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Intuit Announces \$100,000 in Prizes for Winners of QuickBooks Connect Hackathon

Participants Get First Look at New Developer Experience and Apps.com

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Small business can mean big business to developers this fall at QuickBooks Connect. Today, Intuit announced that participants in the [QuickBooks Connect](#) Hackathon will get the chance to win a total of \$100,000 in cash prizes.

Attendees of the Hackathon will also be the first to hear about the latest opportunities for developers including:

- A more robust developer experience to create QuickBooks Online apps.
- An updated Apps.com that makes it possible for developers to reach a global market of small businesses.
- An API that further expands the opportunities that exist within the QuickBooks Online ecosystem.

Developer activities at QuickBooks Connect take place Oct. 20-23 in San Jose, Calif. with experiences planned throughout to inspire developers to create value added services for small businesses. The overall event is expected to bring thousands from the QuickBooks ecosystem together in one place to learn how to grow and succeed in business.

The Hackathon kicks off Monday, October 20 and offers a chance for developers attending QuickBooks Connect to take advantage of in-depth training and consulting directly from the Intuit team, including engineers, product managers, marketing managers and business development leaders. Judging begins early evening on Tuesday, October 21 with an elite panel of judges, including David Weiden, a partner at Khosla Ventures, Kaydee Peterson of Peterson Business Services and other industry influencers and experts. The grand-prize winners will be announced on the main day of the event, Wednesday, October 22.

Intuit is hosting the Hackathon to inspire developers to create web applications that build upon the power of the QuickBooks Online ecosystem. Via the new API, developers can create data-rich applications by offering more comprehensive integration with QuickBooks Online data. With small business customers around the globe, developers have an opportunity to increase the scale of their apps by tapping in to the QuickBooks platform.

The Hackathon at QuickBooks Connect is one more way Intuit is committed to becoming the global operating system behind small business success. Since opening up the QuickBooks platform in 2001, Intuit's millions of small business customers have had access to a robust selection of third party apps from companies like ZenPayroll, Vend, Square and hundreds more.

Registration Details

Registration is available for \$199 at www.QuickBooksConnect.com. The price covers the main conference pass, including the Hackathon, which attendees can select as an option during checkout. Some pre- and post- conference activities will also be available by invitation or at an additional cost. Official rules for the Hackathon can be found [here](#).

About Intuit Inc.

[Intuit Inc.](#) creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include [QuickBooks®](#), [Quicken®](#) and [TurboTax®](#), which make it easier to manage [small businesses](#) and [payroll processing](#), [personal finance](#), and [tax preparation and filing](#). [Mint.com](#) provides a fresh, easy and intelligent way for people to manage their money, while [Demandforce®](#) offers marketing and communication tools for small businesses. [ProSeries®](#) and [Lacerte®](#) are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.5 billion in its fiscal year 2014. The company has approximately 8,000 employees with major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#) and other locations. More information can be found at www.intuit.com.

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