



Masters of Code Inaugural Event in Sydney: We Have Liftoff



Post from Sebastien Taveau, senior business leader, Technical Evangelist, Developer Community --

MasterCard launched its first ever global hackathon series in Sydney, Australia this week. The entrance into the scene of developers was a success beyond expectations.

So why are we claiming success and what does it take to get there? It's simple:

- 152 registrations
- 100+ on-site people (including staff from MasterCard, AH, etc)
- 78 hackers
- 15 projects
- 1 regional champion
- 3 MasterCard executives
- 1 MasterCard team hacking
- 8 MasterCard mentors
- 20 meters of pizza (almost 66 feet)
- 224 cans of Red Bull
- 24 hours of hacking
- 268.8 liters of soda
- 4 Nerf guns
- 5 light sabers
- 504 chocolate bars
- 120 ice cream sundaes
- 1 awesome event

Beating PayPal in our first year with our first event: Priceless.

PayPal had 64 hackers spread across 27 teams.

The winning team (Cointr) went very hard after the top prize, crafting a solution that leveraged no less than five APIs (Location Services, MoneySend, MasterPass, Express CheckOut and RePower).

Photo front row from left: Bhaskara Dantuluri, Brien Buckman, Rod Martin, Mario Shiliashki, Prashant Sharma. Back row from left: Ben Gilbey, Dan Martin, Caroline Bagshaw, David Vorhies, Sebastien Taveau, Ann Cairns, Alana Morton, Michael Moore, Peter van der Linden, Ruth Whitten.

The 24-hour event began with the exceptional support from Ann Cairns, Eddie Grobler and Mario Shiliashki. These leaders delivered inspirational messages on why the Sydney innovative scene was critical to delivery of a new generation of commerce applications. And we were not disappointed with the team's projects! Winning ideas included:



Regional Champion: Cointr

Cointr is a digital piggybank that allows users to save money by topping-up their coin change into their digital wallet.

Team Cointr, from left: Sempertegui Serg Metelin, Giovanni "Gio" Ravone and Eddie Grobler. Not pictured: David Van Dugteren.

Runner Up: Seamless

A simplified in-aisle and checkout experience through smarter shelves. MasterCard/Pinpoint also took on the Employee Challenge and delivered a

strong presentation. So take note MasterCard employees, the chase for glory is on!

What also made this a great event was the diversity of the judging panel:

Eddie Grobler, Mario Shiliashki, Rocky Scopelliti (Telstra), Adam Bender (Computer World/Media), James Taylor (Yieldify), Nick Benson (WVNT/Serial Entrepreneur), Michael Swinhoe (Rubik) and Sebastien Eckersley-Maslin (Bluechilli).

And more than once, we heard MasterCard experts say "wow, this looks amazing" as a strong tribute to the quality of the projects.

So stay tuned for additional posts from our next stops - Hong Kong and Singapore!