – 900 Years of heritage Where the renaissance of ART will happen.

The #hackARThon takes place in the basement of the old Abbey of St. Urban.

22.-23.09.21

The #hackARThon is part of the “ART & BLOCKCHAIN week taking place during Art Basel 2021.

Winners present their ideas in front of ART Basel VIP quests in the baroque ballroom.

#Contemplation #Creativity #Renaissance #Silence
#Peace #ephipany



Vision - The Metaverse of Art, Music and Photography.

On the one hand we want to give artists the chance to control all aspects of their art, including monetization and access. On the other hand we want to give fans the opportunity to engage with the artist including having ownership in the unique experience.

We are looking for any NFT based innovative solution that supports creators, musicians, photographers, interpreters, curators or any other adjacent third party.

We are looking for new solutions that empower creators to present, publish and distribute their artworks to a broader audience.

In particular, we're looking for any NFT based innovative solution that helps physical art such as sculptures or paintings merge with digital art.



Challenge: Develop a prototype solving a problem associated with NFTs in the field of ART, Music and Photography.

Deliver a service that helps the ART Basel Community to become the Hotspot for NFTs.

- **Overall Task: Develop Services and Tools that help the Creators Community to control how their NFT data is published, accessed, distributed, monetized, and consumed.**

- **Challenge Streams:**

- **Art (Sculptures)**

- **Music**

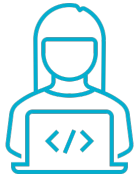
- **Photography**

- Gaming and virtual reality services which enable the target group to create a new user experience.
 - Smart solutions or systems which help the target group to monitor/ interact with their fanbase.
 - Services and financial products that help fans to invoice stake their NFT.
 - Systems and educational programs that help the target group to create NFTs.
 - Services and Tools that help the target group to solve legal and copyright related challenges.

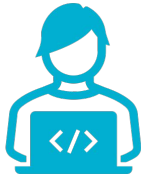
The Ideation Phase starts online 4 weeks prior to the in-person Hackathon via the blockchain based Ideation Platform Taikai.

Who can participate?

We are looking for diverse teams: For the non-technical roles, no coding skills are necessary.



Developer



Creator



Business / Legal



**Anything
in between**

Deliverables



Prototype or MVP:

A working prototype about your scalable NFT service where you basically simulate the functionality, the design and the tech being used of the intended final solution.

Remember: Done is better than perfect!



Slide Deck:

This document should address the problem, solution, benefits and competitive landscape (high level). Use an illustrative and clear approach to showcase your solution and highlight its contribution to the NFT ART Basel Community. Visual representation of your solution is encouraged (i.e. drawings, images, graphics, etc.). Explain how you incorporate Partner Technology X, Y or Z.



Elevator Pitch + Team-Pitch:

Be prepared to do a 3 Min Elevator Pitch: Explain your idea in your own words, showcase your prototype/ MVP, explain the team's thinking process that led to your solution. Make it interesting and creative - this is an opportunity to reach the Semi-Final.

Semi-Final.

Be prepared to do an extended 10 Min Pitch and have each team member speak on their own contribution. FAQ - included.

What are the 5 Rules?

We permit individual work, but we encourage interdisciplinary teams of 3-5 members.

Third Party Tools, Libraries or usage of own software is allowed.

Use at least 1x Partner Technology.

Usage of old projects is allowed, but must contain 1-2 new functionalities. Judges will only consider new functionality introduced during the hackathon in determining the winners.

At least one person of the team must be physically present during sign-in.

Judging - What are the 4 criterias?

1. Problem solution fit: (30%)

Does the solution solve a problem? Is the functionality working? Does the solution stand out compared to existing solutions?

2. Feasibility / Business Model (30 %)

Will it sell? What is the business potential? Is it legally possible? Could this become a startup?

3. Technology: (20%)

The technologies provided by partners are a key ingredient that enables new solutions. How well does the solution use the sources? How technically impressive was the hack? Did the technology involved make you go "Wow"?

4. Novelty Factor (20%)

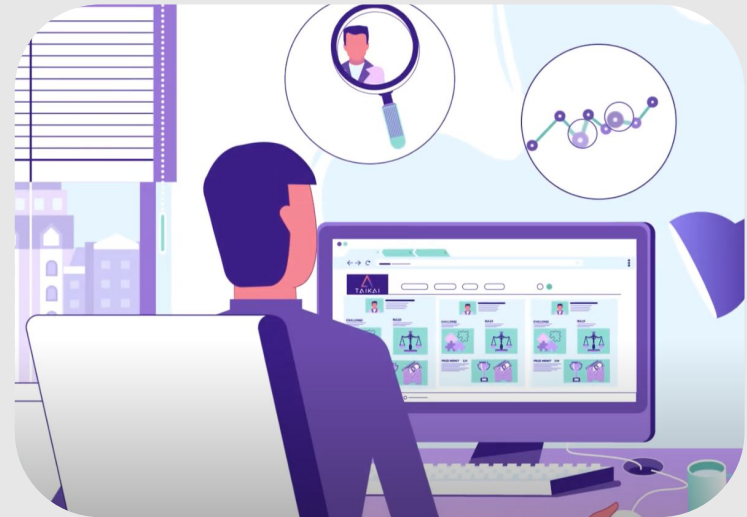
How unique & interesting is the idea? How much edge does the idea have?

The Voting results of the hackARThon will be recorded on a public blockchain.

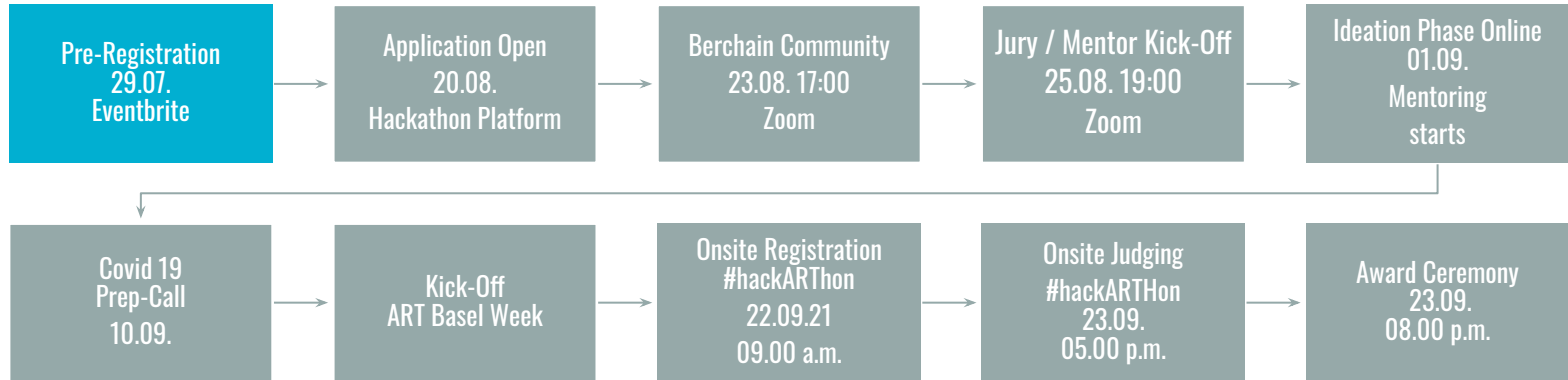


How does the Voting work?

Simply based on **KAI Token distribution via the Taikai Ideation Platform**: the judges check each project and assign a value from 1 to 10 to it for each criteria.



Timeline #hackARThon



Day 1

Onsite #hackARThon: 22 September
09.00 a.m. CET Registration is open
11.00 a.m. CET Kick-off onsite hack

Day 2

Onsite #hackARThon: 23 September
Judging: 05.00-07.00 p.m. CET
Live-Pitches Top 5: 06.00 – 07.00 p.m. CET
Award Ceremony: 08.00 p.m. CET

#hackARThon Process Overview



0. APPLICATION OPEN



1. IDEATION PHASE
online



2. MENTORING STARTS
online



3. SUBMISSION
DEADLINE -



4. SEMI-FINAL



5. FINAL



6. AWARD CEREMONY

2 Day onsite Hackathon: 22. - 23.09.21

Online Ideation: 01. - 21.09.21

#hackARTHon - Relevant Roles

Role	Presenting Partner ART & Blockchain Week	Community Partner	Academic Partner	Leading Partner / Vertical Owner	Corporate Partner
Mentor	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Judge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ART Talk	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Ambassador	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

FOR VERTICAL
OWNERS

What is your opportunity as Vertical Owner (Technology, Product etc..)?

As Vertical Owner you have a vested interest in any solution based on your product or technology. Ideally solutions that come out of the hackathon can be used by your organization as showcase. You get many opportunities to promote your product/technology and reach out to the audience:

- Judge
- Mentor
- Webinar
- Keynote Speaker
- Challenge Owner

Vertical Owner: Your role as Judge?

We ensure a **diverse jury representing various domains like business, Legal, IT and Art**. Your role as a Judge is the most important one and crucial to the success of the hackathon. Your task is to evaluate each team and their solutions prior to selecting and determining the winning teams. There will be a winner for each of the 3 challenge streams. All votes will be recorded on a public blockchain to ensure full transparency.

Semi-Final: Distribute 1. Tranche of Tokens - 05.00 - 06.00 p.m.

Each team has to do a short elevator pitch of 3 min. You need to select 2 teams per category. You will receive X amount of KAI tokens for the pre-selection. You just need to distribute the tokens among your favourite projects based on the 5 criterias. Once you have selected the Top 6 Pitches, there will be a short break to announce the finalists.

Live-Pitches Finalist: Distribute 2. Tranche of Tokens - 06.00 - 07.45 p.m.

The Top 6 have the opportunity to do a 10 min pitch in front of you. Here, it is very important to stick to a strict time schedule to ensure that each team has the same amount of "air time". After each pitch, you can ask the team 2 questions. Based on your judging, distribute the 2. Tranche of the Kay Tokens to the best performing teams.

Final Ceremony: 08.00 CET

The winners will be announced during the award ceremony

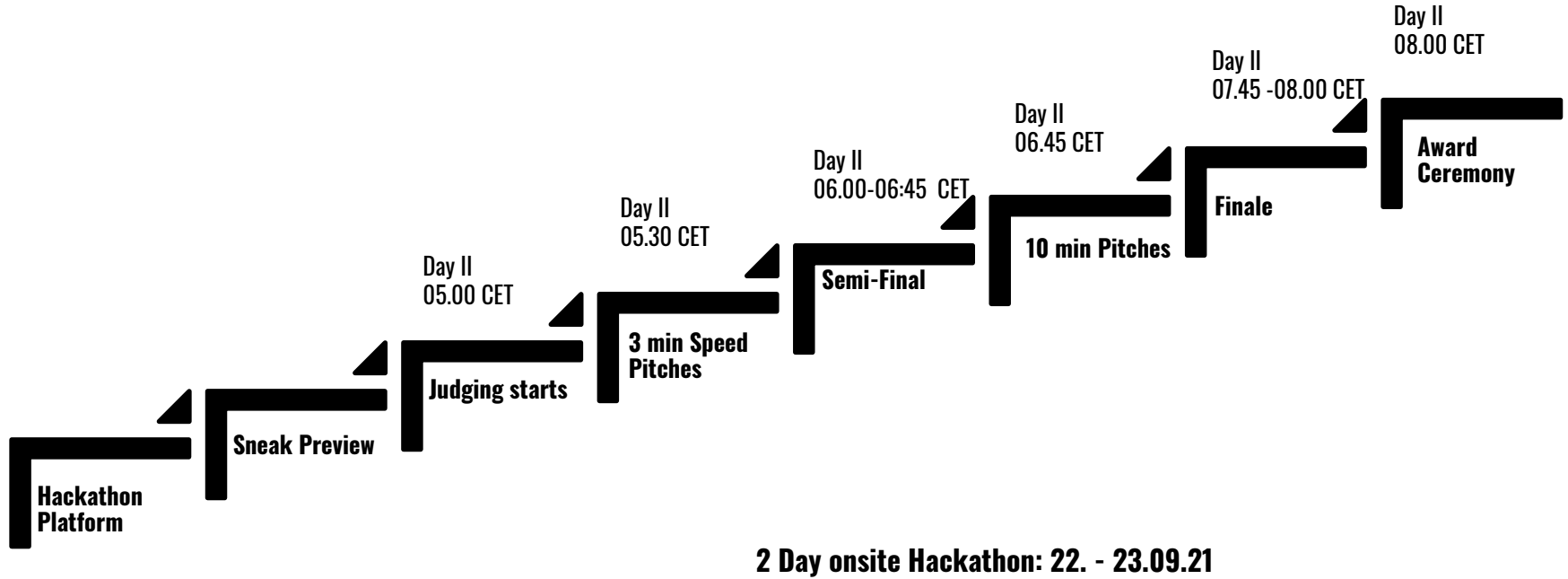
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Process for Jury & Mentors



Online Ideation: 01. - 21.09.

Feedback & Mentorship

Vertical Owner: Your role a Mentor?

1. Cheerleader.

In events where ideas are coming from scratch, the technical/specific help does not come up until maybe the last hours of the event. Your main role is to encourage and support the participants in coming up with ideas and trying new things. Participants who are beginners already made the first step in doing something new -coming to the event- and it is important for you to keep that drive going.

2. Connector

Connect the participant to your resources (tutorials, blogs, documentation) which they can look up in their own time.

3. Contributor

Sometimes there is a specific problem that needs human support and you have the ability to help. **Always ask to test their prototype** and ask how much time you have to help and how much time they have to work on this issue together. Resist the urge to become a part of their team, and prioritize their learning over the project's perfection. When you leave them, make sure you agree on the next steps.

Online Mentoring Support via Slack

Starting by
beginning of
September

1. **Proactively check on teams:** Daily or Weekly (Minimum). Leave a nice message (“Hilarious team name!”) or emoji-react to one of their posts, doesn’t have to add direct value. Social messages make participants feel connected and seen. It is unusual for players to check in with questions in the beginning, especially for the introverted and inexperienced, but it helps if they feel comfortable asking when they need to.
2. **Do not impose feedback** on a team, ask them if they want and have time with you at a specific time. You could say:
“I just wanted to check-in if there is anything I can help you with. Does someone from your team want to talk over ideas or roadblocks for ten minutes at 3:00pm-3:10pm? I can connect over voicechat on the <channel> or just chat in text here.”

If the participants don’t have questions? Then you need to create questions. Challenge the team, poke them! After all, you’re there to help hackers, and the best way to help them is to get them to fail in time to fix the mistakes. **Your job is to be the light at the end of the tunnel.**

Prizes > 50,000 CHF
There will be a winner for each track



tbd. soon

Role	25.08.2021	01.09.-23.09.	10.09.	13.09.-23.09	22.09.	23.09.	23.09.
Judge	Kick-Off Call: Briefing for Judges, Mentors & Challenge Owners: Get to know each other, roles, challenge, criteria – How does the Taikai Platform work.	Familiarizes with the challenges, the criteria and the platform.	Covid19 Prep-Call	Familiarizes online with the first projects, takes notes.		Judging I: Evaluates each team and their solutions prior to selecting and determining the winning teams, takes notes: 3 Minute Elevator-Pitch from each team. Distributes 1. tranche of Kay tokens pro rata to the 2 of each category.	Live Presentation of Finalists with FAQs Jury to distribute 2. tranche of Kay Tokens to the winners.
Vertical Owner (Technology, Product)	Explains the technology / challenge in more detail	03.09. AMA: Explains the challenge / Technology in more detail to the participants via Webinar, Slack.	Covid19 Prep-Call	Familiarizes online with the first submissions, takes note, reverts back to Mentors			
Mentor		Pro-Actively checks in with teams via Slack on a regular basis (Daily to Weekly)	Covid19 Prep-Call	Supports the Jury regarding preselection.	Onsite Registration	Final mentorships, Tests the prototype etc...	
Participant	Applies via Hackathon Ideation Platform (Taikai)	01.09. Forms teams, discuss first ideas, submits first sketches, exchange with Mentor 03.09. AMA-Call	Covid19 Prep-Call		Onsite Registration	Submits final project	Live-Pitches