



HackOHIO + The Future of The 'Shoe



Ohio State has a strong sense of spirit, tradition and ingenuity — which was clear this year, as we celebrated 100 years of Ohio Stadium with creative deployments including drone shows and app-based light shows.

But what does the future hold? What will the next generation of fans want and need? What will the future of the 'Shoe look like — for sports, music, entertainment, events or community purposes we haven't yet considered? And how do we use emerging technology to create experiences that serve every person who steps foot in the 'Shoe?

We're asking you — the next generation of innovators— to hack your way to solutions. We want you to envision what the next 100 years will look like, and to figure out how technology can support this future.

Some areas to explore as you get started:

- **The sports and entertainment industries:** Which teams and entertainers are making a splash for integrating new technology into their in-stadium or virtual experiences? What can we learn from those examples? What can we develop that would be unique to Ohio State?
- **Trends and forecasts for large venues:** What types of technology are present in large venues being built today? What is the industry forecasting for the future?
- **Community, multipurpose and mixed uses:** The 'Shoe is host to more than just games and concerts! Buckeyes gather for commencements, clinics, tours, meetings, receptions, private events, tournaments, races and more. What other roles can the venue play as an asset for the community as a mixed-use facility?
- **The bottom line:** Is there a sustainable revenue model established, or possible, for the ideas your team is proposing? Are there emerging industries, leagues or sponsor categories that can help bring these advancements to life?

Judging Criteria:

1. **Originality:** Does the proposal represent a unique approach to implementing technology at the 'Shoe that extends beyond current-day initiatives taking place in the industry? Do the proposed solutions align with Ohio State's spirit and traditions, while pushing our creative boundaries?
2. **Comprehensive:** Does the proposal extend beyond a single idea or execution? Has the team considered multiple angles to implementing technology in an innovative way?
3. **Presentation:** A challenge living in the entertainment space can be, well, entertaining! Can these ideas generate excitement for the university and its partners to pursue?
4. **Feasibility:** Can these ideas realistically be accomplished in Ohio Stadium, and how? What steps might we need to take to incorporate new technology? Do partners need to be involved? What might the return on this investment look like?

Prizes:

- **Best overall proposal:** Each member of the team (up to four members) will receive a \$50 gift card to The Team Shop.