Overview

Asearis Creative Hackathon

Creativity is a valuable asset – sometimes even more than technical expertise. We created this challenge to empower the next generation of entrepreneurs, academics, and creative minds to grow that skill. The Asearis Hackathon is a rapid virtual challenge to design a product and pitch it – **Shark Tank style**. As an early-stage startup ourselves, we firmly believe creative minds will drive the future – **we hope you'll be there**.

What is Asearis?

Asearis is a software startup based out of the University of California, Los Angeles. We are on a mission to address one of the largest problems on Earth – **climate change**. The cloud, run on data centers, is the fastest growing source of carbon emissions, surpassing even the **airline industry**. Asearis is a novel edge-cloud architecture that avoids using power-hungry data centers while significantly improving latency, cloud costs, efficiency, and data security for businesses. Curious to learn how? You're in the right place.

About the Hackathon

The Asearis Hackathon is designed to be a team-based competition where creativity, technical skill, and entrepreneurial thinking intersect. You will be tasked with **designing a specific consumer tech product and pitching it to judges**, just like you would if you were on the TV show, **Shark Tank**. Through this challenge, you will get to own all the exciting stages of design including concept, aesthetics, design, and function.

The details of this challenge will be released on the Asearis Discord to all registrants when the challenge kicks off (see schedule below). The challenge can be **completed within a weekend**, but we're offering **two weeks** in case you have other responsibilities. The Discord link can be found on the **registration form**.

This will be an opportunity for all students who are passionate about solving real-world problems to sharpen their business skills and bring visionary ideas to consumers.

The Prize

No challenge is complete without a prize! We will be giving out **$1500 in prize money** to three winning teams. You may also join multiple teams and win multiple prizes!

- First Place: **$750**
- Second Place: **$500**
- People's Choice Award: **$250**

In addition to these prizes, winners will also be **highlighted on our corporate LinkedIn** and have an exclusive opportunity to **meet with the founder**.

Teams will be scored on a judging rubric that will be made available, along with other competition-related information, when the Hackathon kicks off.

Regardless of whether you win or not, every team will get backstage access to Asearis engineers, pitching experience, and a chance for your design to land in our Gen-1 launch. Your name may be forever etched into our **company history**.

Asearis Data Systems, Inc.

The Deliverables

This challenge is not meant to be overly technical or time intensive. We're looking for **raw creativity and ingenuity**. Don't worry too much about engineering feasibility - keep it high-level, but **realistic**. There are only **three deliverables**:

1. CAD Files
2. 5-Min Pitch
3. Product Description Document

Your goal is to **sell your product to us** as if you were on an episode of Shark Tank. Think like a designer, engineer, marketer... and consumer.

Further details on the deliverables as well as the judging rubric, project constraints and requirements, submission details, and other pertinent information will be **released on the Discord** when the Hackathon kicks off to ensure fairness to all participants.

Hackathon Timeline

This challenge can easily be completed in just a weekend but we're offering two weeks in case you have other responsibilities. The exact dates will be released on Discord.

- **Monday, Week 1**: Hackathon kick-off. Project specifications are released
- **Friday, Week 1**: Registration officially closes, if not already (11:59 PM PST)
- **Monday, Week 2**: Primary build sprint
- **Saturday, Week 2**: Submissions close (11:59 PM PT)
- **Monday, Week 3**: Pitching and judging
- **Friday, Week 3**: Winners announced

Contact Information

- **Agathiya Tharun** – Director of Product and Strategy
- **Noosha Rahimi** – Software Intern

Note that all communication will occur on Discord. This includes announcements, updates, and release of information. Please post all Hackathon related questions on the appropriate Discord channel and reserve direct contact for logistical questions.

The Discord link will be made available to registrants upon completing the registration form: https://forms.office.com/r/eNXNySbTmv