

# Build Madison: A Community Create-a-thon

*February 5-6, 2011*

Calling all creative, talented and enthusiastic Madisonians! Come together to unleash and show off our community's potential by cooperatively creating real products in less than 24 hours. Connect with people to make your idea a reality or utilize your skill set and experience to help bring other exciting ideas to life- all while meeting cool people and generally having a blast. Plus, there's prize money and packages for teams with the most impressive results.

## Who's invited?

Anyone with an idea they want to execute or a skill they want to contribute. Programmers, Artists, Engineers, Writers, Students, Marketers, Builders, Prototypers, Business People, Tinkerers, Hobbyists, Visionaries, Hackers, Salespeople, Thinkers; anyone with the itch to make and sell something. Build Madison looks to bring the diverse talent that is Madison's community together to meet, grow and create.

## Prizes and Sponsors

Top teams can win prizes including **\$500 in cash** from [PerBlue](#), a **free year of hosting** from [SupraNet](#), and two copies of **Vegas Movie Studio HD Platinum** from [Sony](#). This event is being organized by [Capital Entrepreneurs](#), will be hosted at [Sector 67](#), and energized with [Flatt Cola](#).

## More Info

Check out [www.BuildMadison.org](http://www.BuildMadison.org) to sign up and learn more. Got a question? Send us an email at [contact@buildmadison.org](mailto:contact@buildmadison.org).

## Event Itinerary + Descriptions

### Saturday, February 5

**11 AM Saturday: Idea Pitching.** Attendees show up at [Sector67](#) for a brief intro to the event. This is followed by a pitch session where anyone can pitch an idea as a potential project for the day and get feedback from the group. It's certainly not required to bring an idea, but it's an opportunity to turn one into something real, so share one if you've got it!

**12 - 6 PM: Team Forming and Product Building.** Group splits into teams based on interest in ideas presented and relevant expertise. Teams organize and begin to build their concept from idea to product, led by their idea-pitcher. Capital Entrepreneurs members will serve as mentors to keep teams on track and aid in programming, branding and marketing.

**6 - 7 PM: Dinner and Discussion.** Dinner break. Teams take a break to eat, mingle and relax. Teams with specific dilemmas can put them out to the group brain trust for more perspectives on potential solutions.

**7 PM - Midnight: Product Development.** Teams continue to develop their product. Development includes preparation for a presentation and release of their product, and must include a short description with appropriate screenshots or prototype images.

**Midnight: Recommended Finish.** Recommended stop time for the night. Teams are encouraged to have a finished product ready to present and release by this point. Workspace will remain available all through the night for those too excited to sleep.

### Sunday, February 6

**11 AM Sunday: Project Presentation.** Participants reassemble to show off their masterpieces. Each team gives a 5-minute demo or presentation of what they've accomplished and how they plan to launch it.

**Noon Sunday: Prizes, Celebration and Farewell.** Prizes of \$500 from PerBlue, a free year of hosting from SupraNet, and two copies of Vegas Movie Studio HD Platinum from Sony will be given to the top teams. Project descriptions will be posted on the [Capital Entrepreneurs](#) website and teams will be given an exit package to help them release their product to the public should they want to.