Old Business

- Press Release for Ireland is now out along with Blog post. Thanks to everyone for input and assistance
- TopCoder Challenge - trying to get a meeting to discuss
  -
- Web Site
  - Updated landing page - (email went out for review but not sure if we got any)
    - Ted working with Paul to get that update
    - Image
  - EdgeX Ready now on the web site
  - Information on the next Adopter Series: registration and abstract.
    - Henry - on abstract and title
    - Jim - to provide registration/Zoom
  - Vertical page
    - Still has UST Global
    - Need updating
    - Henry on it.
- Certification - EdgeX Ready (what remains and what's next)
  - Jim and Rodney meeting - deck presentation
- Adopter Series - fall presentations
  - Advantech (Sept 14) & UST Global (unsure of date - Henry tracking)
  - Registration site available
    - https://lists.edgexfoundry.org/g/EdgeX-TSC-Vertical-Solutions/viewevent?eventid=1220988&calstart=2021-09-14
  - UST Global on deck (not sure if this would be Sept or Oct)
- Vertical Solutions / ORRA - what's next? NRF show?
  - ORRA doc (should be out this week)
  - Jim still to reach out to LF Energy group
EdgeX Foundry Outreach Working Group

- Jim to coordinate Industrial focus group

New Business

- New "Outreach" Slack channel?
- Blog and Vlog
  - Vlog and Blog every other month
  - Homework assignment for the work group to bring topics for consideration to next meeting
- Hackathons
  - goal - virtual hackathon for early 2022 - English speakers (vertical?, needs, timeline, needs)
  - lessons we can learn from China Hackathons
  - Wide scope too difficult - should narrow the scope
  - Homework assignment for the working group to bring possible Hackathon focus/topics to next meeting
  - Is Hackathon the right term?
    - Need a better name - following on the PRC model (maybe too long)?
    - Plugfest - extend over 2 or 3 weeks
    - Startup incubator idea -
      - How to get a new startup using EdgeX
      - Ex: How to leverage in ag vertical
      - Help to seek seed funding
      - “Judges” would be those that would have influence in funding sources for participating companies presenting
      - “Shark Tank” for EdgeX
    - Need a minimal number of teams so that it is worthwhile of everyone’s time
    - Assembling a tiger team to tackle proposal for a Hackathon event (Jim, Michelle, Ed, Henry).
- Event schedule
  - target 2022
  - Which shows
  - How to make big impressions on re-emergence - new demo kit, speakers, etc.
  - Homework assignment for the working group to bring event targets to the next meeting