



# A Culture of Innovation - Hackathon

OPTIONAL CONFERENCE – BUDAPEST, HUNGARY

25 MARCH 2015

Simply Possible

Simple message

Simple offer

Simple to use

**A simple formula for success**

The image features a smiling man in a suit holding a box with a star logo. Three colored circles (blue, green, yellow) are overlaid on the image, each containing text. A speech bubble is also present. The bottom of the image has a dark blue banner with white text.

## 2014 Product Team Themes



1. Plant the flag
  - Establish vision for the future and build organizational support with passion and socialization
2. Deliver the goods
  - Execute on the quarterly plans and roadmaps to gain organizational confidence
3. Focus on speed of customer learnings
  - Improve speed, rigor, and relevance of validated learnings, everything else is waste
4. Improve how we work
  - Look for opportunities to streamline processes, eliminate waste, and socialize ideas and plans
5. Create an innovation culture
  - Create culture of risk taking, self motivation, and continuous learning

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# An Agile Foundation

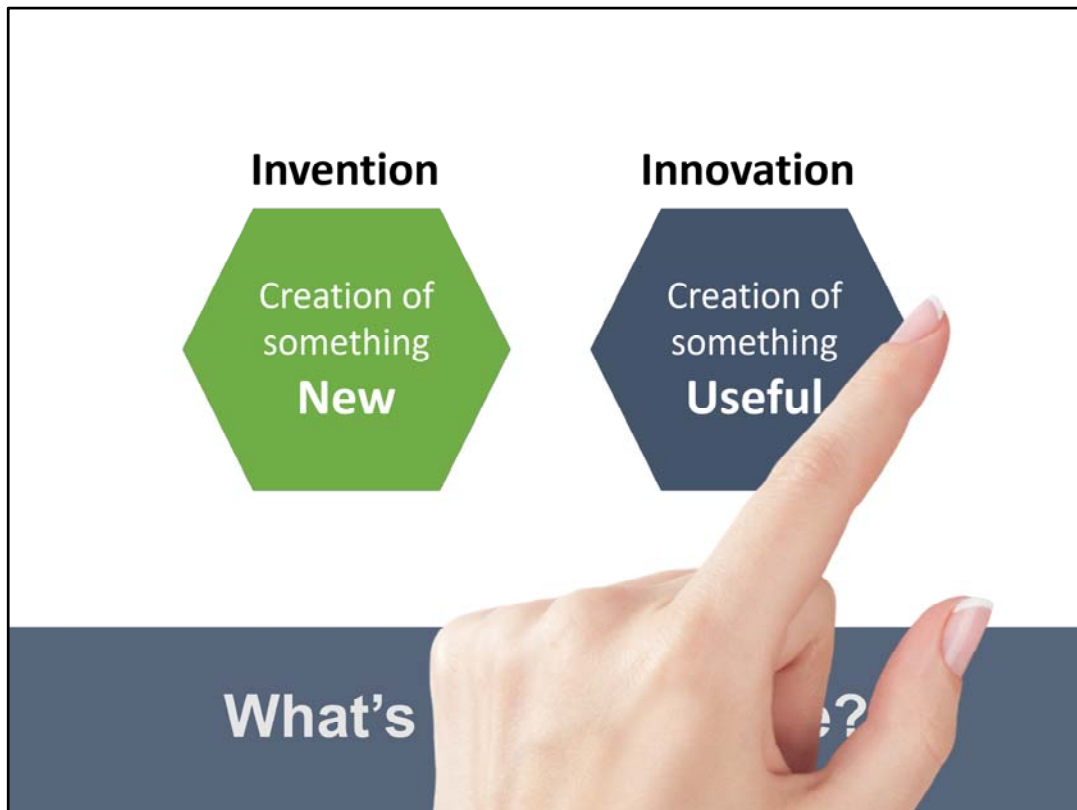
## **Invention**



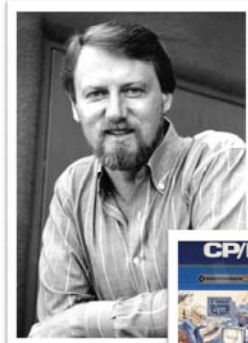
## **Innovation**



**What's the Difference?**





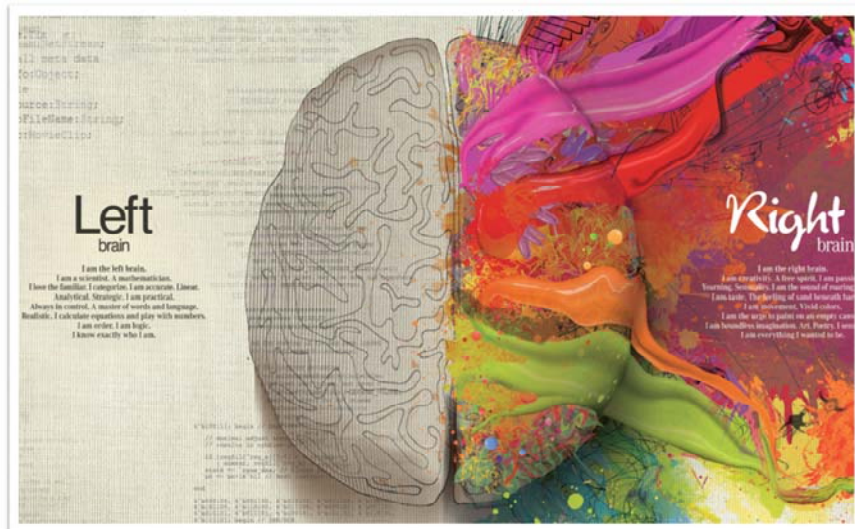


Who are these people?

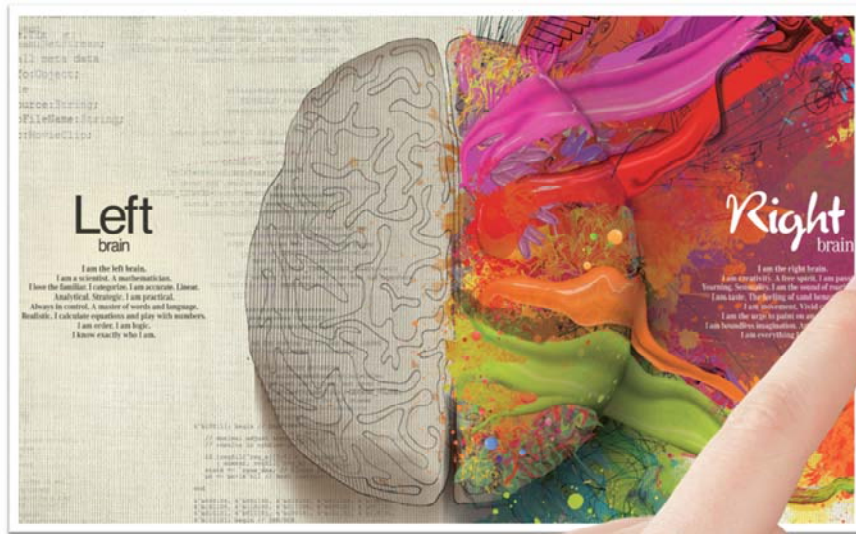
	Inventor	Innovator
<b>Pursuit</b>	Create something new	Satisfy a large unmet need
<b>Solve</b>	Complex problems	Customer problems
<b>Goals</b>	Fund future invention	Build sustainable business
<b>Result</b>	Create a patent	Create wealth

**Innovators pursue different objectives**

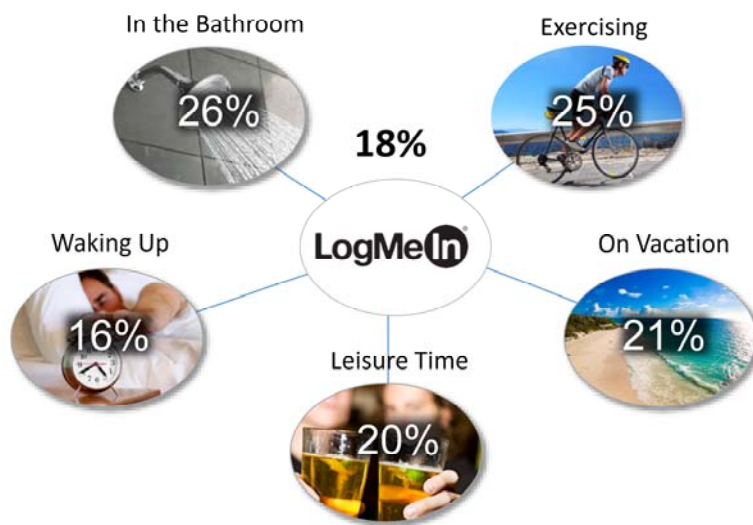




**Innovators use their entire brain**



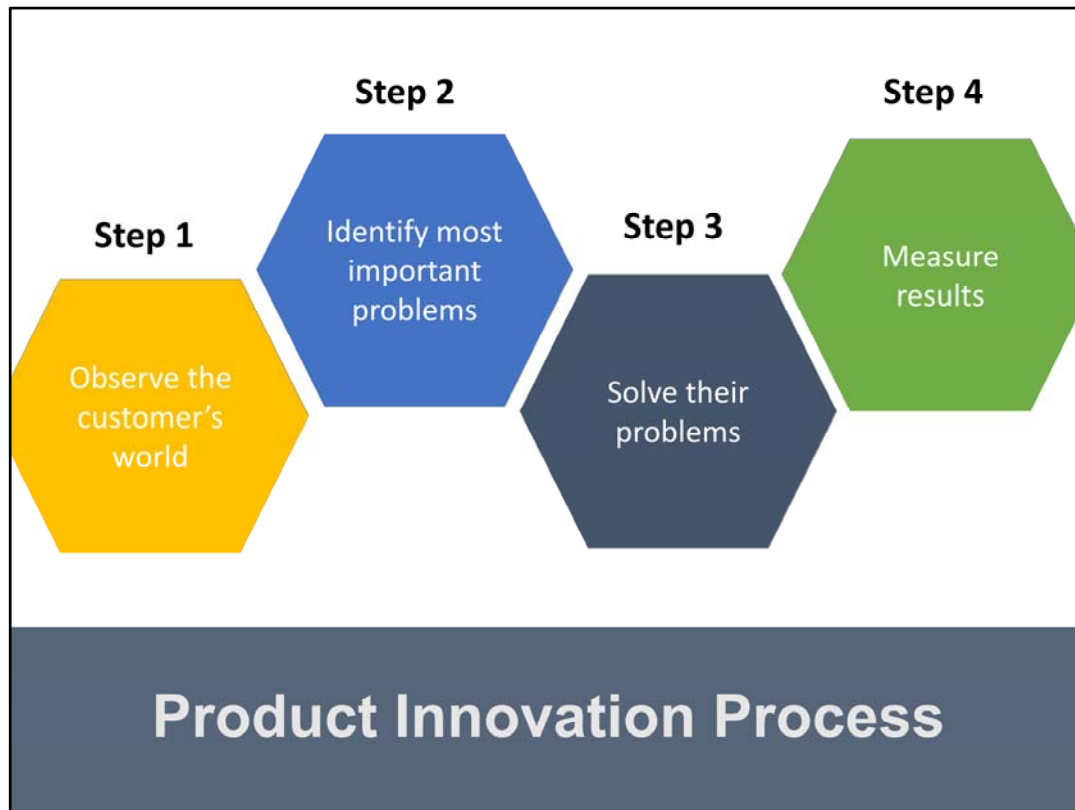
Innovators use



**Innovation happens 24x7**



## Innovative Products









## LogMeIn Hackathon





- August 25-29<sup>th</sup> in Budapest & Boston
- Self-forming teams and ideas
  - Developers, QA
  - UX and UI Design (as needed)
  - Product/Business Owner
- A few rules
  - Must relate to one of our target customers
  - Must deploy working code in live environment
  - Top 10 teams will present at off-site
  - 5 Awards presented
- Forcing function for:
  - Defining APIs
  - Implementing continuous delivery
  - Improving cross-product collaboration
  - Getting engineers to take risks and believe they can

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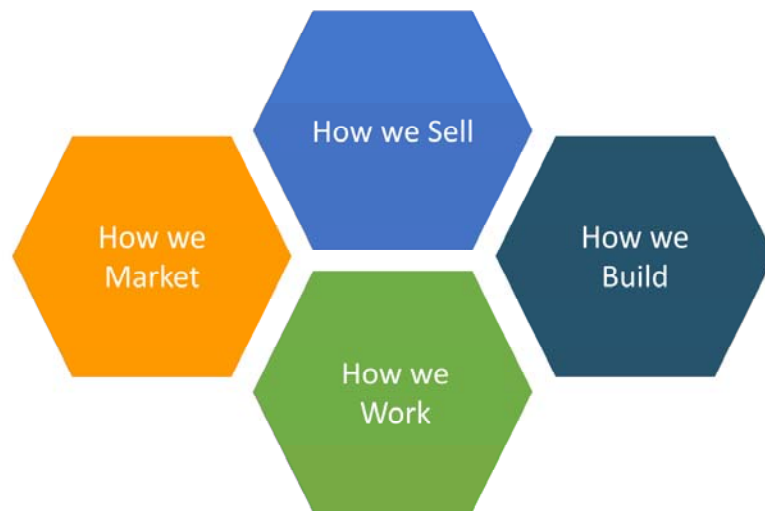
## An Agile Foundation



**75% felt more innovative during  
Hackathon**



“We felt more motivated because we had much more freedom to do what we imagined. The feeling that we own the ‘product’ was stronger. This is the power of innovation. :)”

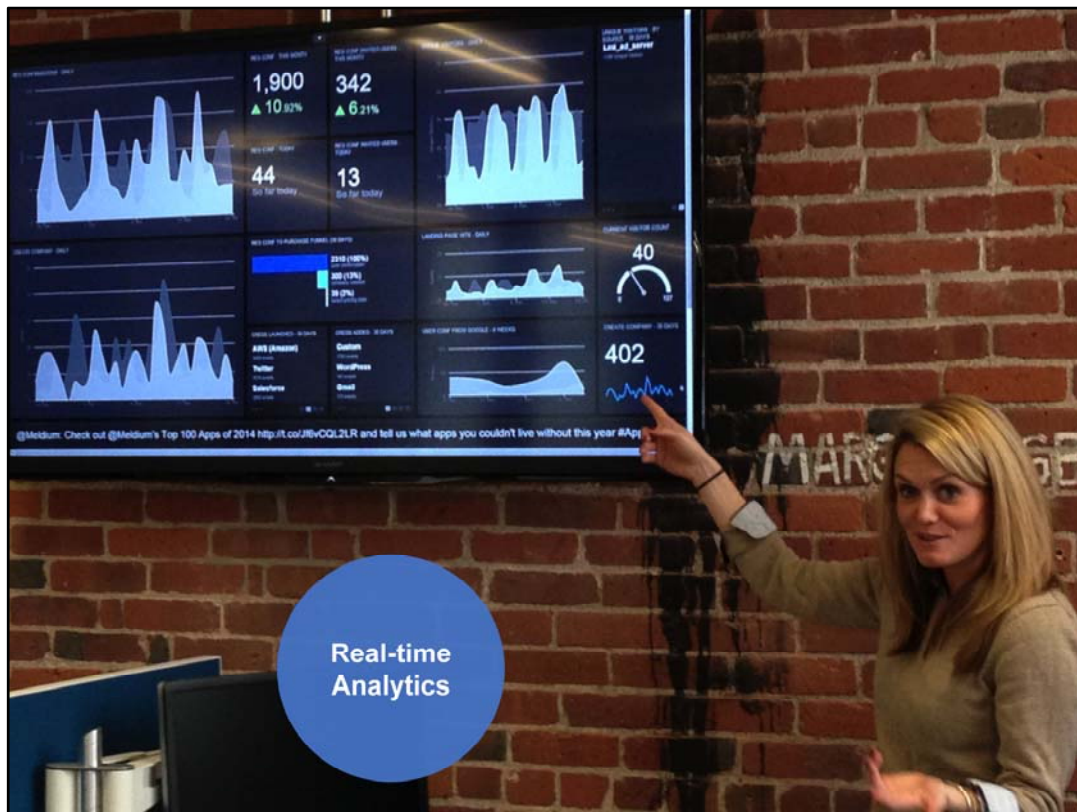


**An Innovation culture needs  
shared ownership**







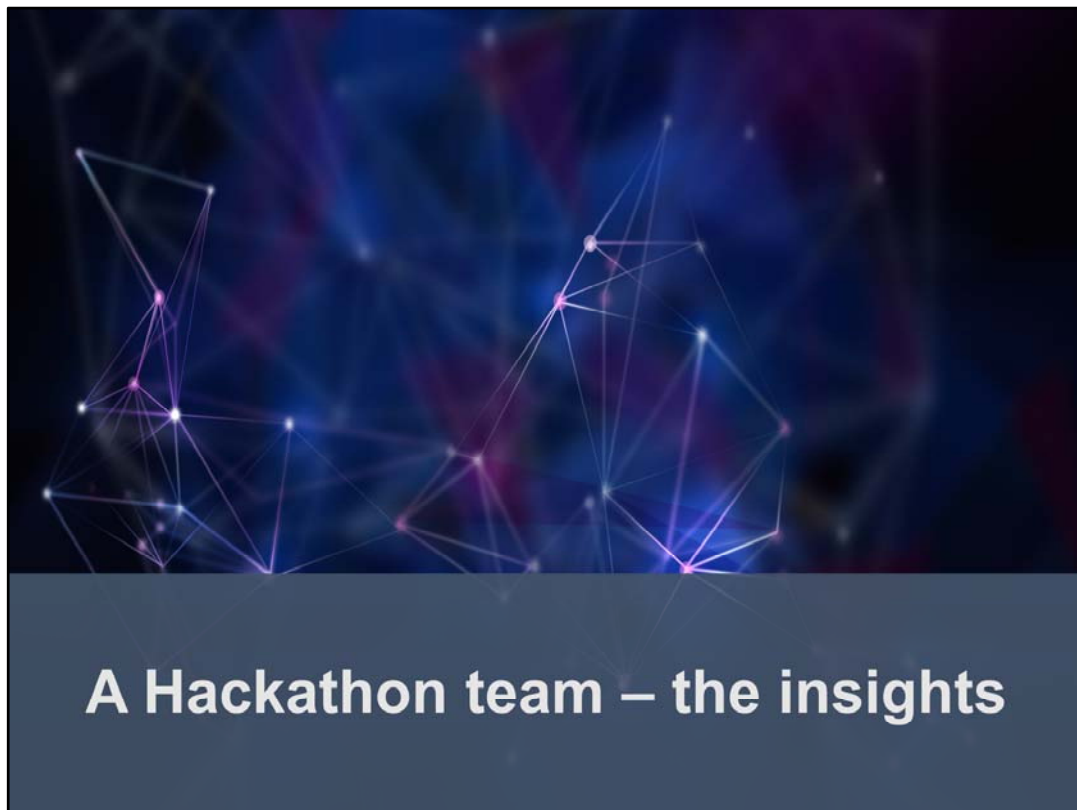






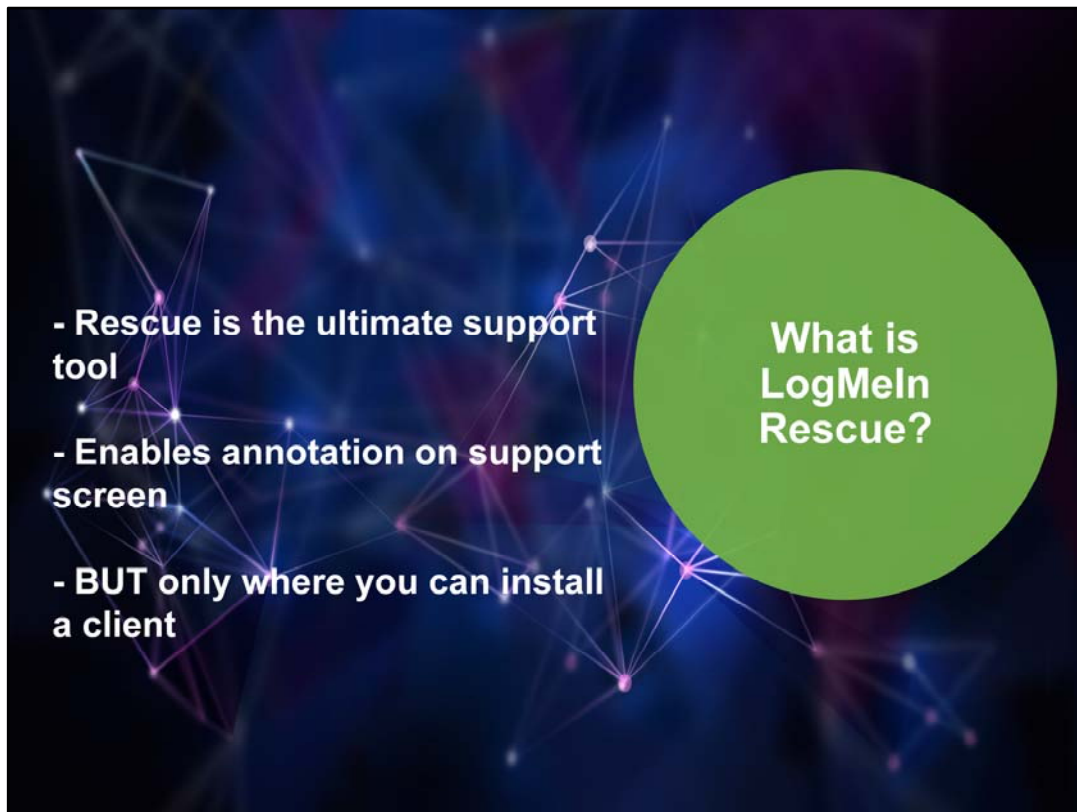


Annual  
Global  
Hackathon

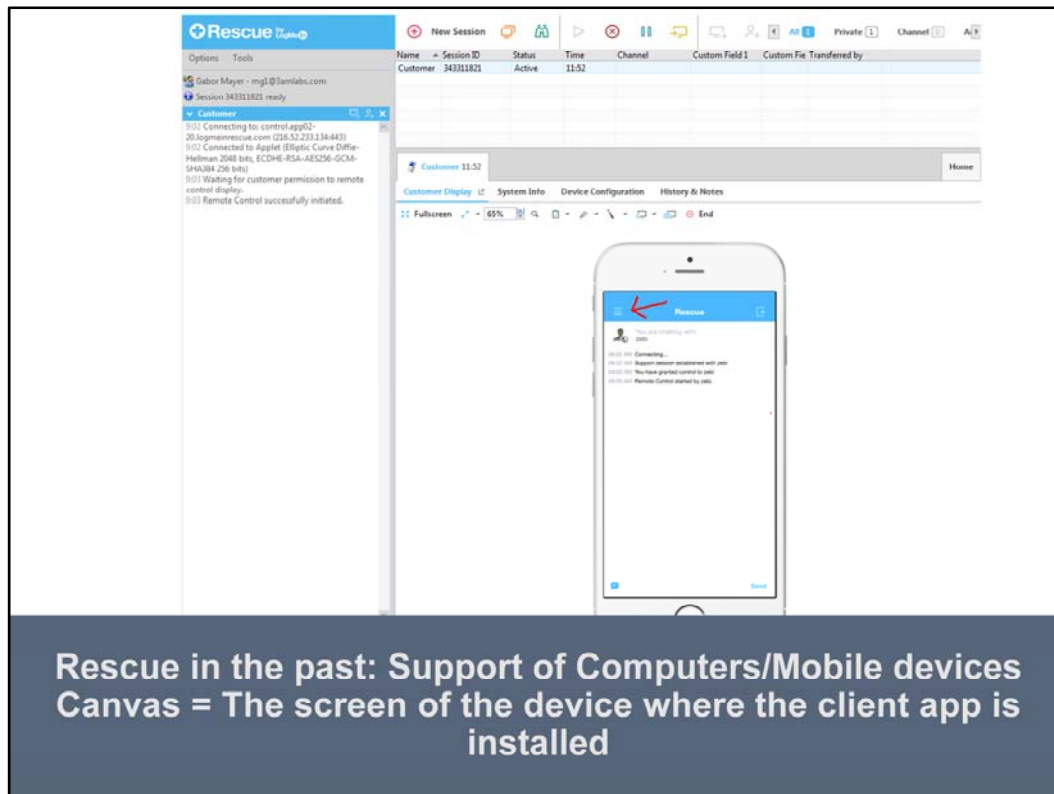


## **A Hackathon team – the insights**

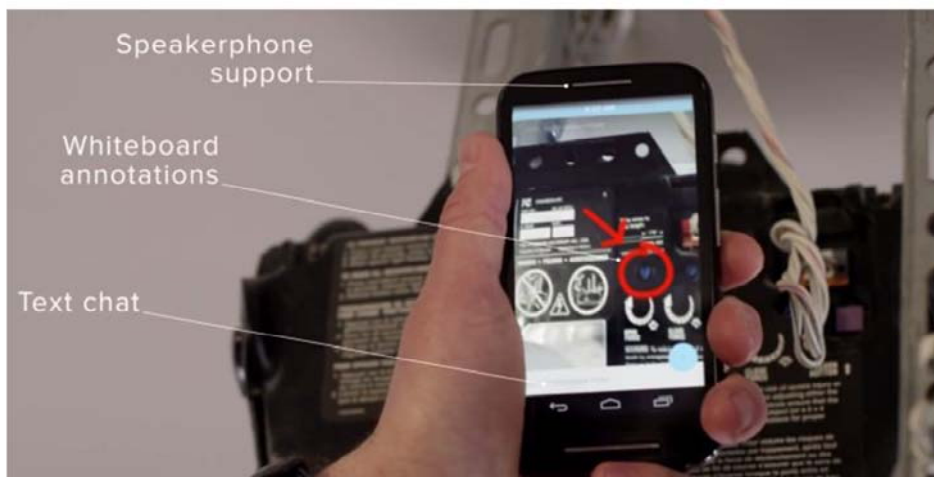
- No limits, form a team with anybody within the company
- Solve customer problems (related to our business)



- What is Rescue?
- Technician Console      what the Agent sees
- Client App      to be installed on a supported device



- Remote Control      Agent takes over the control over the remote device
- Whiteboard feature    To guide the user faster to the solution
- Canvas                  the supported device's screen
- Limitation              needs an installed client part on the supported device



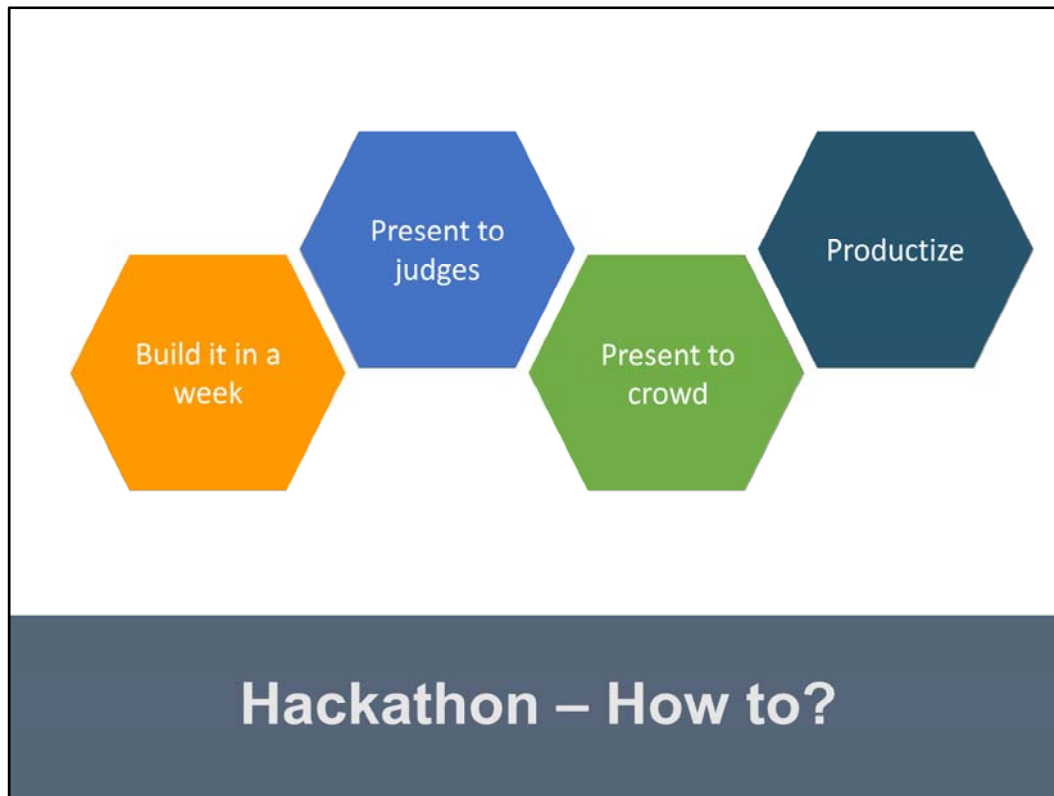
## Rescue in the future: Virtual Support of Anything

Canvas = Anything what a camera of a mobile device can see

- Canvas: the screen of a mobile device



- Canvas of the annotation shall be the mobile screen



- Build in a week: idea to prototype
- Present to judges: local presentation
- Present to crowd: at the offsite
- Productize: make it happen



Build it in a  
week


- **From Idea to prototype**
- **No product quality is required**
- **Consultation with LogMeIn senior members at half way point**

## **Hackathon – How to?**

Not just about development

We had to sell





Present to  
judges

- **Floor 5 of the LogMeIn Budapest office**
- **Over 100 people in the audience**
- **Senior LogMeIn members as judges**
- **Was it a success?**

## **Hackathon – How to?**

Wringing our hands



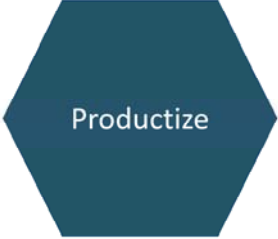
Present to  
crowd

- **Make it be a better presentation**
- **Now competing against the best projects**
- **We wanted a video**
- **...so we did it overnight**
- **We won the People's Choice Award**

## **Hackathon – How to?**

1 day left until all the materials to be submitted

Selling is hard just as on the market, selling the product is not easy



Productize

- The story did not end here
- The hardest part just started (integration, target following improvements, etc.)
- Applied for a Patent protection
- NOW: Meet Gary!

**Hackathon – How to?**