

ROKT

AI Playbook

Rokt'athon: The AI Edition

A 24-hour cross-functional AI hackathon

Built by the people who lived it.

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EVENT OVERVIEW

Rokt'athon: The AI Edition

The hackathon Rokt knows and loves — now with an AI twist. A 24-hour innovation challenge where cross-functional teams of four tackle real business problems or generate breakthrough wins using AI.

What Made It Different

- **Cross-Functional Squads** — Teams of 4, ideally one from each org. Bring your edge, blend your strengths.
- **AI Judges** — Round one ideas screened by an AI agent. In the finals, an AI judge alongside an executive judging panel.
- **Teams Flown to NYC** — Select teams flown in to dial up the energy for the big day.
- **Expert Support** — AWS brought in a team of AI experts to help with technical challenges in NYC and Sydney.
- **Tight Briefs** — Focused entries around themed challenge tracks designed to spark specialized thinking.

The Challenge Tracks

1. Friction Busters

Build AI solutions that streamline internal workflows, automate repetitive tasks, and optimize how teams collaborate and execute daily operations.

2. Client Delight

Create AI-powered tools that enhance how the company engages, supports, and delivers value to clients and partners — from onboarding to ongoing success.

3. Performance Outcomes

Design AI systems that optimize advertiser and partner performance — through smarter pricing, improved allocation, predictive analytics, or novel experiences.

4. Future of Work

Leverage AI to transform how employees develop, learn, and perform — from personalized coaching tools to productivity-boosting assistants.

5. Trust and Responsibility

Develop AI solutions that enhance data security, ensure regulatory compliance, or embed ethical decision-making into products and operations.

The Timeline

Open Ideation & Team Formation

Ideas collected via a dedicated channel. Teams of four formed with cross-functional representation and at least one technical resource per team.

Mentorship & Preparation

Optional consultation hours with past winners and technical leads. Finalization of tooling, environments, and project scope.

24-Hour Hackathon

Teams across Sydney, New York, and remote offices hacked simultaneously. Each team submitted a 2-minute video demonstration of their project.

Judging & Finals

AI judge evaluated all submissions on creativity, impact, feasibility, and AI utilization. Top 10 teams presented live in a global livestream with real-time voting and an executive judging panel.

How to Replicate This

The format is designed to be replicable at any organization. The key ingredients: themed challenge tracks tied to real business priorities, cross-functional team composition, a tight 24-hour constraint that forces focus, expert mentorship available throughout, and an AI-assisted judging process that models the same tools participants are building with. The event works as the capstone of a broader AI adoption program — participants arrive having already built foundational AI skills through prior challenges and training.