# Flaunt Your Deep-Tech Prowess at Bootstrap Paradox Hackathon Hosted by Blume Ventures

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BY VIKRANTH

When DataWeave was founded in 2011, we set out to democratize data by enabling businesses to leverage public Web data to solve mission-critical business problems. Eight years on, we have done just that, and grown to deliver AI-powered competitive intelligence and digital shelf analytics to several global retailers and brands, which include the likes of Adidas, QVC, Overstock, Sauder, Dorel, and more.
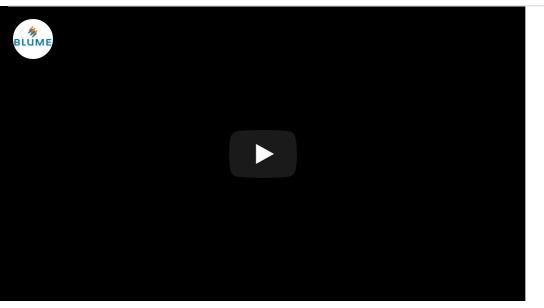
As the company has grown, so has our team, which is now 140+ members strong. We're still constantly on the lookout for smart, open, and driven folks to join us and contribute to our success.

And so, we're excited to partner with Skillenza and Blume Ventures to co-host the Bootstrap Paradox Hackathon, where we are eager to engage with the developer community and contribute in our own way back to the startup ecosystem.

The event will be conducted as an offline product building competition, with a duration of 24 hours on August 3-4, 2019 at the Microsoft India office in Bengaluru. It will provide a platform for developers and coders to interact with and solve challenges thrown up by DataWeave and other Blume portfolio companies, such as Dunzo, Unacademy, Milkbasket, Mechmocha, and Locus.

Taking up DataWeave's challenge during this Hackathon will give you a sneak peek into what our team works on daily. It's no surprise that we have "At DataWeave, it's a Hackathon every day!" plastered on our walls. After all, it's not just all about intense work, but also a lot of fun and frolic.

The problems that we deal with are as exciting as they are hard. Some of our key accomplishments in technology include:

→ Matching products across e-commerce websites at massive scale and at high levels of accuracy and coverage

→ Using Computer Vision to detect product attributes in fashion such as a color, sleeve length, collar type, etc. by analyzing catalog images

→ Aggregating data from complex web environments, including mobile apps, and across 25+ international languages

One of our more recent innovations has been in optimizing e-commerce product discovery engines, which dramatically improves shopper experience and purchase conversion rates. During the Bootstrap Paradox Hackathon, coders will get a chance to build a similar engine, with guidance and assistance from DataWeave's technology leaders.

Data sets containing product information like title, description, image URL, price, category etc. will be provided, and coders will need to clean up the data, extract information on relevant product attributes and features, and index them, in the process of building the product discovery engine.

For more details on the challenge, register **here** on the Skillenza platform.

As a sweetener, the event also promises everyone a chance to win over 10 lakhs in prize money.

Simply put, if you love code, this is the place to be this weekend. See you there!

*- Vikranth Ramanolla*

*Co-founder & CTO, 1st Aug, 2019*

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