
Building a Trusted Data Infrastructure

FY27 Hackathon: Briefing and FAQs

At a glance

WHO: Individuals and teams from our invited Global SI partners. Invitation only – please do not share outside your organization.

WHAT: Earn Fivetran and dbt accreditations, then – if you want to compete – build and demo a solution on the Open Data Infrastructure stack.

WHEN: Registration is open now. Hackathon runs 1 September - 30 November 2026. Winners announced December 2026.

COST / SETUP: Nothing to buy and nothing to install. Every registrant gets access to a Fivetran sandbox, and access to both learning portals. Access to a dbt Platform account is available for teams competing at Levels 3 & 4.

COMMITMENT: As much or as little as you want. Level 1 is a few hours of coursework. Levels 3 and 4 are a team build or a certification deep dive.

Register here: <entry form link here>

Why are we doing this

Fivetran and dbt Labs are now one company. This is our next-gen annual Hackathon, and it is built for the people who actually deliver our joint technology to customers — you.

As the team behind the Open Data Infrastructure (ODI) vision, with partners including Databricks, Google, Microsoft and Snowflake, we want you to learn — and then show us — how Fivetran and dbt together form the cornerstone of the modern enterprise data platform. The best submissions will not just move data. They will prove it can be trusted.

Three things you get out of it: industry-recognised accreditations that travel with your career, a hands-on sandbox to build in, and a shot at demoing your work live in front of partner leadership.

Ideas to get you started

To get the creative thoughts going, here are some ideas built around our shared Open Data Infrastructure (ODI) delivery model:

Ingestion-to-governed-model pipeline. Pair a Fivetran connector with a dbt project that tests and documents its output, so you can show the full path from raw sync to a trusted, certified model, not just data landed. Start here:

- [Quickstart Guides](#) for dbt and
 - [Snowflake](#)
 - [Databricks](#)
 - [Bigquery](#)
 - [Redshift](#)
- [Fivetran Platform Overview](#)
- [How to set up a Fivetran destination](#)
- [How to set up a Fivetran connector](#)

Managed Data Lake Service, no lock-in. Land a source into Managed Data Lake Service as Iceberg, Delta, or Parquet, then query that same table from two different engines to show the data is not locked to one warehouse. See the [MDLS documentation](#), and [how Fivetran governs the lakehouse](#) -

Activate the model, not just the data: take a dbt-modeled output and push it into a business tool via Activations, closing the loop from ingestion through activation. Start with the [Activations overview](#)

Governed multi-domain architecture: design a mesh-style setup spanning multiple Fivetran connectors and dbt projects, using cross-project refs, groups, and exposures to show ownership and access control at scale. See [dbt's guide to Mesh](#)

Scaled delivery tooling: use the [Fivetran REST API](#) or [Terraform provider](#) alongside the [dbt Cloud Administrative API](#) to build self-service provisioning for a GSI managed-service practice, not just a single customer's pipeline.

Agent-ready data trust: build a simple agent that only answers once it can inspect governed context (metric definitions, lineage, documentation) through [Fivetran's Agents Schema and Agent Context MCP](#) on data landed via Fivetran and modeled via dbt. Read [how Agents Schema brings trusted business context to AI](#)

How it works: levels and tracks

Levels 1 and 2 are the same for everyone and are completed individually. From Level 3 you choose a track: the Certification Track (stack up accreditations) or the Build & Demo Track (build something and show it). You may enter only one track.

Level	Reward	Format	Certification Track	Build & Demo Track
1		Individual	Everyone starts here. Register, then complete all three ODI Foundations courses (see Learning Paths below). <i>Reward: Swag for every participant who passes.</i>	
2		Individual	Level 1 + one Level 2 learning path (dbt Analytics Engineering or the Fivetran Developer Learning Path). <i>Reward: Better swag. Level 2 is also the entry requirement for both tracks at Level 3.</i>	
From Level 3 you choose a track. You may enter only one.				
3		Individual (Cert Track) Team up to 5	Level 2 + complete the two remaining Level 3 accreditations so that you hold all three: dbt Analytics Engineering, Fivetran Developer Learning Path and Fivetran Architect Learning Path.	Level 2 + an ODI foundations demo video. Build and record a working end-to-end pipeline for multisource ingestion and transformation that addresses a real customer need. <i>Individual or team of 2–5.</i>
4		Individual (Cert Track) Team up to 5	Level 3 + one architect-level accreditation: the dbt Architect certification or the Fivetran Architect Learning Path.	Level 2 + a market-ready MVP featuring both Fivetran and dbt, presented by the team in a video. <i>Team of up to 5. Every member must hold Level 2.</i>

Learning paths and accreditations

Every participant gets access to the Fivetran Partner Academy and the dbt Labs Partner Academy. Courses must be completed on or after 1 September 2026 to count.

Passing standard: Score at least 80% within three attempts on the exam at the end of each course.

Already certified? If you passed a course within the last year, it counts – you do not have to retake it.

Level	Complete
Level 1	Fivetran + dbt ODI Foundations — all three: ODI Foundational Concepts dbt Fundamentals Fivetran Technical Foundations
Level 2	Level 1 + pick one: dbt Analytics Engineering Fivetran Developer Learning Path
Level 3	Certification Track only. Level 2 + the two you have not yet completed, so you hold all three: dbt Analytics Engineering Fivetran Developer Learning Path Fivetran Architect Learning Path <i>Build & Demo Track: no additional coursework required beyond Level 2.</i>
Level 4	Certification Track only. Level 3 + pick one: dbt Architect certification (exam vouchers available for 1st 50 completions) Fivetran Architect Learning Path <i>Build & Demo Track: no additional coursework required beyond Level 2.</i>

Completing the three ODI Foundations courses is all that is required to take part at Level 1.

Questions about coursework or accreditations? Email partnersupportteam@dbtlabs.com with the subject line “Hackathon Certification Inquiry”.

Timeline

When	What happens	What you need to do
Now	Registration is open.	Enter using this form: <i><insert entry form link here when the form is live></i>
1 September 2026	The Hackathon opens. Coursework completed on or after this date counts toward your level.	Watch for your registration email — it confirms Partner Academy access and your Fivetran sandbox.
1 October or 15 October 2026	Build & Demo Track kickoff. Two sessions; attend either one.	Bring your solution plan. Ask questions, get feedback, and sanity-check your idea against the scoring matrix before you build.
2nd and 4th <i>[day of week]</i> of each month	Office hours — open Q&A with the Fivetran and dbt team. <i>[Add times and joining link.]</i>	Drop in with technical questions, blockers or scoring questions. No agenda required.
30 November 2026, <i>[time + time zone]</i>	Submissions close. This is a hard deadline — late entries are not scored.	Submit your video and artifact link. Complete any remaining accreditations — they count toward the tie-breaker.
December 2026	Judging and results. Every winner and team is notified directly.	Nothing — sit tight.
<i>[date TBC]</i>	Fivetran + dbt Partner Day — a full-day in-person event at a selected campus in India.	Standout teams demo live in front of partner leadership. Spot prizes on the day.

What you submit – Build & Demo Track (Levels 3 & 4)

The video

Cover all six of these, in an order that makes sense for your story:

1. Title — the name of your solution.
2. Team name and every member, on screen.
3. The problem — whose problem it is, and why it matters.
4. Time to value — how your solution shortens time to market, makes data easier to reach, and keeps it fresh through continuous CDC.
5. The demo — the solution actually running. Show it, do not describe it.
6. Why you should win. Make it memorable.

Non-negotiable: the video must clearly demonstrate an end-to-end pipeline for multisource ingestion and transformation using both Fivetran and dbt. A submission that shows only one of the two products, or shows the pipeline in slides rather than running, cannot be scored.

Format and housekeeping

- Ten minutes maximum. Judges stop watching at 10:00 and score only what they have seen.
- MP4, or a Microsoft Teams / Google Meet recording. Anything a judge can open and share without installing software.
- Audible narration and legible screen text. If a judge cannot read your terminal, it did not happen.
- English narration or English subtitles.
- Include a link a judge can open — a repo, a dbt docs site, a project export or a runbook. Several must-have points depend on it.
- Use synthetic, public or fully anonymised data. Do not put customer data, credentials or anything under NDA in your video.
- By submitting, you confirm every team member is from an invited partner organisation and agrees to the video being shown at Partner Day and used in Fivetran and dbt partner communications.

Submit to: *[insert submission mechanism — same entry form, an upload link, or an email address]*

How Levels 3 and 4 are scored

This section applies to the Build & Demo Track only. The Certification Track is not judged — accreditations and certification exams are either completed or not, and prizes there are awarded on completion.

Every submission goes through the same three stages, in order. The goal is that two judges watching the same video independently arrive at close to the same number.

Stage	Level 3	Level 4
Stage 1 — Eligibility gates <i>Pass/fail. Any failure and the submission is not scored.</i>	7 gates	7 gates
Stage 2 — Mandatory must-haves <i>1 point each. Present or absent — no judgement call.</i>	10 points	15 points
Stage 3 — Weighted quality matrix <i>Each dimension scored 1–5 against written anchors, then weighted.</i>	90 points	90 points
Maximum score	100	105

Levels 3 and 4 are ranked separately, each as a percentage of that level's maximum. A Level 3 entry never competes against a Level 4 entry, so the different totals do not disadvantage anyone.

Stage 1 — Eligibility gates

Seven yes/no checks. All seven must be “yes”. A submission that fails any gate is not scored and the team is told which gate it missed, in time to fix it if the deadline has not passed.

#	The submission must...	Judge checks
G1	Be submitted through the official channel on or before the deadline.	<i>Submission timestamp</i>
G2	Be 10:00 or shorter, and play for the judges without special software.	<i>Video runtime</i>
G3	Show a Fivetran sync running or its results on screen, from at least two distinct sources.	<i>On-screen evidence</i>
G4	Show a dbt project transforming that landed data into a modelled output, on screen.	<i>On-screen evidence</i>
G5	Show the connection between the two — the dbt models must be built on the data Fivetran landed.	<i>On-screen evidence</i>
G6	Come from a team where every member is at an invited partner organisation and holds Level 2.	<i>Registration records</i>
G7	Contain no confidential customer data, live credentials or NDA material.	<i>Judge review</i>

Stage 2 — Mandatory must-haves

Each item is worth exactly one point. It is either visible or it is not — judges do not rate how well it was done here, only whether it is there. Anything a judge cannot see in the video or open via your link scores zero.

#	Worth 1 point if present, 0 if absent	Found in
Core — applies to Levels 3 and 4 (10 points)		
M1	A title frame or slide naming the solution.	<i>Video</i>
M2	Team name and every member named on screen.	<i>Video</i>
M3	A named target customer, industry or market segment — not “businesses in general”.	<i>Video</i>
M4	Fivetran connector setup or an active sync shown on screen (UI, REST API or Terraform).	<i>Video</i>

#	Worth 1 point if present, 0 if absent	Found in
M5	The dbt project shown on screen — code, DAG, lineage or generated docs.	Video
M6	At least one dbt test or data-quality check shown running or passing.	Video
M7	The destination named and shown holding data (warehouse, lakehouse or MDLS).	Video
M8	Incremental sync, CDC or data freshness explicitly demonstrated or evidenced.	Video
M9	At least one number quantifying the benefit (hours, latency, cost, rows, time to first model).	Video
M10	A working link to a repo, docs site or artifact a judge can open.	Submission form
Level 4 only — in addition to the ten above (5 further points)		
M11	The pipeline runs unattended — a schedule, a dbt Cloud job, CI, or API/Terraform automation is shown.	Video or artifact
M12	Documentation good enough for someone outside the team to redeploy it.	Artifact
M13	A failure path is addressed — error handling, alerting or monitoring shown.	Video or artifact
M14	A governance artifact is shown: dbt exposures, contracts, model ownership, access control or MDLS governance.	Video or artifact
M15	A named second customer, vertical or use case the MVP applies to without a rebuild.	Video

Stage 3 — Weighted quality matrix

Each dimension is scored 1 to 5 against the written anchors on the next page, then multiplied by its weight. Scores of 2 and 4 mean “between the anchors on either side”.

	Quality dimension	Level 3	Level 4	Why the weight differs
Q1	Customer or market need	×2 = 10	×2 = 10	<i>Same at both levels.</i>
Q2	Technical execution — Fivetran	×3 = 15	×2 = 10	<i>At Level 4, raw ingestion depth matters less than what you built on it.</i>
Q3	Technical execution — dbt	×3 = 15	×2 = 10	<i>As above.</i>
Q4	End-to-end data trust (the ODI story)	×4 = 20	×3 = 15	<i>The single heaviest dimension at both levels. This is the point of the hackathon.</i>
Q5	Originality	×2 = 10	×2 = 10	<i>Same at both levels.</i>
Q6	Demonstrated impact	×2 = 10	×3 = 15	<i>An MVP is expected to prove value, not just assert it.</i>
Q7	Presentation and delivery	×2 = 10	×2 = 10	<i>Same at both levels.</i>
Q8	Market readiness and repeatability	—	×2 = 10	<i>Level 4 only. Level 3 is a demo; Level 4 is a product.</i>
	Quality subtotal	90	90	

Scoring Criteria

- Customer or Market need - how well does the solution address a specific need (Team needs to concisely detail this).
- Fivetran - how well does does the solution demonstrate Fivetran capabilities
 - connect to multiple sources
 - sync data to a
- Relevance - is there a need for this, currently or in the future
- Solution Creativity - how different/unique is the solution being proposed, less points for a copy of something that exists,
- Presentation and Delivery of message - in short how great, concise and hard hitting is the final video presentation.

- Tie breaker - the highest number, based on total number of Fivetran and dbt accreditations obtained by the group, divided by the number of people in the group

Prizes and recognition

Every individual who earns at least one Fivetran or dbt accreditation during the hackathon is eligible for a prize. Levels 3 and 4 in the Build & Demo Track are judged by our jury.

Level	Who qualifies	What you get
Level 1	Everyone who passes all three ODI Foundations courses.	Swag for every qualifier. <i>[T-Shirt]</i>
Level 2	Everyone who completes a Level 2 learning path.	Better swag. <i>[Laptop Sleeve / Travel Bag]</i>
Early Bird	The first 10 individuals to complete every course in both the Fivetran and dbt Level 1 and Level 2 paths.	Early Bird prize. <i>[???</i>
Level 3	Certification Track: all three accreditations. Build & Demo Track: judged submissions.	Prizes for track completion and for the top-scoring demos. <i>[150 winners - Bluetooth Speaker or similar]</i>
Level 4	Certification Track: architect-level accreditation. Build & Demo Track: judged team submissions.	The top prizes, plus a live demo slot at Partner Day for standout teams. <i>[5 winners - Sound Bar or similar]</i>

What's next: Fivetran + dbt Partner Day

After the hackathon wraps, standout teams get to demo live in front of partner leadership. Compete now, get noticed, get invited.

The programme culminates in a full-day in-person event at one of your selected campuses in India — similar to previous years, but with fresh content on the Fivetran + dbt ODI vision and how we win customers together. Alongside the jury's prizes, there will be spot prizes on the day.

Enter

Registration is open now. Submissions close 30 November 2026.

Level 1 is a few hours of coursework and guaranteed swag. That is the whole decision in front of you today — you can choose your track later.

Enter here: [<insert entry form link here when the form is live>](#)

Questions? Email partnersupportteam@dbtlabs.com and copy hackathon2027@fivetran.com, subject line “Hackathon Question” — whatever time zone you are in. For coursework and accreditation questions, use the subject line “Hackathon Certification Inquiry”.

FAQs

Question	Answer
Do I have to complete a learning path to claim a prize?	Yes. Everyone who enters must complete at least one of the learning paths above to claim a prize.
Can I sign up for a team prize even if I do not have a team yet?	Yes. Sign up at the level you want to compete at. We will work with you and your Practice Leads to find teammates, and members can be added later.
I have already completed some of the Level 1 courses. Do I have to take them again?	No. If you passed the course within the past year, it counts toward the learning path for your level.
How much effort do I need to put in?	As much or as little as you want. You can stop after Level 1, or carry on to Level 3 or 4. Level 1 is a few hours of coursework; Levels 3 and 4 are a team build over several weeks, or a full in-depth proctored Cert
Why should I do this?	It is a direct way to show your peers — and people at other companies — that you can both solve a data problem and explain it well. Our accreditations carry weight in the data community and are a genuine professional development asset. And the standout teams demo in front of partner leadership.
How should I record the demo?	Your choice. Teams, Google Meet, a screen recorder, even a phone camera for the pieces that are not on screen. It needs to be suitable for a professional audience — but please have some fun with it.
Do I need my own Fivetran or dbt Labs account?	No. Everyone who signs up is added to the Partner Sandbox, which gives you access to all connectors and destinations.
What are the prizes?	Prize details are being finalised and will be confirmed before the kickoff sessions. See the prizes and recognition section above for categories and example swag and prizes.
Can I send the sign-up page to someone outside my organisation?	No. This hackathon is invitation only, so please do not share it outside your organisation.
Can I enter both tracks?	No. From Level 3 you pick one track. You can, of course, keep taking courses for your own development.
What if my submission fails an eligibility gate?	We will tell you which gate and why. If there is time before the 30 November deadline, you can fix it and resubmit.

Question	Answer
Can I use customer data in my demo?	No. Use synthetic, public or fully anonymised data. Never include live credentials or anything under NDA.

Appendix – Entry Scoring Matrix Deep-dive

Judges score against what these anchors describe, not against their impression of the team. Score 2 or 4 when a submission sits between two anchors.

Dimension	L3	L4	5 — Exemplary	3 — Solid	1 — Weak
Q1 Customer or market need	10	10	Names a specific customer or segment, describes the current process and what it costs today with at least one figure, and cites evidence — a real engagement, a customer quote or a market data point.	Names a plausible segment and describes the pain in qualitative terms. No numbers and no evidence beyond assertion.	The need is generic (“companies need better data”) or the judge has to infer who this is for.
Q2 Technical execution — Fivetran	15	10	Three or more distinct source types synced on screen (e.g. SaaS app + database + file or event stream). Sync configuration and schema handling shown, plus either incremental/CDC behaviour or a re-sync after failure. At least one configuration choice is explained with a reason.	Two sources synced and landed successfully on screen using standard configuration. Choices are shown but not explained.	Fivetran appears only in slides, or a single pre-existing connector is shown with no configuration and no sync evidence.
Q3 Technical execution — dbt	15	10	A layered project (staging → intermediate → marts) with lineage shown. Tests go beyond not_null and unique — relationships, accepted_values, custom tests or contracts. Docs generated. At least one advanced feature used with a stated reason: snapshots, incremental models, macros, exposures, cross-project refs or metric definitions.	A working project with several models and standard tests passing. Docs or lineage shown briefly. No advanced features, or used without explanation.	A single model, or SQL run outside dbt. No tests. dbt shown only in slides.
Q4 End-to-end data trust (ODI)	20	15	An unbroken on-screen path from raw source → Fivetran sync → dbt model → consumption (dashboard, activation, API or agent). The trust mechanism is explicit: what is tested, what the freshness guarantee is, who owns the model, and how a consumer knows the output is certified.	The full path is shown, but in disconnected segments the judge has to stitch together — or trust is asserted (“this data is reliable”) rather than demonstrated.	Only part of the path is shown, or the pieces shown are visibly not connected to each other.
Q5 Originality	10	10	An approach the judges have not seen elsewhere in this hackathon or in published Fivetran/dbt reference material. A non-obvious combination of capabilities, or a use case that genuinely had not occurred to us.	A familiar pattern applied to a new domain, or with one meaningful twist that changes the outcome.	Reproduces a published quickstart, demo or reference architecture with little change. Any submission that materially matches a linked quickstart is capped at 2.

Dimension	L3	L4	5 — Exemplary	3 — Solid	1 — Weak
Q6 Demonstrated impact	10	15	A before/after comparison with numbers the team can source — time to first model, sync latency, engineering hours, cost, rows processed — plus a stated method for how those numbers were obtained.	Impact claimed with at least one number, but no baseline to compare against and no method stated.	Impact described only in adjectives: faster, easier, better.
Q7 Presentation and delivery	10	10	Inside the time limit. Audible and legible throughout. A clear arc — problem, approach, demo, result, ask. Live or screen-recorded product footage rather than screenshots. Every team member contributes.	Clear and complete, but pacing is uneven, sections are read from a script, or the demo leans heavily on static slides.	Hard to follow, hard to hear or read, or the demo is described rather than shown.
Q8 Market readiness and repeatability (Level 4 only)	—	10	Runs unattended on a schedule. Packaged for reuse — repo, template, Terraform/API provisioning or a documented runbook. A named second customer or vertical it applies to without rework. Known limits stated, with what production would still require.	Runs reliably, but redeploying it for another customer would take significant manual work. Limits are acknowledged.	A one-off demo environment. Anyone else would have to rebuild it from scratch.

Using the 1–5 scale

5	Meets the 5 anchor in full.	4	Clearly above the 3 anchor but misses part of the 5 anchor.	3	Meets the 3 anchor.
2	Above the 1 anchor but short of the 3 anchor.	1	Meets the 1 anchor, or the dimension is absent from the submission.	0	Not used. The minimum score on any dimension is 1.

How judges apply the matrix

- **Every submission is scored by at least three judges, independently, before any discussion.**
- Judges score only what is in the video and the linked artifact. If it is not shown, it is scored as absent — however confident the team is that they built it.
- The panel calibrates first: all judges score the same practice submission and align on the anchors before scoring the field.
- A submission's score is the mean of the judges' totals, expressed as a percentage of that level's maximum.
- Variance rule: if two judges differ by 2 or more on any single dimension, that dimension is discussed once and rescored. Totals are not averaged away without the conversation.
- Any judge who works directly with a submitting partner organisation recuses themselves from that submission.
- Every team receives its dimension-level scores after the results are announced.

Tie-breakers

Applied in this order, and only if the previous one does not separate the teams:

-
1. Higher Q4 score — end-to-end data trust. The dimension closest to the point of the hackathon wins ties.
 2. Higher must-have total.
 3. Higher accreditation density: total Fivetran and dbt accreditations earned by the team during the hackathon, divided by the number of team members.
 4. Earlier submission timestamp

Questions

If there are any questions, please email partnersupportteam@dbtlabs.com and copy hackathon2027@fivetran.com with the subject line “Hackathon Question” irrespective of which time zone you are based in.

FAQs

Do I have to complete the learning path to claim a prize?

Yes, everyone who enters must complete one of the learning paths above to claim a prize.

Can I sign up for a team prize, even if I don't know any other team members yet?

Yes, sign up at the level you'd like to participate. We will work with you and your Practice Leads to either find team members, or others can be added later on.

I've already completed some of the L1 courses. Do I have to take them again?

No! As long as you've passed the course within the past year, you do not have to pass it again to qualify as part of the overall Learning Path for each level.

How much effort do I need to put in?

In short, as much or as little as you can and want to have.

Why should I do this?

This is a great way to highlight your data talents and ability to convey to your peers and people from other companies how great you are at not only solving a problem, but conveying the message.

How should I record the demo

You can choose the format. It can be recorded via Teams or with a phone camera. Remember it needs to be suitable for a professional environment, but please have some fun.

What are the prizes?

The prizes are not yet defined, but let's say they will be worthwhile.

Do I need to sign up for my own/team Fivetran and/or dbt Labs account?

No, everyone that signs up will be added to the Partner Sandbox, this allows everyone to have access to all the connectors and destinations.

Can I send the sign-up page to someone outside my organization?

This hackathon is invitation-only, so we ask that you not share outside your organization.