



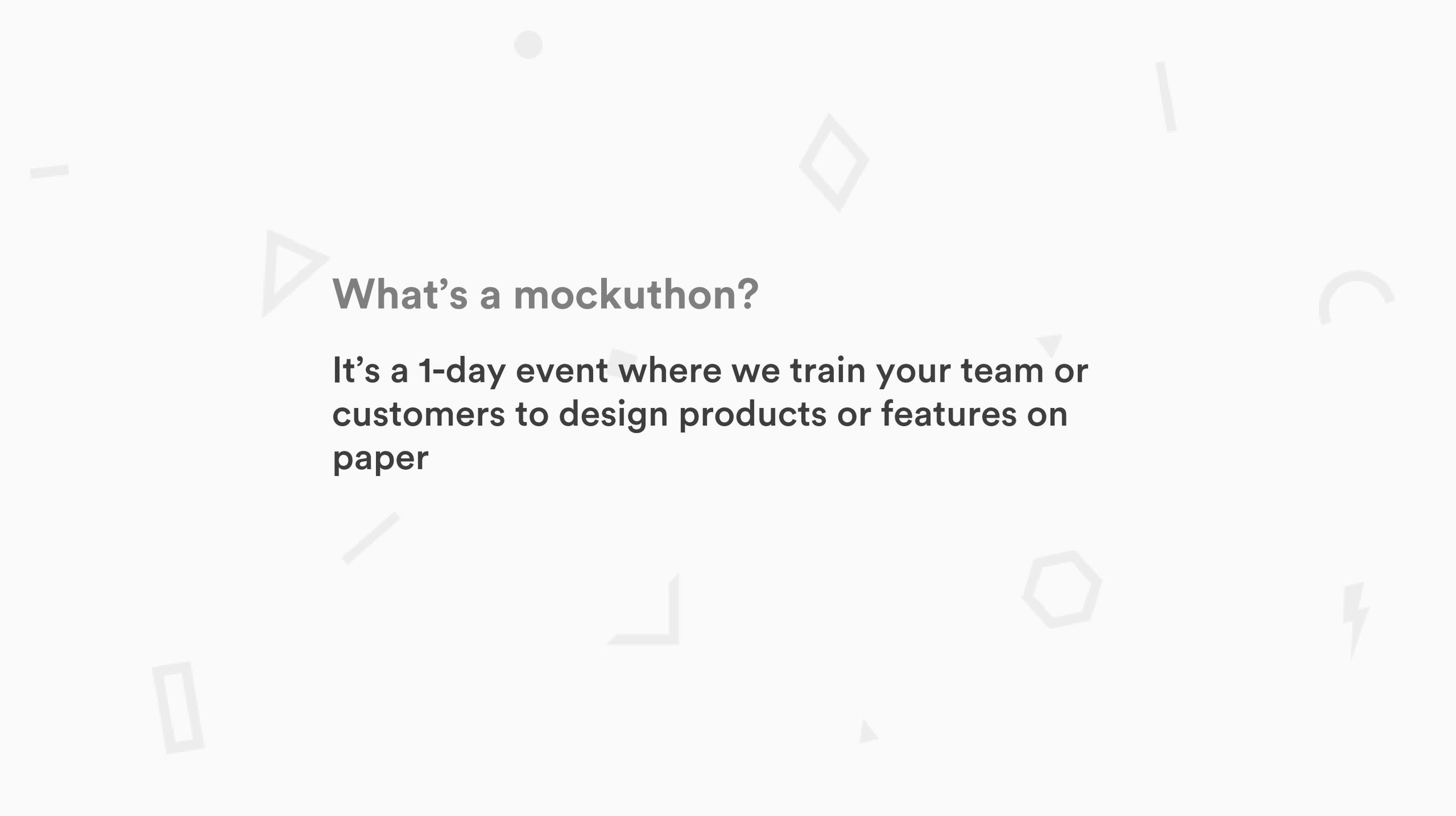
# Mockathon

Hackathon for mockups (interactive prototypes)



## **What's a mockathon?**

**Mockathon is like a hackathon, but for product people and without coding**



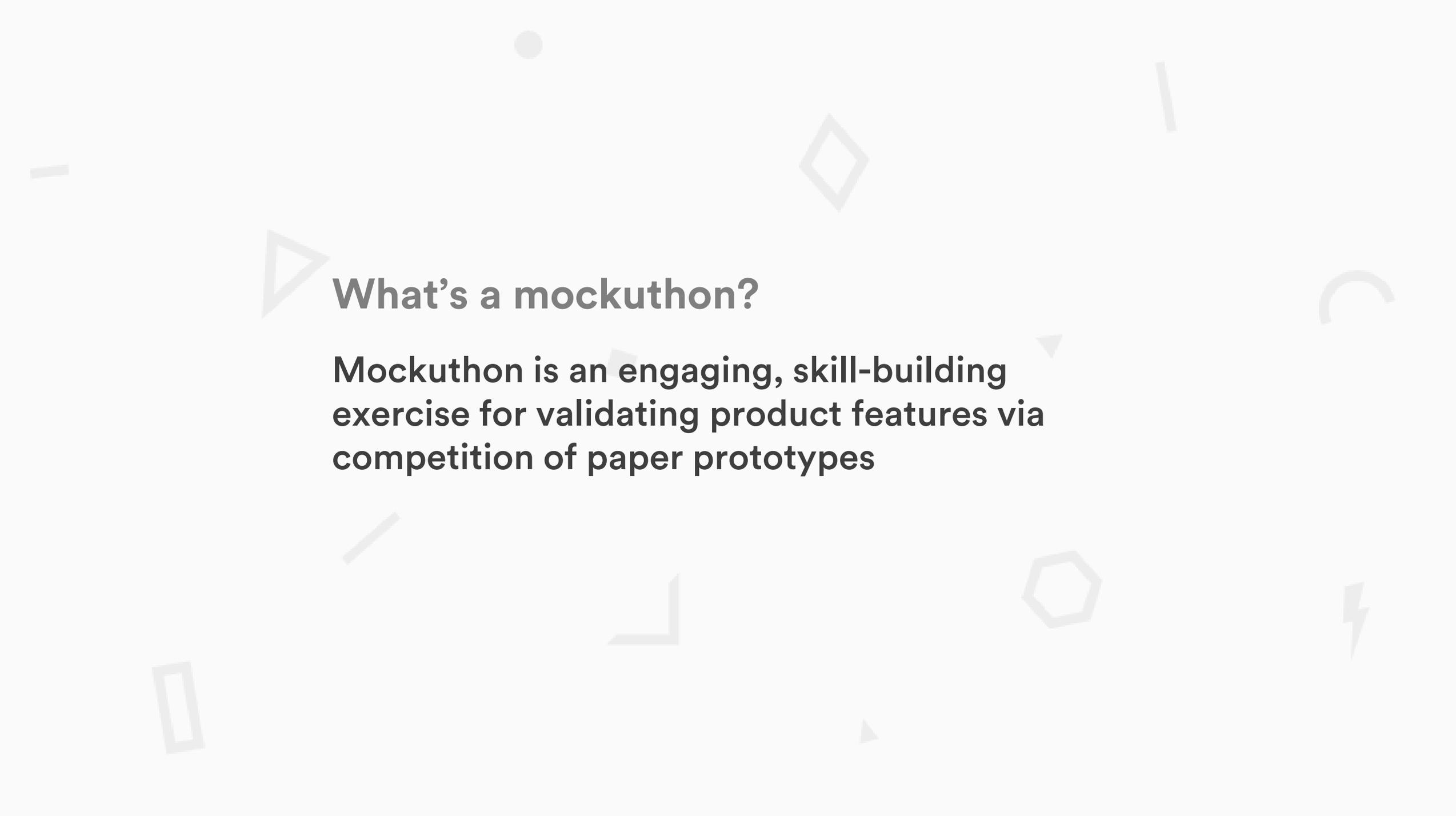
## What's a mockathon?

It's a 1-day event where we train your team or customers to design products or features on paper



## What's a mockathon?

**80%+ product problems can be discovered by testing with 5 people on a paper prototype**



## **What's a mockathon?**

**Mockathon is an engaging, skill-building exercise for validating product features via competition of paper prototypes**



## How does it work?

Mockathon works best for 6+ participants that break up into 2+ teams.

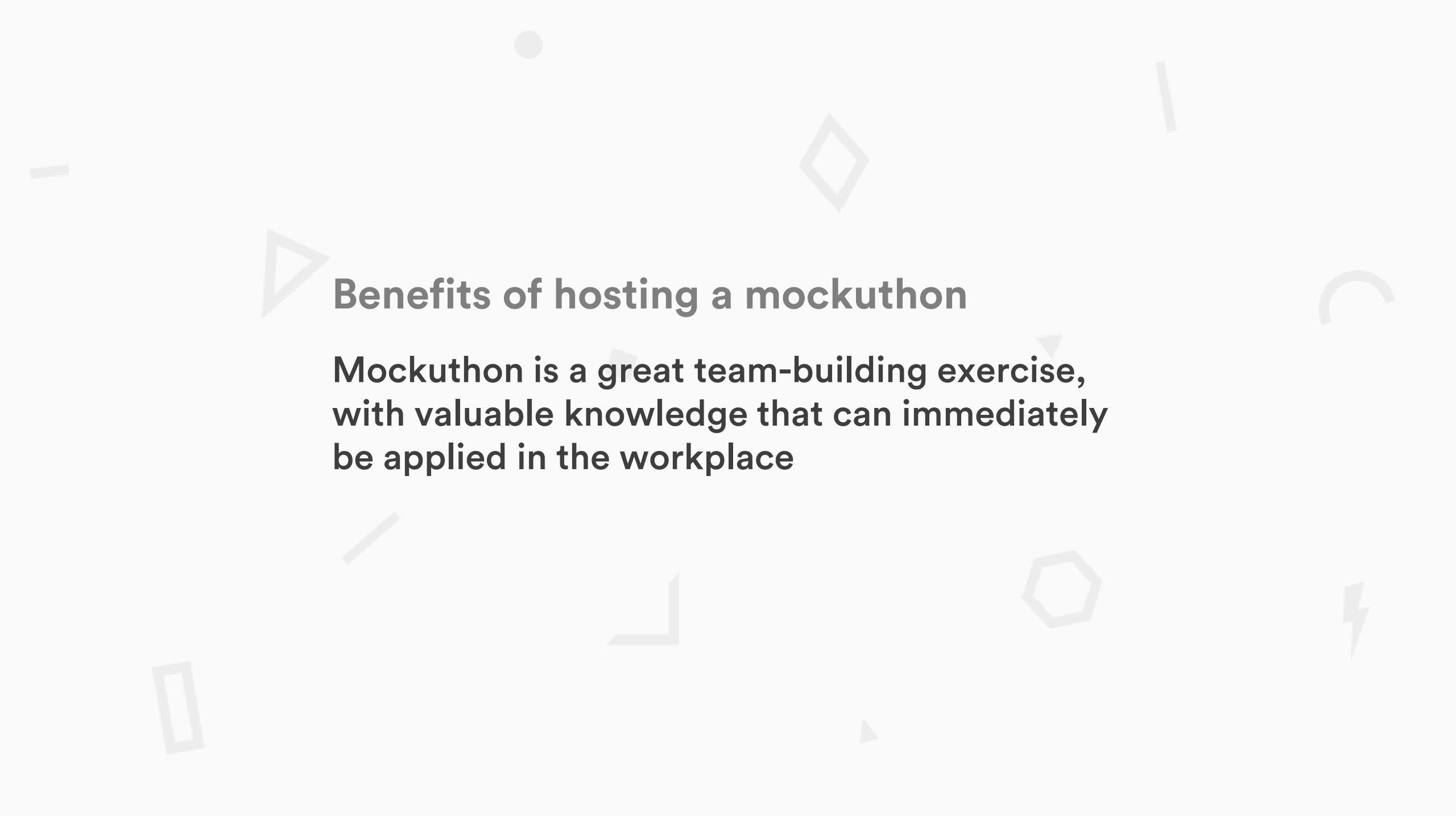
It's typically curated by 1-2 people. A user onboarding pro and a hosting company rep.

# Agenda

- Introduction of the event and speaker (~5-10 min)
- Participants break into teams (~10 min)
- Presentation by the speaker (~45 min)
- Challenges assigned to teams (~15-30 min)
- Teams work on the challenges (~1-1.5 hr)
- Solution validation (~1.5-2 hr)
- Team awards and concluding remarks (~1 hr)
- Networking (~1.5-2 hr)

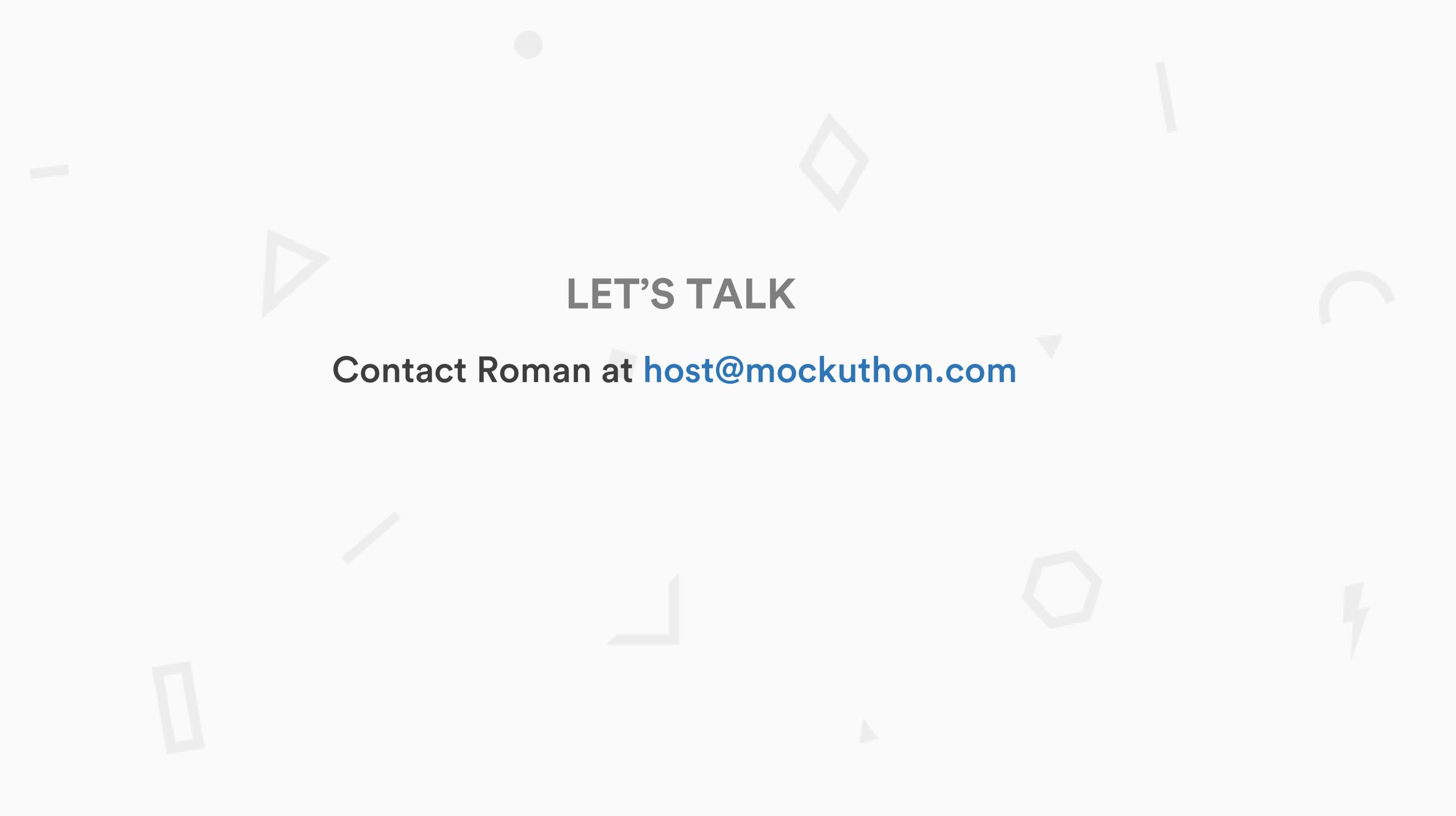
## **Benefits of hosting a mockathon**

**Mockathon is a great event for customers of your product. You provide valuable skills to apply your product and to strengthen brand loyalty.**



## **Benefits of hosting a mockathon**

**Mockathon is a great team-building exercise, with valuable knowledge that can immediately be applied in the workplace**



**LET'S TALK**

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