

DETROIT FASHION+TECH HACKATHON

DETROIT'S RETAIL + APPAREL INNOVATION CHALLENGE

VOL. 2

HACKATHON MINI MAG

**DEBRIEFING THE VALUE,
IMPACT AND RESULTS OF THE
2019 DETROIT FASHION + TECH
HACKATHON, HOSTED BY
WHIM DETROIT AND
PURE MICHIGAN
BUSINESS CONNECT.**





2019 DETROIT FASHION + TECH HACKATHON

IMPACT

The 2019 Detroit Fashion + Tech Hackathon brought together more than 70 participants from 33 Michigan cities as well as a few out-of-towners from other states and countries to work together to solve real problems facing established brands in the fashion industry. The 36-hour event kicked-off on Friday, May 17, 2019 at 5:30 p.m. and ran until 3 p.m. on Sunday, May 19, 2019.

There were two problem statements (or business challenges) that powered the weekend. The first challenge, presented by Jarret Schlaff, co-founder of Pingree Detroit, involved leveraging technology or data to reduce environmental textile waste to support designers, brands, and consumers who are looking for new ways to reduce their environmental footprint. Additionally, Josh York, founder of York Project, provided a statement that focused on creating a solution to help emerging brands assess which channels and pop-ups would deliver the most return on their investment.

The 36-hour competition provided participants with unique mentorship. The Whim team provided technology and industry experts with more than 15 years of experience in the business. The three mentors worked closely with participants throughout the weekend.

Overall, the 36-hour Detroit Fashion + Tech Hackathon brings together creatives and tech to create solutions to the problems facing the fashion and retail industries. The goal of the event is to support the overall foundation of innovation in Detroit.

DF+TH

PURE *M*ICHIGAN®
Business Connect

WHIM

DIVERSITY

The Detroit Fashion + Tech Hackathon set a number of goals for the event related to diversity, creativity, and community. It achieved these diversity goals by hosting 70 participants, becoming the largest retail and apparel innovation challenge in the Midwest.

Largest Retail & Apparel Innovation Challenge in the Midwest



Diversity Goals
Achieved



70+ Participants



3 Mentors



2 Business Challenges
From Local Brands



14 Textiles
& Manufacturing
Professionals



22 Developers



9 UI/UX Designers



10 Retail Owners
& Managers



30+ Male
Participants



40+ Female
Participants



Involvement from
33 Michigan cities



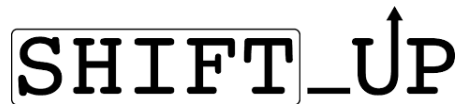
Media Coverage
SEEN Magazine

2019 DETROIT FASHION + TECH HACKATHON

COMMUNITY

The Detroit Fashion + Tech Hackathon connects creatives, designers, developers, data enthusiasts and more with industry experts and local businesses.

Thank You Sponsors, Partners, Judges and Mentors.

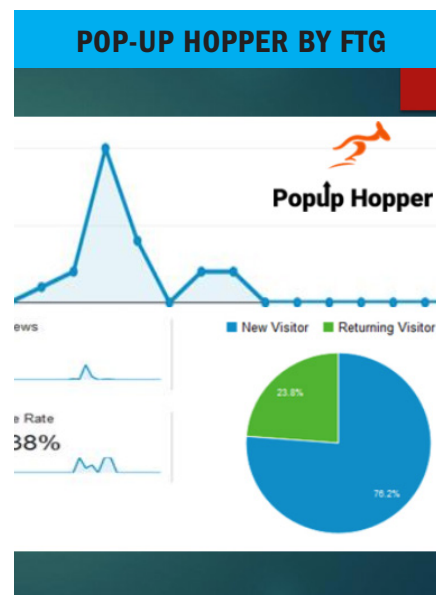
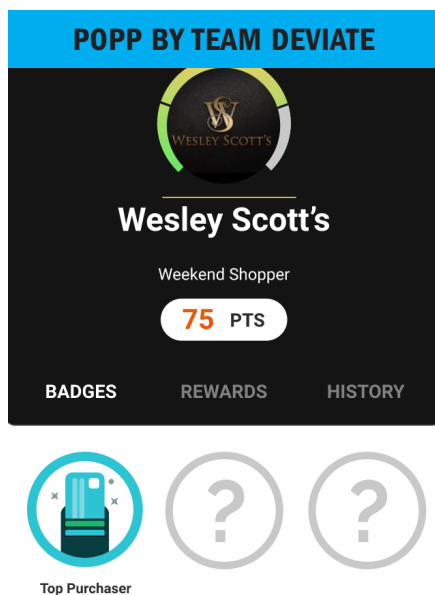
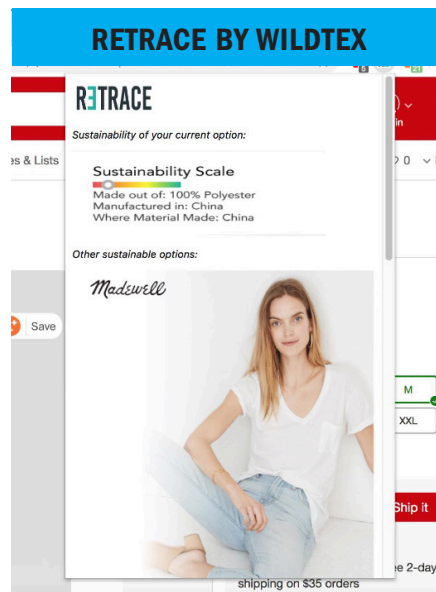
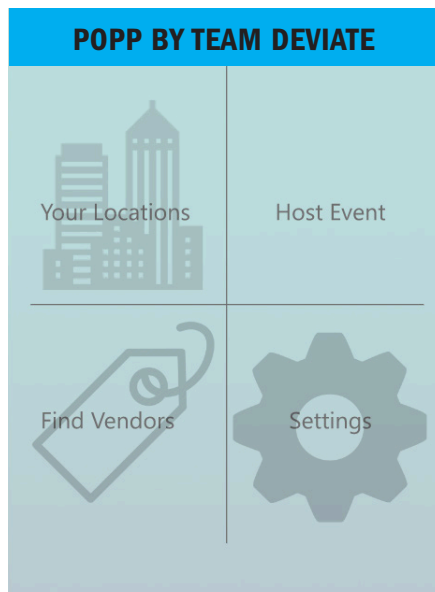


#DETFAHIONHACK @DETFAHIONHACK

2019 DETROIT FASHION + TECH HACKATHON

INNOVATION

“DF+TH provides an outlet to not only gather creative minds and show them where their talents could thrive, but to generate innovative new solutions to problems challenging brands everywhere”... – PMBC Representative



2019 DETROIT FASHION + TECH HACKATHON

FINALISTS



1ST PLACE FINALISTS: TEAM DEVIATE

PROBLEM STATEMENT: Create a solution which helps emerging brands assess which channels, and pop-ups would deliver the most return on their investment.

SOLUTION: “Popp” a mobile app that allows brands to engage with customers, share their pop-up locations. The app delivers analytics to provide the brand with additional customer information.

2ND PLACE FINALISTS: FASHION TECH GURUS

PROBLEM STATEMENT: Create a solution which helps emerging brands assess which channels, and pop-ups would deliver the most return on their investment

SOLUTION: “Pop-up hopper” a mobile app that informs business decisions around profitable pop-up locations through community data sharing, and connects the consumer to local pop-ups through a map.



3RD PLACE FINALISTS: WILDTEX

PROBLEM STATEMENT: Create a solution which helps emerging brands assess which channels, and pop-ups would deliver the most return on their investment.

SOLUTION: “Retrace” a google extension and sustainable online shopping advocacy organization aimed at changing millennial shopping habits, by providing sustainable alternatives to items they are browsing.

DETROIT FASHION+TECH HACKATHON

DETROIT'S RETAIL + APPAREL INNOVATION CHALLENGE

SEPTEMBER 25-27, 2020 | DETROIT, MICHIGAN

PARTNER PACKAGE

WHAT IS A HACKATHON?

Detroit's third annual retail and apparel innovation challenge is a 36 hour weekend challenge that brings together diverse teams with the goal of creating new solutions to address real problems facing the retail and apparel industries.

BENEFITS OF BEING A PARTNER

As a partner, you will be an integral part of the success of the event. You will have the opportunity to submit problem statements, mentor teams, and network with other industry experts. You will also be introduced to some of the most creative designers, programmers and technical talent working together in a way that will redefine the future.

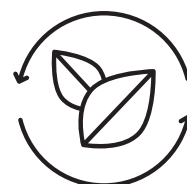
BE A PART OF THE EXPERIENCE

Be a part of the experience by BRINGING MENTORS, your OWN TECHNOLOGY, PROBLEM STATEMENTS or SWAG to challenge the teams with real problems facing your organization.

MERGING DESIGNERS & DEVELOPERS TO REDEFINE THE FUTURE



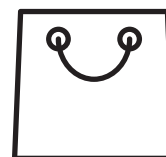
Manufacturing Innovation



Sustainable Solutions



Artificial Intelligence



Retail Innovation

PARTNER INFORMATION

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SEPTEMBER 25-27, 2020 | DETROIT, MICHIGAN

PARTNER LEVELS + BENEFITS

LEVELS OF SUPPORT	INDUSTRY DISRUPTOR	CHANGE AGENT	PROBLEM SOLVER	LOCAL PARTNER
	\$5,000	\$3,000	\$2,000	IN KIND
GENERAL				
Welcoming at the Opening Ceremony	•			
Mentions Throughout The Event	•	•	•	•
Submission Of A Problem Statement	•	•	•	
Swag or Time Sponsor		•	•	
Networking Event Sponsor		•	•	
Company Mentor(s) for Hack Team(s)	•			•
Company Delegate At Judging Panel	•			
Grand Prize Naming	•			
MARKETING				
Company Sponsor Table & Banner	•	•		
Company Logo on Promotion Materials	•	•	•	•
RECRUITING				
Distribute Recruiting Materials	•	•	•	
Electronic Resume Book	•	•	•	

PARTNER INFORMATION

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DETROIT FASHION+TECH HACKATHON

DETROIT'S RETAIL + APPAREL VIRTUAL INNOVATION CHALLENGE

2020
3RD ANNUAL EVENT

GRAND CIRCUS DETROIT
1570 WOODWARD AVE | DETROIT, MI 48226



SEPTEMBER 25-27, 2020 | DETROIT, MICHIGAN

RETAIL + APPAREL INNOVATION CHALLENGE

FRI, SEP 25TH @6:00 PM - SUN, SEP 27TH @3:00 PM

Join us for Detroit's 3rd Annual Fashion + Technology Hackathon!

We are looking for creators, designers, developers and data enthusiasts to compete in a virtual 36-hour innovation challenge.

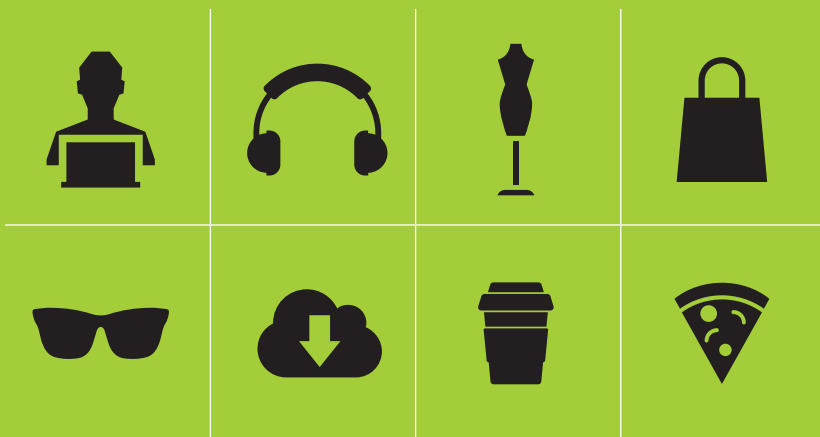
You don't want to miss out on the opportunity to collaborate and network with some of Michigan's best creatives.

INDUSTRY EXPERTS
EXPERIENCED MENTORS
PANEL DISCUSSIONS
TECHNICAL DEMOS
FOOD, MUSIC & FUN

ALL PASSIONS WELCOME

CREATIVES
DEVELOPERS
DESIGNERS

OVER \$2,000 CASH + PRIZES



REGISTER ONLINE NOW!

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