

# UP Singapore presents Urban Prototyping (UP) Weekend, a hackathon like no other

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By Joanna Yeo



Featuring a series of exhibition, lectures and workshops, **UP Singapore**, is a two-weekend long nation-wide entrepreneurial event taking place in Singapore from the 15<sup>th</sup> of June to the 4<sup>th</sup> of July.

Organized by **Newton Circus**, a sustainability and innovations company, the event aims to bring together the brightest thinkers, entrepreneurs, researchers, government employees and engaged Singaporeans through two main highlights of the event: **City Camp and Urban Prototyping (UP) Weekend**.

Happening from the 22<sup>nd</sup> to 24<sup>th</sup> of June, a three-day intensive hackathon for urban innovation will see 250 of Singapore's brightest engineers, designers and developers work together on projects such as translating inspirational ideas into solutions to solving some of Singapore's most pressing challenges.

Unlike the usual hackathons, where participants suggests ideas, assume background information of the problem and form teams on the spot, UP Singapore is a hackathon like no other:

## **1: Ideas for UP Singapore are crowd-sourced**

Burning problems in Singapore, known as City's Challenges, are contributed by online citizens, corporates, non-profits, and government under the five key themes: Lifestyles of Health and Sustainability (LOHAS), Education, Tourism, Creative Arts and Community Engagement. These challenges will form the basis of a speaker series at City Camp and UP Weekend hackathon.

## **2: Participants sign up for the three-day intensive hackathon**

If you are a web and app developer, computer programmer, data analyst, hacker, designer, artist, corporate professional, government employee, tertiary faculty and student, social entrepreneur or NGO and NPO employee, sign up for UP Weekend hackathon, form teams and come up with solutions to reinvent Singapore. Only 250 spaces will be available, sign up [here](#).

## **3: Previously unreleased government and corporate data will be provided to UP Weekend hackathon teams**

This is the ultimate highlight of the event. Unlike other hackathons that does not provide real data and statistics due to limited distribution and confidentiality of company information, UP Singapore has collaborated with various government agencies, private companies, and educational institutions, to create the largest digital **data sandbox**. Confidential exact data from government and big corporates under the above mentioned five themes and also in areas of transportation and ez-link will be exclusively available during UP Weekend.

For instance, one of the participating companies, SingTel, will be providing the following information:

- Location and description of business, such as restaurants
- Events happening around Singapore
- Information on deals, e.g. what and where are the deals
- Mobile data, a sense of where the crowd is

At the press briefing earlier this week, inSing COO Wong Yu Hsiang, also mentioned that SingTel is open to collaborating with startups needing access to data that the telco giant possesses. Startups interested can either contact the team directly or be at the Up Weekend hackathon. Yu Hsian also noted that the data provided during the hackathon will be anonymized for security and privacy reasons.

[dalbum path="/wp-content/uploads/dm-albums/UP Singapore Speak UP Campaign"/]/]

### **CITY CAMP, 15 & 16 JUNE 2012**

A series of interactive and inspiring speaking sessions on practical knowledge around big data, open data, and ground up innovation useful to MNCs, government agencies, non-profits and social enterprises, as well as interested citizens. City Camp speakers include Laurence Lien, CEO of the National Volunteer & Philanthropy Centre and the Community Foundation of Singapore, Michael Yap, Deputy CEO of Media Development Authority (MDA), and Executive Director of the Interactive Digital Media (IDM) and many more experts in the field of social enterprise, big data, design, etc.

For a full list of speakers, visit [here](#).

#### UP Singapore Launch Party

Date: 15 June 2012

Time: 7pm- 9pm

*By invitation-only.*

#### The Citizen, The Cloud & The Smart City

Date: 16 June 2012

Time: 9am- 4pm

Venue: Ngee Ann Kongsi Auditorium, NUS University Town, 8 College Avenue West, Singapore 138608

*Pre-registration required.*

## URBAN PROTOTYPING WEEKEND, 22- 24 JUNE 2012

Venue: Education Resource Centre Seminar Rooms & Ngee Ann Kongsi Auditorum, NUS University Town, 8 College Avenue West, Singapore 138608

More information on the event can be found [here](#).

[dalbum path="/wp-content/uploads/dm-albums/UP Singapore Press Conference/" /]

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Joanna Yeo

Joanna comes from a unique background mix of Life Sciences and Technopreneurship at NUS. Having gone through more than half a year of internship with a local startup under NUS Overseas College's innovative Local Enterprise Achiever Development (iLEAD) programme, she developed a keen interest in the tech scene. Joanna is also running N-House, an entrepreneurial residence at NUS. The geek girl at heart loves her dog, travelling and learning new things everyday!