Experimental Civics
Presents
capsule.experimentalcivics.io
ATTENTION:

This event has never happened before in history. We’re attempting to break all the rules.
4,000 BRAINS SOLVING 6 CHALLENGES WITH 500 PROJECTS ON THE CLIMATE CRISIS WE FACE.
WHAT

We are staging the largest civic hackathon in the world focused on the climate crisis. A hackathon is a design sprint in a short period of time.

Capsule 2020 is a once-in-a-lifetime experience where we are attempting to break a Guinness World Record For The Most Participants while also protecting our planet. The current record is set at 2,950 people back in August of 2018 and took place in Saudi Arabia.

WHY

Our planet is standing on the precipice of irreversible damage. We can no longer wait. Hackathons hold tremendous value by bringing people together in an innovative and engaging format. Let’s drive action by building solutions which are accessible.

WHEN

June 20-21, 2020
Registration opens on Jan. 27, 2020
Project Submission is open from Jan. 27 - May 4, 2020

WHERE

Travis County Exposition Center, Austin, Texas
Experimental Civics, a global innovation consultancy, has supported over 30 national hackathon events with new events scheduled in Europe. We have successfully supported 257 civic technology projects over 6 years. Our talents reside in our hackathon intelligence and execution.

Sarah Sharif, the Founder of Experimental Civics and Capsule holds a successful track record producing impact themed hackathons, building innovation pipelines, and advocating for sustainability. Sharif won the Mozilla Science Grant in 2019 for her work with Life Sci Hack: a traveling global hackathon bridging the gap between engineering and the life sciences with two events in Austin and London.

In a previous role as the Director of ATX Hack for Change, Sharif supported the generation of 157 social innovation and emerging technology projects. Sharif was a Judge for the Mozilla Gigabit Community Fund which awarded $280K to innovative projects across the U.S. which some of her hackathon project leads acquired. Sharif was also the Judge for the City of Austin’s Gigabit Fund of $38K to spur the generation of local social enterprises.
**SUCCESS**

**TRACK RECORD OF SUCCESS**

Experimental Civics has an exceptional track record of producing impact themed hackathons, building innovation pipelines, and advocating for civic and sustainability goals:

- **ATX Hack for Change** – Annual hackathon that generated 157 social innovation and emerging technology projects from across the U.S. over the course of 4 years to solve community problems while aligning with the United Nation’s sustainable development goals. Partner included Google Fiber, Sponsors included Samsung, Dell, Cisco, Microsoft, Mozilla, and more.
- **US Ignite** – EC executed a series of 8 events aimed at accelerating smart city development internationally. Supported by the likes of Deloitte, Intel, Sprint, AT&T, and more.
- **Perkin’s School Hack** – First-ever hackathon aimed at solving problems faced by people with visual impairment supported by the likes of Google, Microsoft, and Lyft.
- **Life Sci Hack** – Traveling hackathon bridging the gap between engineering and life sciences which won the 2019 Mozilla Science Grant. Focuses on Big Data, AI, and Interoperability.
- **About the Founder, Sarah Sharif**
  - Hacker Noon contributor which has a national hacker network of 200K+
  - Personal hacker network of 4,500+ thanks to over 6 years of similar events
Solving the challenges at the intersections of the environment

- Food
- Art
- Energy
- Health
- Cities
- Education
## ATTENDEES:

Researchers  
Entrepreneurs  
Designers  
Engineers  
Scientists  
Organizers  
Students  
Imagineers  
Developers  
Activists  
Lawyers  
Marketers  
Journalists  
Project Managers  

### Age Structure (ATX H4C) (2015-2018)

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24 years</td>
<td>19.27%</td>
</tr>
<tr>
<td>25-54 years</td>
<td>79.82%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>0.91%</td>
</tr>
</tbody>
</table>

### Employment (ATX H4C) (2015-2018)

<table>
<thead>
<tr>
<th>Employment Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>11.29%</td>
</tr>
<tr>
<td>Professional</td>
<td>47.82%</td>
</tr>
<tr>
<td>Executive</td>
<td>21.26%</td>
</tr>
<tr>
<td>Other</td>
<td>19.63%</td>
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</tbody>
</table>

### Sex (ATX H4C) (2016-2018)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
</tbody>
</table>

### Expected Age Structure (CAPSULE)

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>15-24 years</td>
<td>25% (1000 PAX)</td>
</tr>
<tr>
<td>25-54 years</td>
<td>65% (2,600 PAX)</td>
</tr>
<tr>
<td>55-64 years</td>
<td>10% (400 PAX)</td>
</tr>
</tbody>
</table>

### Expected Employment (CAPSULE)

<table>
<thead>
<tr>
<th>Employment Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Student</td>
<td>15% (600 PAX)</td>
</tr>
<tr>
<td>Professional</td>
<td>60% (2400 PAX)</td>
</tr>
<tr>
<td>Executive</td>
<td>15% (600 PAX)</td>
</tr>
<tr>
<td>Other</td>
<td>10% (400 PAX)</td>
</tr>
</tbody>
</table>

### Expected Sex (CAPSULE)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>50% (2,000 PAX)</td>
</tr>
<tr>
<td>Male</td>
<td>50% (2,000 PAX)</td>
</tr>
</tbody>
</table>

Photo by Axel, Germany, Getty Images, Climate Strike Sep. 20 2019
We're building an 18-month innovation pipeline around our entire event to maximize the impact of our 2-day hack and to accelerate the solutions being offered.

**Sourcing**
Sourcing at least ~700 projects from all 7 global regions through partnerships with international non-profits, universities, accelerators, incubators, corporations and government bodies.

**Solution Exploration**
Getting ~4000 people to the event to collaborate real-time across multiple disciplines over a 2 day hackathon.

**Curation**
Select 500 strong projects to join Capsule in June 2020 with at least 1-2 mentors matched with each project lead and 100% completion of on-boarding training by project leads.

**Incubation**
After event, guide and ensure the minimum: 20 teams accepted into accelerators, 50 teams working with a challenge partner, 50 teams receiving funding or resources to continue work, 100 interviews with sponsors or partners, and a collection of 3,500 resumes.

**Integration**
Follow all teams over a 3-6-12-month period on their roadmaps and outputs. Engage on all barriers including unexpected and unscheduled events.

**Normalization**
Determine the complete success and impact of this innovation pipeline. Assess the traction, individual team and project success, and analyze the normalization sequence on social enterprise and climate change initiatives.
We will be tracking our impact and sharing our report after the event, here are just some of the metrics on our list:

**Highlights**
- Guinness World Record Award Achievement
- Zero Waste Award Achievement
- Green Event Award Achievement

**Attendees**
- Number of Attendees
- Attendee Demographics
  - Gender
  - Age
  - Level of Experience

**Projects**
- Number of Project Ideas Submitted
- Number of Projects Completed
- Number of Startups Launched
- Number of Projects Funded After Event
- Number of Companies Launched After Event

**Marketing**
- Number of Press Hits (Globally)
- Number of Digital Marketing Impressions (Globally)
- Number of Press Appearances
- Number of Views on Marketing Content

**Zero Waste**
- Number (in tons) of Waste
- Number of Recycled Materials

**Funds/Grants**
- Number of Grants Awarded
- Number of Funds Raised

**People**
- Number of Staff + Volunteers
- Number of Organizations as Partners
- Number of Organizations as Sponsors
- Number of Organizations as Influencers
**Timeline**

1. **OCT 2019**
   - Recruit partner and sponsors
   - Finalize event logistics and support
   - Draft and finalize all Marketing/PR communication

1. **NOV 2019**
   - Open registration
   - Start grassroots community campaign / street team

1. **JAN 2020**
   - All final event prep
   - All final recruitment
   - Prep for GWR

1. **APR 2020**
   - Finalize all sponsors
   - Finalize all major contracts with event
   - Book all talent

1. **JUN 2020**
   - Build momentum from Earth Day
   - Level up grassroots community campaign / street team
UNITED NATIONS

GRIT DAILY

OXFORD UNIVERSITY
https://medium.com/@experimentalcivics/3-major-takeaways-from-conservation-optimism-228b5687bea7

TECH TOGETHER
https://medium.com/techtogether/techtogether-partners-with-experimental-civics-to-host-capsule-2020-worlds-largest-hackathon-to-a435c00f0d0b

OVERACHIEVER MAGAZINE
https://www.youtube.com/watch?v=Hxabq39UnN8&t=
SPONSORSHIP

EXOSPHERE - 90K
THERMOSPHERE - 75K
MESOSPHERE - 50K
STRATOSPHERE - 25K
TROPOSPHERE - 5K
C O R E   B E N E F I T S

1. **RECRUIT** from our Capsule audience ensuring a diverse set of talented candidates at all career stages from internships, entry-level roles to executive positions.

2. **EXPAND** the reach of your program KPIs with a new avenue for success.

3. **RECEIVE** our free zero waste conference blueprint after the event, exclusively for all Capsule sponsors.

4. **BUILD** relationships with the Capsule community to support your business.

5. **LEAD** the charge around our climate crisis and become a genuine thought leader.

BRAND & REPUTATION
THOUGHT LEADERSHIP
HIRING OPPORTUNITIES
GOAL ALIGNMENT
EXOSPHERE

By Invitation Only (90K)

- Exclusive mentions as the only title sponsor
- Once-in-a-lifetime mention in Guinness World Record 2021 Book
- 20 min Stage Session in front of 4,000 participants
- Get exposure through our social media to more than 1 million in the Capsule promotional audience
- Custom booth space within hacking area
- Own your pod - do you have an initiative focused on sustainability, recycling, green building or corporate social responsibility endeavors?

- Sponsor a celebrity - have a powerful changemaker voice mention your brand and initiative
- Capture leads and gain exposure for your brand, products, and services
- Build relationships with attendees, speakers, industry leaders, and press
- Access to resume book (3,500-4,500 resumes)
- Custom survey to all participants
THEMOSPHERE

Limited Open Positions (75K)

- Once-in-a-lifetime mention in Guinness World Record 2021 Book
- 10 Min Stage Session in front of 4,000 participants
- Get exposure through our social media to more than 1 million in the Capsule promotional audience
- Custom booth space within hacking area
- Dedicated marketing and PR mentions on global news channels including Thrive Global
- Own your pod - do you have an initiative focused on sustainability, recycling, green building or corporate social responsibility endeavors?

- Sponsor a celebrity - have a powerful changemaker voice mention your brand and initiative
- Capture leads and gain exposure for your brand, products, and services
- Build relationships with attendees, speakers, industry leaders, and press
- Access to resume book (3,500-4,500 resumes)
- Custom survey to all participants
Limited Open Positions (50K)

- 3 Min Stage Session in front of 4,000 participants
- Get exposure through our social media to more than 1 million in the Capsule promotional audience
- Custom booth space within hacking area
- Sponsor a celebrity - have a powerful changemaker voice mention your brand and initiative
- Capture leads and gain exposure for your brand, products, and services
- Build relationships with attendees, speakers, industry leaders, and press
- Access to resume book (3,500-4,500 resumes)
Unlimited Open Positions (25K)

- Signature, custom email blast to all 10,000 interested parties
- Get exposure through our social media to more than 1 million in the Capsule promotional audience
- Custom booth space within hacking area
- Capture leads and gain exposure for your brand, products, and services
- Build relationships with attendees, speakers, industry leaders, and press
Unlimited Open Positions (5K)

- Get exposure through our social media to more than 1 million in the Capsule promotional audience
- Capture leads and gain exposure for your brand, products, and services
- Build relationships with attendees, speakers, industry leaders, and press
DONATIONS

Capsule is a program of Experimental Civics, a social enterprise, and we’re humbled to accept your donation. Unfortunately, these donations are not tax deductible, however, we will recognize your name on our Thank You Donor Wall and our Donor Event.

BLACKASH - 10K+
REDPINE - 5-10K
YELLOWBIRCH - 2-5K
WHITEOAK - 0-2K
For sponsors/individual donors:
sponsor@experimentalcivics.io

For everything else:
sarah@experimentalcivics.io