



Touched by the hackathon

A study on the connection between hackathon participants and start-up founders

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HACKATHON

The background features a light beige color with the word 'HACKATHON' in large, bold, blue letters at the top. Below the text, there are several colorful sticky notes in shades of yellow, orange, pink, and blue scattered across the space. At the bottom, there are three stylized laptops in green, orange, and blue, each with a white screen and a keyboard. The overall style is a flat, modern illustration.

... **time-bounded** events, typically of 2-5 days, during which people gather together and form **teams**, each of which attempts to complete a **project** of interest to them. The teams are usually **collocated**, and often composed of people with diverse backgrounds, experience, and expertise.

Garage48

Start-ups



pipedrive

Google Summer of Code



Corporate events



Collegiate events

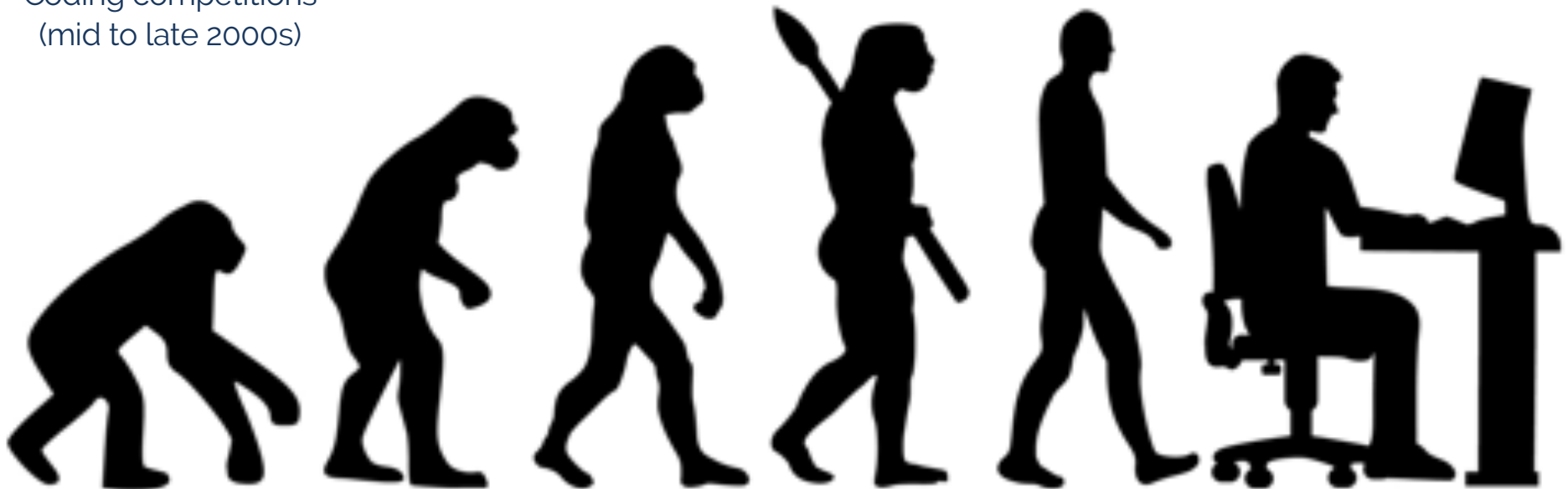
CODE FOR AMERICA

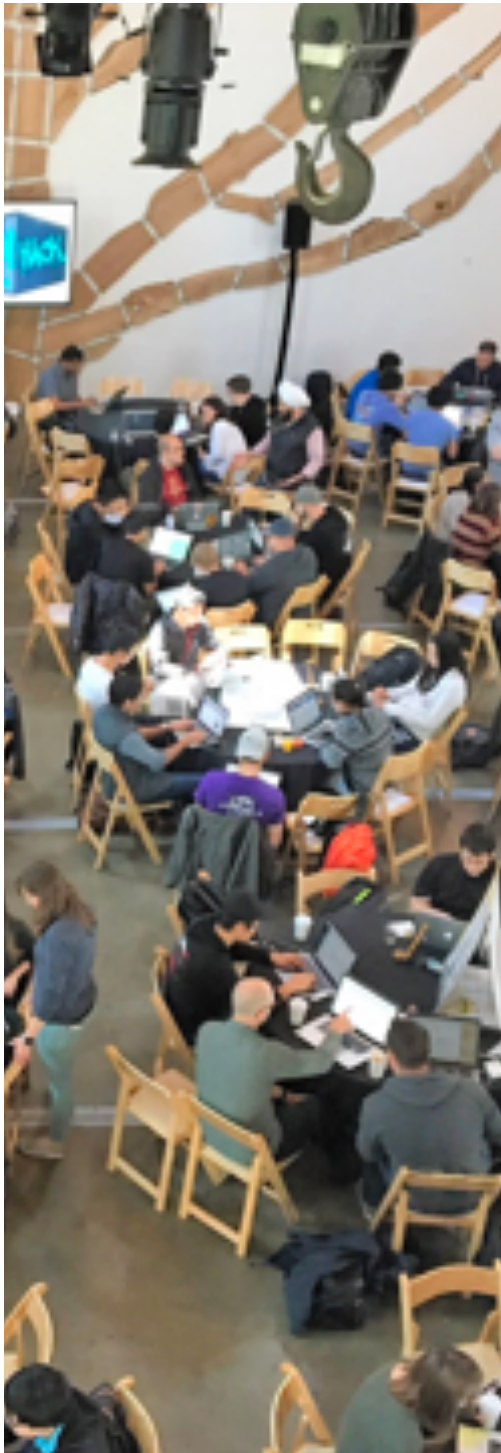
NATIONAL DAY OF CIVIC HACKING

Civic and open data



Coding competitions (mid to late 2000s)





Existence

Survival

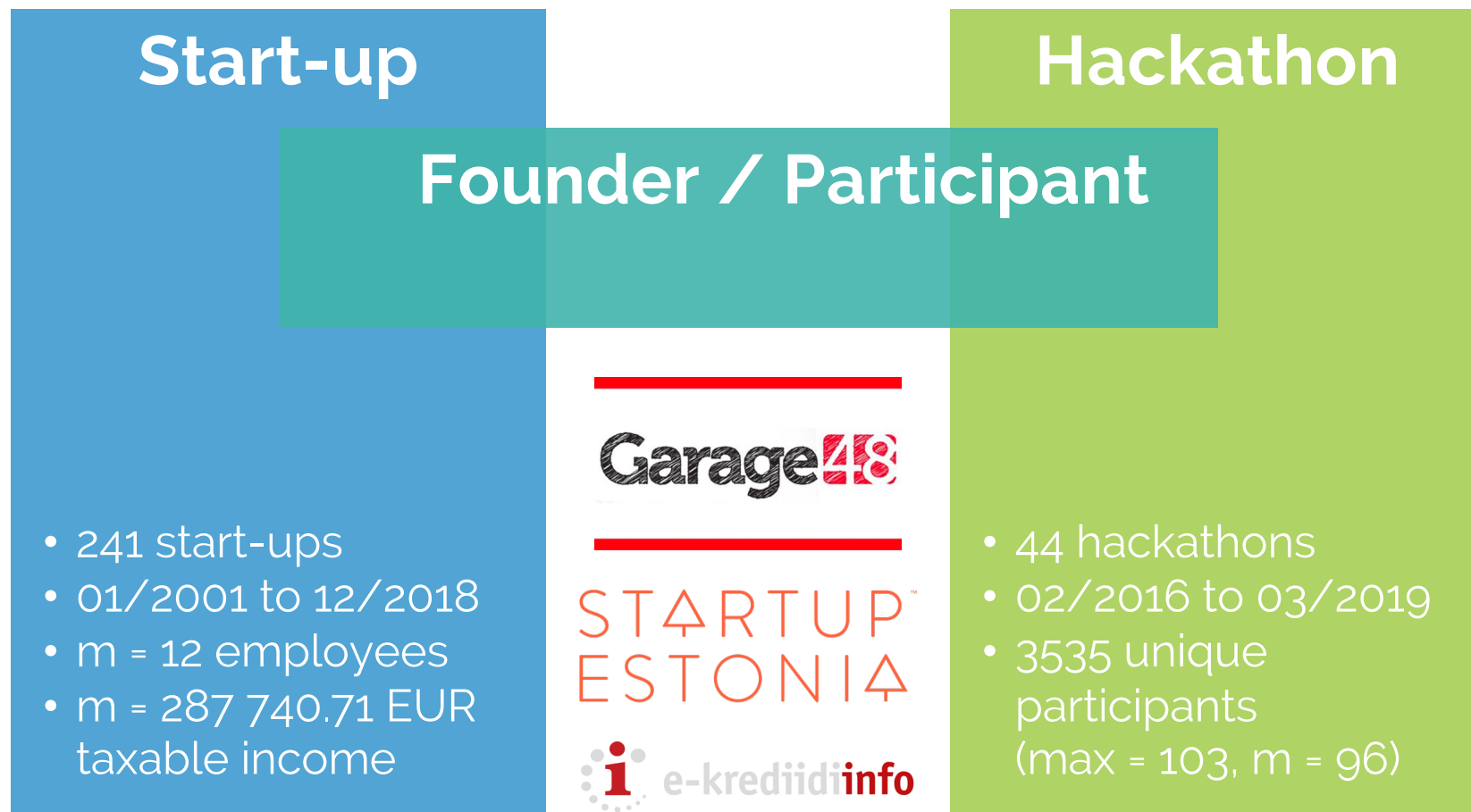
Success

Take-off

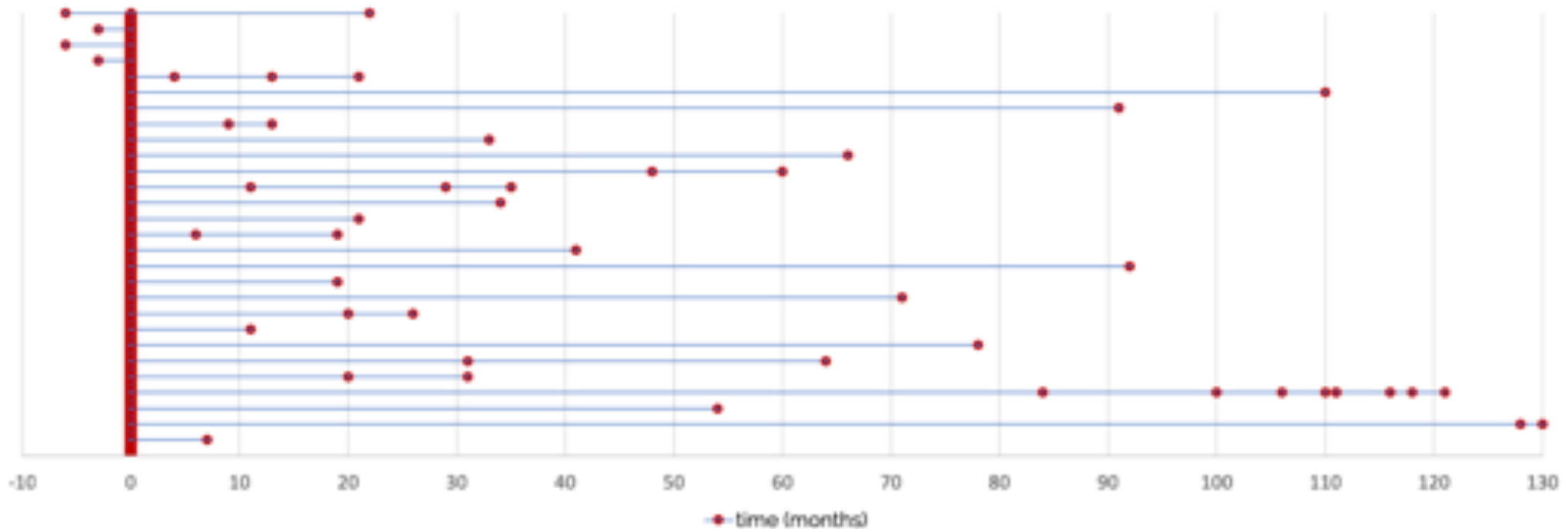
Lewis, V. L., & Churchill, N. C. (1983). *The five stages of small business growth*. Harvard business review, 61(3), 30-50.

RQ1: What is the temporal connection between founding a start-up and hackathon participation founders of Estonian start-ups?

RQ2: What are differences between identified start-ups?



RQ1: Temporal connection between founding start-ups and hackathon participation



- 28 start-ups were connected to hackathons (out of 241, 11.62%)
- 24 start-ups were created before founders participate in their first hackathon, 3 after, one in between
- Large disparity between different events ($m = 42.96$ months, $SD = 36.82$)

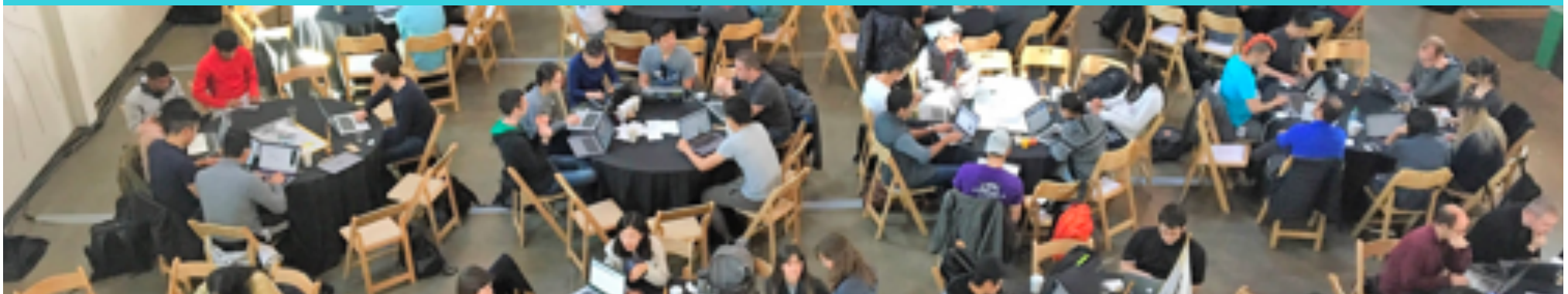


Existence

Survival

Success

Take-off



RQ2: Differences between identified start-ups

- If start-ups are formed after a hackathon it happens quickly (m = 4 months, SD = 1.73)
- Start-ups that are formed after a hackathon have more employees on average (9.79 vs. 4.33)
- Start-ups that are formed after a hackathon have more taxable income on average (310 829 vs. 136 008)

But... Findings may be skewed due to the imbalanced groups



Laying the foundation before hackathon participation

Nolte et al. (2018). *You Hacked and Now What?:-Exploring Outcomes of a Corporate Hackathon*. Proceedings of the ACM on Human-Computer Interaction, 2(CSCW), 129.



ECHO

ECHO

ECHO

**Feedback from other participants,
mentors, organizers and judges**

Growing interest and expanding connections





**Finding future partners
or employees**



- Hackathons can be **more than the start** of an entrepreneurial path
- We need to **reconsider how we design them** to support other scenarios than just creating a start-up
- We need to design them to serve **different contexts**
- Extension study in the **planning**



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