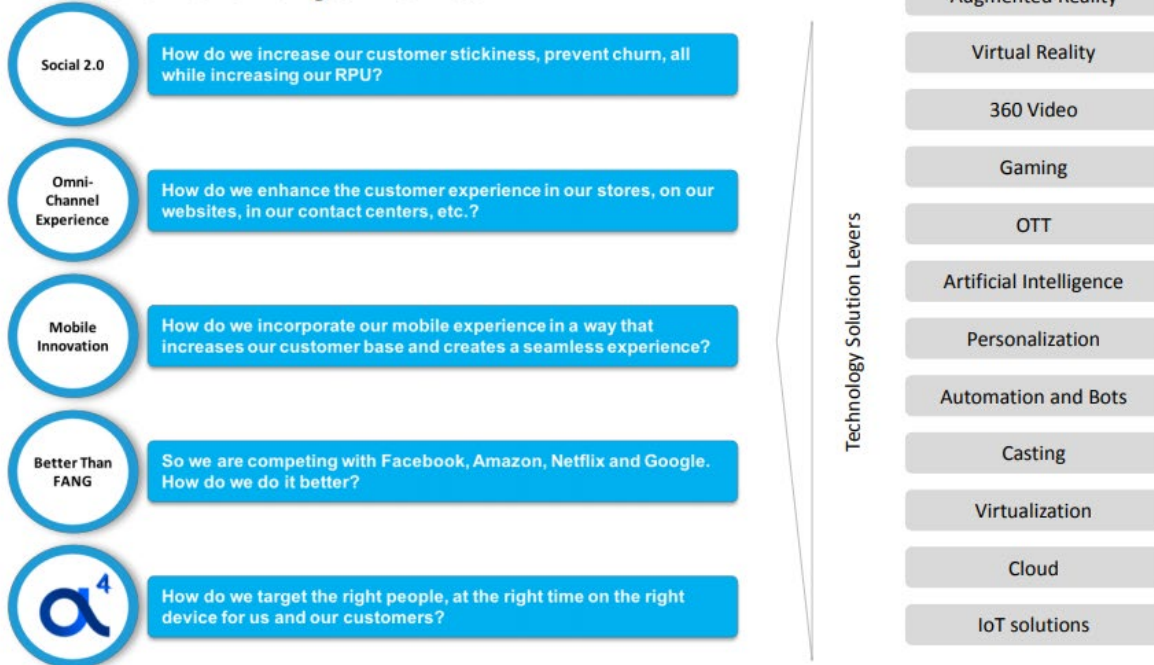# 2018 University Hackathon:

Registrants in the 24-hour Hackathon included students from Columbia University, New York University, Howard University, Stony Brook University, Purdue University and Stevens Institute of Technology. They were charged with providing viable solutions to one or more of the challenge topics listed, below.

2018 Hackathon Challenge Themes

Social 2.0 — How do we increase our customer stickiness, prevent churn, all while increasing our RPU?

Omni-Channel Experience — How do we enhance the customer experience in our stores, on our websites, in our contact centers, etc.?

Mobile Innovation — How do we incorporate our mobile experience in a way that increases our customer base and creates a seamless experience?

Better Than FANG — So we are competing with Facebook, Amazon, Netflix and Google. How do we do it better?

α⁴ — How do we target the right people, at the right time on the right device for us and our customers?

Technology Solution Levers:
- Augmented Reality
- Virtual Reality
- 360 Video
- Gaming
- OTT
- Artificial Intelligence
- Personalization
- Automation and Bots
- Casting
- Virtualization
- Cloud
- IoT solutions

First Place Winner – "Team Hacker Ducks" - $2000
A team of three graduate students from Stevens Institute of Technology took first place for an AI and machine learning-based integration, designed for improving the customer experience.

Second Place Winner – "Team NYU Tandon" - $750
Three NYU seniors took home second place for Customer Value Interpreter to predict revenue potential for recently acquired and prospective customers.

Third Place Winner – "Team Cyberchase" – Goodies
Stevens Institute freshmen took third place for tapping business potential around differently abled groups of people using accessible solutions.