AQUAHACKING
CHALLENGE • SUMMIT
2015-2016 REPORT
REPORT
AQUAHACKING CHALLENGE
2015 | 2016

REGISTERED HACKERS
70 257
x3.7

FORMED TEAMS
13 25

DEVELOPED SOLUTIONS
10 14

MEET-UP DAYS
4 2

CODING/HACKING DAYS
Ottawa 6 7 Montreal Quebec

CHALLENGE DURATION
4 MONTHS 6 MONTHS

FINALIST TEAMS
13 5

PRIZES
$15,000 for 3 teams + Incubation support
$51,000 for 5 teams

TECHNOLOGICAL PARTNERS
Hub Ottawa Hacking Health

PARTNERSHIPS WITH INCUBATORS
n/a 3
District3 Centech - ÉTS FounderFuel

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### REPORT
#### AQUAHACKING SUMMIT
2015 | 2016

### REGISTERED PARTICIPANTS
<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>260</td>
<td>337</td>
</tr>
</tbody>
</table>

Registered Participants: +30%

### THEMES & PANELS
1- Integrated water management across diverse jurisdictions
2- What does success look like in the Ottawa River Watershed?
3- How can the IT and water converge?
4- Climate change adaptation
5- Spills and overflows
6- Access to the St. Lawrence River
7- How innovation, technology and creativity can contribute to water conservation

### KEYNOTE SPEAKERS
- n/a
- William Rees
- Robert Hausler
- The Water Brothers
- Mylène Paquette
- Anthony Townsend

### PANELISTS
<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>15</td>
<td>16</td>
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### DIGNITARIES – GUEST SPEAKERS
<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>4</td>
<td>8</td>
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</tbody>
</table>

- Quebec Environment Minister
- Ontario Environment Minister
- Mayor of Ottawa
- Mayor of Gatineau
- Chief G. Picard
- Mayor of Montreal
- Mayor of Quebec
- P. Wennubst
- Quebec Environment Minister
- MP A. Dhillon
- MP M. H Plante
- Environment Canada Official

### YOUTH DELEGATION
- "Vision St. Lawrence 2030" Supported by Ottawa Riverkeeper
- Gatineau Declaration Supported by Ottawa Riverkeeper

### BOOTHES
<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>1</td>
<td>5</td>
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- OTTAWA RIVERKEEPER
- IBM
- SSL
- OGSL
- KEURIG

### FIELD PARTNERS
<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
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<td>1</td>
<td>5</td>
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</table>

- OTTAWA RIVERKEEPER
- SSL
- OGSL
- TCR
- ZIP
- ROBVQ

### FINANCIAL PARTNERS
- IBM
- Quebec Gov.
- Canada Gov.
- City of Montreal
- J.W. McConnell Foundation
- RBC
- Stingray
- City of Quebec
- Keurig Canada
- Cascades

### FINANCIAL CONTRIBUTIONS
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<tr>
<th>2015</th>
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<td>$37,000</td>
<td>$392,500</td>
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+ $10,6

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Chief Ghislain Picard

Mr. David Heurtel

Mr. Marc H. Plante

Mayor Denis Coderre

Mayor Régis Labeaume

Mayors D. Coderre and R. Labeaume with the AquaHacking Youth Delegation

AquaHacking’s co-founders

Mrs Anju Dhillon

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MEDIA COVERAGE
2015 | 2016

MEDIA REACH
5,7 millions 30,9 millions

ARTICLES & STORIES
70 80

TWITTER

6-month Campaign
IMPRESSIONS
6,7 million 21,5 million
Mentions
4.4K 5K
Followers
990 +6K ▲ 606%

2-day event coverage
IMPRESSIONS
2,9 million 7 million
Tweets
1.8K 1,5K
Trending
Day 1 – Canada Day 2 – Montréal

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KEYNOTE SPEAKERS

Carole St-Denis (the MC)

Mylène Paquette

Robert Hausler

Prof. William Rees

Anthony Townsend

Alex and Tyler Mifflin (The Water Brothers)

High profile panelists

High profile jury members

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REPORT
MAIN OUTCOMES

2015

• Creation of a JOINT ONTARIO-QUEBEC COMMITTEE ON WATER MANAGEMENT.

• Official signature of the GATINEAU DECLARATION which acknowledges a shared responsibility to preserve the biodiversity, the quality of the water and the well-being of communities within the Ottawa River Watershed.

• Development of 10 MOBILE/WEB APPS – including 3 TOP WINNERS – aiming the preservation of the Ottawa River.

2016

• Unveiling of the QUEBEC WATER STRATEGY 2017-2032 by Ministry of Environment of Quebec.
• Launching of the PUBLIC CONSULTATION on the water strategy.

• Presentation of the YOUTH DECLARATION "VISION ST. LAWRENCE 2030".
• Official handover to both Mayors of Montreal and Quebec City.
• DECLARATION available online allowing citizens sign it and support it.

• Development of 14 TECHNOLOGICAL SOLUTIONS - including 5 TOP WINNERS - aiming the preservation of the St. Lawrence River.
• 5 WINERS = 5 NEW COMPANIES

River Rangers // Mobile application that helps citizen scientists explore and collect data about waterways, more specifically the Ottawa river.

Ma Rivière // Open source platform that facilitates the efficient resolution of important waterway issues by bridging the gap between citizens and municipalities and/or groups responsible for maintaining our waterways.

Contour // Web platform centralizing exchanges between residents, officials and waterways organizations into three parts: ecosystem, shoreline protection and general information on waterways.

Water Rangers // In 2015, River Rangers became Water Rangers. They have collected over 15,000 observations in 757 locations. They work with groups like the Ottawa Riverkeeper, Rideau Valley Conservation Authority, the City of Ottawa and Mobile Baykeeper in Alabama who have been collecting data for years. The public can access all their information in one spot and learn more about what these tests mean.

November 29, 2016 // The five AquaHacking 2016 Challenge finalists will take part in the IBM SMARTCAMP (organised by IBM Canada). SmartCam is a global pitch competition among rising startups powered by LAUNCH.

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OUR PARTNERS

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Strong points:

- Caliber & quality of Summit
- High-quality of presentations/panels & keynote speakers/panelists
- Production of multimedia/videos content
- Media coverage
- Number of sponsors and amount of financial contributions secured

Areas for improvement:

- Summit’s welcome process
- Registration rate structure
- Identify one main media spokesperson
  - Ensure a better knowledge of the key messages
SUMMER SEASON
The summer season has a negative impact on the hacking teams' resiliency.

AQUAHACKING POSITIONING
Prepare clear & consistent key messages + marketing planning/thinking + develop a storytelling

MAXIMISE REGISTRATIONS
Review strategy (target audience & tickets rate) + create scarcity

FINALISTS
Have more finalists than prizes + Improve announcement of winners

HIGH PROFILE KEYNOTE SPEAKER
Think about booking a high profile well-known keynote speaker: Al Gore, L. DiCaprio, M. Damon

EVENT PARTNERSHIPS
Consider merging connected events (water or Demoday) 
  Increase impact and make event + appealing

SURVEY
Carry out a satisfaction survey with the hackers that took part in the Challenge

VENUE CONFIGURATION
Adjust venue lightning allowing participants to take notes + consider venue setup a day earlier

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