

## **New Zealand Software Design COMPETITION**

# Imagine Cup 2011

The Imagine Cup is the World’s Premier Student Technology Competition focused on finding solutions to real-world issues. The competition encourages the world’s most talented software designers, programmers, to tackle, head on, issues related to: hunger relief, poverty, education, disease control, healthcare, the environment and other crucial problems facing our world.

We are inviting all New Zealand tertiary students to participate in the 2011 Imagine Cup competition. The first round asks students to complete and submit a two-page proposal with their innovative software idea by 31st October 2010. The top 20 ideas and corresponding teams will be offered an eight week program to turn their idea into reality with support and guidance from industry and Microsoft New Zealand mentors.

# Imagine Cup 2010 Timeline

**Round 1 Ends** **Round 3 Starts**  **Round 3 Ends** All proposals submitted **Round 2 Starts** Top 4 Teams Chosen 2011 Winners Top 20 Teams Chosen Announced

**Round 1 Starts**  **Round 1 Assessment** Top 100 ideas chosen

# Round 1 (Opens: Now || Closes: 31st October 2010 11.59pm)

## General Guidelines

* Teams are made up of between 2 to 4 individuals.
* Students participating must [register](http://www.imaginecup.co.nz) on the [Imagine Cup Website](http://www.imaginecup.co.nz/).
* Teams may be formed with students from different departments, schools and tertiary institutes from New Zealand
* The theme this year is ***Imagine a world where technology solves the toughest problems we face today.***
* Proposals need to be emailed to [icnz@microsoft.com](mailto:icnz@microsoft.com) either as .doc or .pdf extension no larger than 1MB. (***Note: You first need to register on the*** [***Imagine Cup site***](http://www.imaginecup.co.nz/) ***prior to submitting your entry)***
* Submission closes on 31st October 2010 at 11:59pm.

## Required Elements

* Each team must submit a 3 page proposal aligned with this year’s theme including cover page.
* Please follow the proposal template and include content/information on the problem you are addressing, the solution you are proposing, technical architecture and the business model. Plus, discuss competitive solutions that may already be available. Lastly, include the impact your solution will have on the community.
* The template of the 3 page proposal can be downloaded from <http://www.microsoft.com/nz/imaginecup/thanks.aspx>; you must be registered first prior to submitting your proposal.

## Support for competitors

* There will be on-going communication to competitors through online and on campus events.
* Imagine Cup Newsletters for registered competitors.
* Via [Facebook](http://www.facebook.com/home.php?#/profile.php?id=1833716914&ref=profile) & [Twitter](http://www.twitter.com/icnz).

## Selection process

* All proposals will be reviewed by a panel of Microsoft New Zealand Judges and the top 100 will be selected to advance, announced by the 15th of November 2010
* These 100 teams will then need to submit a 1 minute video of their team on why they should be selected in to the Microsoft Imagine Cup Programme.
* Videos will need to be uploaded on a Live Mesh Folder by the 25th of November.
* The top 20 teams will be chosen and announced on the 5th of December 2010.

# Round 2 (BETWEEN December 13th 2010 – 21st February 2011)

## Required Elements

* During the week of February 22nd -26th 2010, all 20 teams will complete a 10 minute presentation/demo of their idea followed by 5 minutes Question/Answer time to a set of academic and industry judges.
* This will be done either in person or through video conference if your team is outside of Auckland. The top 4 teams will then be chosen to compete at the NZ Imagine Cup National Finals (**NZICNF**) in April 2011.

## Support for competitors

* Each team will be assigned an industry mentor from the ICT sector and a mentor from Microsoft New Zealand to work with for the duration of the competition.
* In addition, each team is encouraged to identify an academic mentor from their tertiary institute.

## Prizes and acknowledgements

* On completion of Round 2, each team member will receive a
  + Certificate of completion of the Microsoft Imagine Cup Mentorship Programme.
  + A Microsoft Bag
  + An Imagine Cup T-shirt

# Round 3 (April 2010 TBC)

## Required Elements

* The top 4 Teams will give a 10 minute presentation + 5 minutes Q/A at the NZICNF in front of a live audience and 6 industry and academic judges.

## Prizes and acknowledgements

* Prizes: Each team member will receive the following:
  + 4th Place: Final Prizes TBA
  + 3rd Place: Final Prizes TBA
  + 2nd Place: Final Prizes TBA
  + 1st Place: Final Prizes TBA + The opportunity to qualify for the World Wide Finals
* Each team member will also receive an Official Microsoft Imagine Cup 2011 certificate.

# Judging Criteria for each round set below

## Judging Criteria for the 2 Page Proposal – Deadline 31st October, 11.59pm, 2010. (ROUND 1)

* **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/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 broke down into logical chunks and modules? Is the project technically open to some evolution? Is it only made with a monolithic bloc 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?
* **25% - 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).

## Judging Criteria for Team Videos –November 2010

* **Video Submission**: The top 100 teams will be required to submit a video of their team on why they should be selected into the Microsoft Imagine Cup Mentorship Programme. The judges will be looking for a strong motivate and passionate team. A team that believes in their idea and are ready to put all their energy into making it a success through the competition.

## Judging Criteria for 10 minute Presentation/Demonstrations – Commencing 22nd- 26th February 2010 (ROUND 2)

**REQUIRED ELEMENTS** your entry must contain all of the following required elements:

* Either an implementation or the consumption of 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) for development.

**OPTIONAL ELEMENTS** your entry must contain or use features of at least one (1) of the optional elements:

* Windows 7
* Windows Live SDK
* Use of Windows Mobile technologies and SMS Server Toolkit
* Silverlight
* Azure for implementing a S + S architecture application
* **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/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 broke down into logical chunks and modules? Is the project technically open to some evolution? Is it only made with a monolithic bloc 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.

## Judging Criteria for 10 minute Presentation/Demonstrations – Commencing April 2010 (ROUND 3) – as per round 2 (Above)

# FAQ

* **Q:How do I submit my proposal**
* A: You need to first register at [www.imaginecup.co.nz](http://www.imaginecup.co.nz) and then email your proposal to [icnz@microsoft.com](mailto:icnz@microsoft.com)
* **Q: I am really keen to compete and participate in Imagine Cup but I don’t know anyone else that is interested in competing in the competition.**
* A: Firstly, register via the website and then submit your idea and proposal. If you make it to the next round we will help you find additional team members. If you don’t have an idea but would like to join a team, register via the website and drop an email to [icnz@microsoft.com](mailto:icnz@microsoft.com) and we will find you a team.
* **Q: How can I stay up to date with Imagine Cup Announcements?**
* A: There are a number of ways to stay in touch. Become friends on Facebook – Ic Nz, and follow us on twitter.com/icnz ; visit our local site [www.imaginecup.co.nz](http://www.imaginecup.co.nz/) ; there will also be regular newsletters sent to competitors
* **Q: When can I take part?**
* A: You must submit your proposal for Round 1 by the 31st of October 2010.
* **Q: Is there a forum to raise my questions or issues?**
* A: This will be available on Facebook – post comments to [www.facebook.com/nzimaginecup](http://www.facebook.com/nzimaginecup) .
* **Q: Will I receive a mentor while preparing for the the proposal for Round 1?**
* A: No, however you can post comments to Ic Nz or at [www.imaginecup.co.nz/community](http://www.imaginecup.co.nz/community) and the Imagine Cup Team will respond to your query.
* **Q: When do I get a Mentor?**
* A: The top 20 teams that progress to Round 2 will be allocated to an industry mentor as well as a mentor from Microsoft for support and guidance.
* **Q: Can I submit more than one proposal?**
* A: Each team can only submit one proposal. So, if you manage to form another team, you can submit another proposal as part of your second team.
* **Q: Can I compete in more than one team in Round 1?**
* A: Yes you can. However, if more than one of your teams progress to Round 2, you can only choose one team to continue in the competition.