



## SOFTWARE DESIGN COMPETITION DETAILS

### OVERVIEW

The Software Design competition challenges students to explore their own creativity by using technology to solve what they consider to be the toughest problems facing our global society. The Imagine Cup provides the incentive, but the competitors provide the genius behind innovative, dynamic, and powerful software applications. Using Microsoft tools and technology, competitors can unleash their ideas, curiosities, and talents towards creating usable software applications. Globally, students will conceive, test, and build their ideas into applications that can change the world.

In order to help you to understand this year's theme: "Imagine a world where technology helps solve the toughest problems," we recommend the reading of what the United Nations has identified as some of the hardest challenges in the world today: [the Millennium Development Goals](#).

**PLEASE NOTE:** If you choose to submit an entry in this Competition, then you agree that your participation is subject to the following:

- The [Imagine Cup Official Rules](#)
- The Imagine Cup Software Design Competition Details described below.
- Any applicable Imagine Cup Software Design Local Competition Rules posted on your country/region's website. Please review the [regional/local Software Design competition websites](#).
- If there are any inconsistencies between the Imagine Cup Official Rules, the Imagine Cup Terms of Use, the Imagine Cup Code of Conduct or these Competition Details, the [Imagine Cup Official Rules](#) will govern.

### WHAT ARE THE START AND END DATES?

This Competition starts 12:01 A.M. GMT on July 8, 2009, and ends at 11:59 P.M. GMT on May 15th, 2010 (Entry Period).

The Entry Period consists of three separate Rounds as described below. Each Round has unique entry requirements. All required entry deliverables must be received within the designated Round in order for your entry to be eligible for judging.

<b><u>Round</u></b>	<b><u>Start Date</u> (all times 12:01A.M. GMT)</b>	<b><u>End Date</u> (all times 11:59 P.M. GMT)</b>
Round 1 - Local Country/Region Competition Phase	July 8, 2009	May 5, 2010
Round 2 - Worldwide Finals Qualifying	May 6, 2010	May 15, 2010
Round 3 - Worldwide Finals	July, 2010	July, 2010

The Competition Sign Up Period begins on July 8, 2009, at 12:01 A.M. GMT and ends on March 1, 2010, at 11:59 P.M. GMT (Sign Up Period).

### **CAN YOU ENTER?**

You are eligible to enter this Competition if you meet the Eligibility Requirements set forth in your local country/region Software Design Competition Details. If your local country/region details do not have a specific eligibility statement, you are eligible to enter if you meet the Eligibility Requirements set forth in the Eligibility Criteria section of the [Imagine Cup Official Rules](#). Please review the [regional/local Software Design competition websites](#).

### **HOW DO I SIGN UP FOR A COMPETITION?**

If you wish to participate in this Competition, you must sign up as instructed during the Competition Sign Up period.

A Team may consist of up to four (4) eligible students (each a "Team"). Your Team does not need to consist of members who are legal residents of the same country/region, or students at the same academic institution, but your Team can only represent one (1) country/region.

It is recommended, but not required, that you have one (1) mentor for your Team in addition to your four (4) Team members. Limit one (1) mentor per Team.

For additional important details on signing up for the Competition, please see the requirements set forth in the Team and Individual Competitions section of the [Imagine Cup Official Rules](#).

### **WHAT CONSTITUTES AN ELIGIBLE ENTRY?**

To be eligible, your entry/entry materials must meet the following content and technical requirements:

#### **REQUIRED ELEMENTS**

Your entry must contain all of the following required elements:

- Your entry must address a social cause connected to the [2010 Theme](#): "Imagine a world where technology helps solve the toughest problems".
- Any presentation or documentation that is a part of your entry must be in the English language. If a translator is needed, you are responsible to procure and to make usage of one.
- Your application must either implement or consume a XML Web Service;
- Your application must run on any version of the Microsoft .NET Framework;
- Your application must be developed using at least one (1) of the products within the Visual Studio family (Express, Standard, Professional, or Team System).

## OPTIONAL ELEMENTS

Your entry must contain or use features of at least one (1) of the optional elements:

- Windows 7
- Windows Live SDK
- Windows Mobile technologies and SMS Server Toolkit
- Silverlight
- Azure for implementing a S + S architecture application

In addition, to be eligible for consideration, you must submit the materials described below during each round.

### Round 1 - Local Country/Region Competition Phase

You have to compete in your country/region at the Round 1 level. Each country/region uses a specific set of local competition details that you have, respectively, to comply with and address. Please review the [regional/local Software Design competition websites](#).

### Round 2 Worldwide Finals Qualifying

During Round 2, you or your Team (if you are invited to advance to compete in Round 2) must create and submit the materials described below:

- A 10 minute video presentation submission that introduces and demonstrates your software application. Your application must encompass all the required elements, and at least one optional element, as described above.
- One (1) PowerPoint slide deck presentation (file format .pptx or .ppt) with up to 10 slides. Slides should introduce the team members, software application architecture, usage of all required and at least one optional element, benefits expected with the usage of your project, economical viability, and the connection with Imagine Cup theme.

Your software application must be fully functional and implemented (i.e., visions for a software application or software applications that are not fully developed are not eligible).

### **Round 3 - Worldwide Finals**

For purposes of the Worldwide Finals of this Competition, your entry will consist of the following:

- All entry materials provided at Round 2 under the same requirements, plus
- Up to three (3) different 20 minute live presentations and 15 minute Q & A sessions of the software application.

### **HOW DO I SUBMIT MY ENTRY?**

**Round 1 - Local Country/Region Competition Phase:** Please review the [regional/local Software Design competition websites](#) for instructions on how to submit your entry.

**Round 2 Worldwide Finals Qualifying:** You will be instructed on how to submit your entry on the right upper panel of the Software Design competition page for this round. All required entry deliverables must be submitted in a single .zip file (no more than 300 MB) before the close of the Round 2 deadline.

**Round 3 Worldwide Finals:** We will provide individual instructions by e-mail to those teams going to the Worldwide Finals on how to submit your required entry materials.

### **ENTRY LIMIT**

We will only accept one (1) entry per Team.

### **HOW WILL ENTRIES BE JUDGED?**

**Round 1 - Local Country/Region Competition Phase:** Please see your local country/region Competition Details for specific judging criteria.

**Round 2 Worldwide Finals Qualifying:** A panel of international Judges will review and score each 10 minute video and corresponding project slide deck according to unique criteria.

### **Worldwide Finals Qualifying Judging Criteria:**

- **10% - Problem Definition:** How precise and relevant is the real world problem? How interesting or difficult to resolve - functionally or technically - is the problem being challenged? For this criterion, we only focus on the problem challenged, not on the solution created to solve this problem. How well does the project adhere to the [2010 Theme](#)?
- **35% - Solution Design and Innovation:** Does the application approach a new problem, or look at an old problem in a new way? Is the solution completely innovative or does it rely on an existing concept or technology? Does the application impact a large number of people very broadly, or impact a smaller number of people very deeply? To which degree does the application actually solve the current problem?

- **30% - Technical Architecture and User Experience:** Is the system architecture broken down into logical chunks and modules? Is the project technically open to some evolution? Is it only made with a monolithic block or does it present interfaces enabling extensions (SDKs or APIs)? To which degree are the HMI (Human Machine Interfaces) intuitive, ergonomic and user friendly? Does the application leverage the presence of fresh and updated data?
- **15% - Business Viability:** Is the application technically and economically viable? Is this solution only theoretical or does it have a real application for commercial purposes? (Not necessarily here and now, but eventually in the future or for certain markets).
- **10% - Presentation:** The judges will be looking for oral presentations that provide background and context to the project, explain why the problem is an interesting one, highlight how the system works, and include an insightful demonstration. Teams will also be evaluated on their ability to take questions from the judging panel.

**Round 3 - Worldwide Finals:** Judging will take place in three (3) phases as follows:

- **Phase 1:** Judges will review and score each 10 minute video and corresponding project slide deck according to the criteria set forth below. Then, each team will present its entry in the form of a twenty (20) minute presentation and a fifteen (15) minute Q & A to a judging panel and teams will once again be scored based on the criteria set forth below. At the end of Phase 1, we will combine both sets of scores to come up with an overall score that determines twelve (12) teams that will advance to Phase 2.
- **Phase 2:** Each of the twelve (12) remaining Teams will present its entry in the form of a twenty (20) minute presentation and a fifteen (15) minute Q & A to another judging panel consisting of different judges. Based on the judging criteria set forth below, these judges will assess each Team based on the criteria set forth below. At the end of Phase 2, we will combine the Phase 1 and Phase 2 scored together, and the top six (6) Teams will advance to Phase 3 of the Worldwide Finals.
- **Phase 3:** Each of the six (6) remaining Teams will present its entry in the form of a twenty (20) minute presentation on-stage to the VIP judging panel. Based on the judging criteria set forth below, these judges will assess each Team. At the end of Phase 3, we will tally the scores and announce the First Place, Second Place, and Third Place Teams.

**Worldwide Finals Judging Criteria:**

- **10% - Problem Definition:** How precise and relevant is the real world problem? How interesting or difficult to resolve - functionally or technically - is the problem being challenged? For this criterion, we only focus on the problem challenged, not on the solution created to solve this problem. How well does the project adhere to the current Imagine Cup Theme?
- **35% - Solution Design & Innovation:** Does the application approach a new problem, or look at an old problem in a new way? Is the solution completely innovative or does it rely on an existing concept or technology? Does the application impact a large number of

people very broadly, or impact a smaller number of people very deeply? To which degree does the application actually solve the current problem?

- **30% - Technical Architecture & User Experience:** Is the system architecture broken down into logical chunks and modules? Is the project technically open to some evolution? Is it only made with a monolithic block or does it present interfaces enabling extensions (SDKs or APIs)? To which degree are the HMI (Human Machine Interfaces) intuitive, ergonomic and user friendly? Does the application leverage the presence of fresh and updated data?
- **15% - Business Viability:** Is the application technically and economically viable? Is this solution only theoretical or does it have a realistic application for commercial purposes? (Not necessarily here and now, but eventually in the future and/or for certain markets).
- **10% - Presentation:** The judges will be looking for oral presentations that provide background and context to the project, explain why the problem is an interesting one, highlight how the system works, and include an insightful demonstration. Teams will also be evaluated on their ability to take questions from the judging panel.

### **Worldwide Finals Scoring System**

A simple numerical scoring system will be used. Each judge will give for each judging element a score in the range 0-10. All scores will be normalized per Judge in order to increase fairness.

### **PRIZES**

- **Round 1 Local Country/Region Competition Phase:** Please see the [regional/local Software Design competition websites](#) for specific prize details.
- **Round 2 - Worldwide Finals Qualifying:** Finalists will receive a trip to Warsaw, Poland to compete in the Worldwide Imagine Cup Finals in July, 2010. Trip includes round trip coach airfare from major airport closest to winner's home, standard hotel accommodations, and select meals.
- **Round 3 - Worldwide Finals:**
  - First Place: \$25,000 USD
  - Second Place: \$10,000 USD
  - Third Place: \$5,000 USD