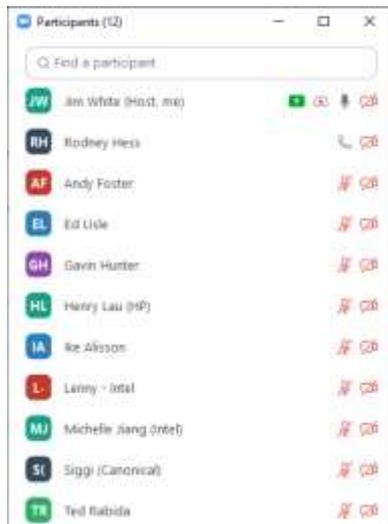


EdgeX Foundry Outreach Working Group

8/9/21

Attendees:



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