

IBM COGNITIVE HEROES

THANK YOU

WHO'S THIS GUY?

THE BATTLE

THE APP

BLUE DEV

BADGES

COMMUNITY CHAMPION

COMMUNITY BOOSTER

CONTENT GENIUS



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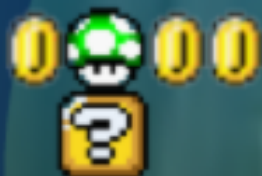
COMMUNITY CHAMPION

COMMUNITY BOOSTER

CONTENT GENIUS



Who's this guy?



Fernando Rych
about.me/rych



Work



Nerd



Wild

Work



- Chief Innovation Architect @ IBM GTS Brazil
- Global Community Manager @ IBM Global ThinkLab
- Enterprise Warchief Latin America @ IBM CIO LA



Wild Duck

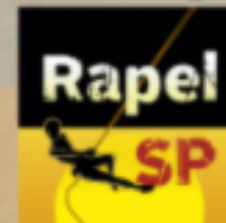
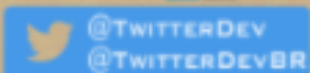
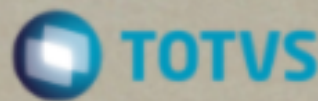


+18 Anos de Desenvolvedor
+9 Anos de Gestão
+16 Anos de Designer

Nerd



- Líder de 16 Comunidades
- +30 Palestras
- +250 eventos
- 10 Hackathons



Wild

- Motociclista
- Escalador
- Mochileiro
- Empresário



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THE BATTLE



**WHAT
IS**

**WHO
IS**

**THE
PLAN**

What is

The IBM logo, consisting of the letters "IBM" in a white, bold, sans-serif font with horizontal stripes, set against a black rectangular background.

AGAINST



ORACLE®

WHO IS



The Plan



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BADGES



Gamefication of Communities



FUN

COMPETITION

REWARDS

FUN



RPG-ORIENTED

COMPETITION



REWARDS



EMINENCE



PRIZES



TRAVELS

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Community Booster



The Village Citizens

SKILLS

ACTIVITIES

LEVELS

SKILLS

- **PRESENCE**
- **SOCIAL MEDIA POSTS**
 - **LIVE STREAMS**
- **THEY ARE THE COMMUNITY ITSELF**

ACTIVITIES

- **Participate a Webinar (2 points)**
- **Participate a Meetup (5 points)**
- **Participate a Conference (8 points)**
- **Participate a Hackathon (10 points)**

LEVELS



Farmer - 10 Points



Blacksmith - 60 Points



Merchant - 90+ Points



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Community Champion



*The Noble
Leaders*

SKILLS

ACTIVITIES

LEVELS

SKILLS

- BRINGS THE COMMUNITY TOGETHER
- CREATES AND ORGANIZES EVENTS
 - SPEAKER AT EVENTS
 - HIGHLY INFLUENTIAL
 - ONCE WAS A CITIZEN
 - ONCE WAS A CONTENT GENIUS

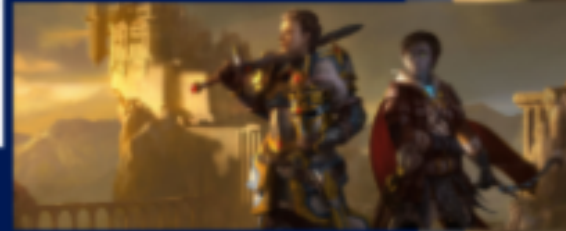
ACTIVITIES

- Meetup speaker (5 point)
- Conference speaker (5 points)
- Run Visits of Universities at IBM space (5 points)
- Make presentation in entrepreneurship spaces / universities (5 points)
- Start up Mentoring (7 points)
- Hackathon Mentoring (7 points)
- Organize and Run a Meetup (10 points)
- Organize and Run a Conference (30 points)
- Organize a Hackathon (60 points)

LEVELS



Knight - 10 Points



Noble - 60 Points



Royal - 90+ Points



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**CONTENT
GENIUS**



*The Community
Wisdom*

SKILLS

ACTIVITIES

LEVELS

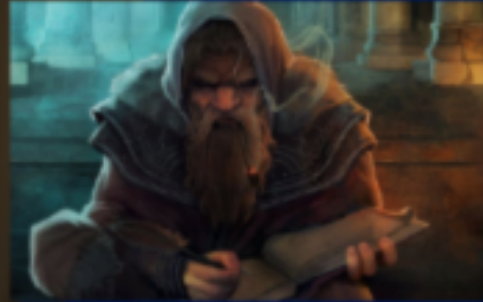
SKILLS

- LOVES TO HELP
- VERY EXPERIENCED
- CONTRIBUTES ON EVOLUTIONS
 - GENERATES CONTENT
 - ONCE WAS A CITIZEN
 - CAN EVOLVE TO A NOBLE

ACTIVITIES

- **Help on Forum Thread (1 point)**
- **Comit Code (3 points)**
- **Publish Article (5 points)**
- **Publish Video (5 points)**
- **Publish Paper (10 points)**
- **Create a New Discipline (30 points)**
- **Patent with IBM Technology (60 points)**
- **Create aN Academic Course (60 points)**

LEVELS



Student - 10 Points



Mage - 60 Points



Wizard - 90+ Points



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The App



Purpose

Team

Strategy

WIREFRAME

Purpose

*To Provide a painless
yet rich experience to
our community
members to report
and engage activities*

Team



Technology
Leadership
Council
Brazil



Strategy



- **3 Agile Squads (Front, Back, Cognitive)**
- **Weekly Sprints**
- **MVP focus**
- **Microservices Oriented**
- **Container Oriented**

WIREFRAME



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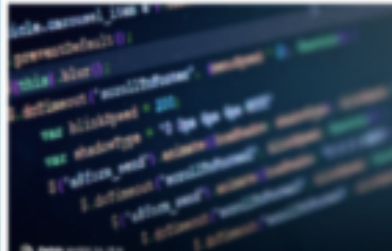
CONTENT GENIUS



BlueDev

<BlueDev>

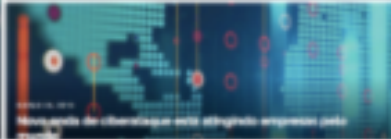
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10 principais motivos para escolher o IBM Bluemix como sua plataforma em nuvem



IBM Watson é capaz de entender dados, aprender com eles e raciocinar a partir deles.



Descubra como desenvolver suas aplicações empresariais com Bluemix

Assine nossa NEWSLETTER

Receba as melhores notícias de desenvolvimento de sua área de interesse

Enviar

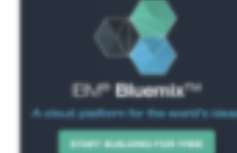
TEMAS DE OUTROS INTERESSE



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ENR Bluemix™
A cloud platform for the world's class

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A cloud platform for the world's class



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Let's Go?



Fernando Rych
about.me/rych