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.

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.

DFTH   **PURE MICHIGAN® 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

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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**

#DETFASHIONHACK   @DETFASHIONHACK

COMMUNITY

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

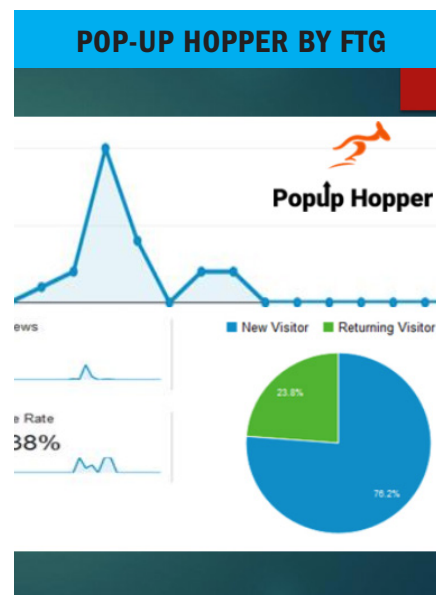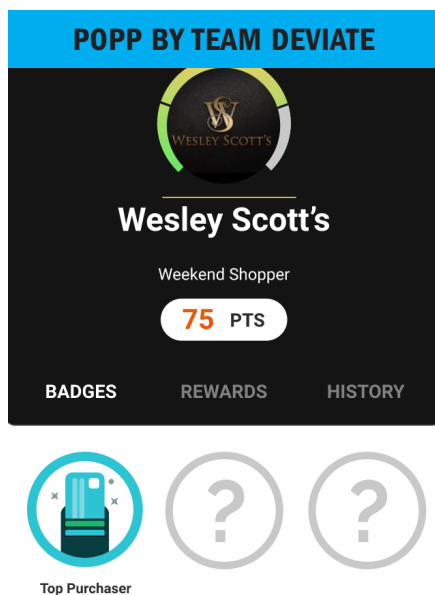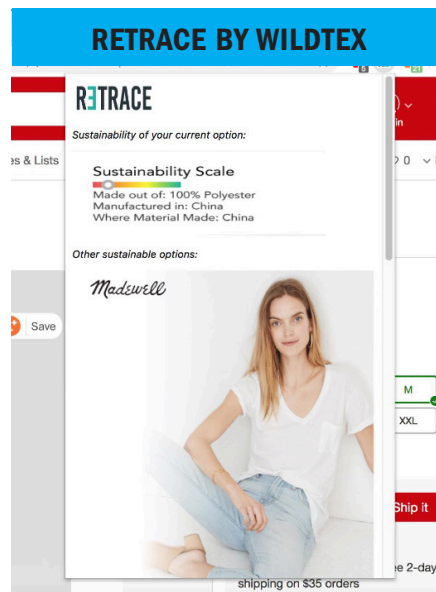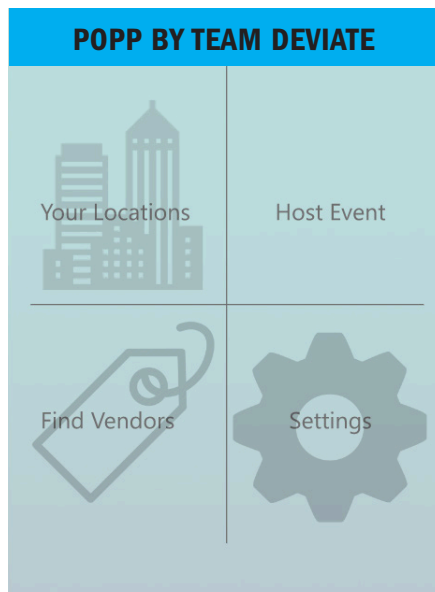## Thank You Sponsors, Partners, Judges and Mentors.
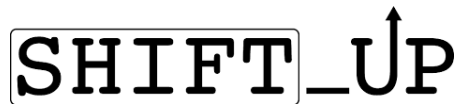
INNOVATION

"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

POPP BY TEAM DEVIATE

Your Locations   Host Event

Find Vendors   Settings

RETRACE BY WILDTEX

RETRACE

Sustainability of your current option:

Sustainability Scale
Made out of: 100% Polyester
Manufactured in: China
Where Material Made: China

Other sustainable options:

Madewell

Save

M
XXL

Ship it

2-day
shipping on $35 orders

POP-UP HOPPER BY FTG

Popup Hopper

POPP BY TEAM DEVIATE

Wesley Scott's

Weekend Shopper

75 PTS

BADGES   REWARDS   HISTORY

? ?

Top Purchaser

POP-UP HOPPER BY FTG

Popup Hopper

ews

New Visitor   Returning Visitor

e Rate
38%

23.8%

76.2%

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 delive4rs 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.

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