Official Rules & Regulations

Imagine Cup Competition

2017 Season

HK - December 12 2016

Contents

The Imagine Cup Competition honors the most innovative, ground-breaking and appealing software built with Microsoft tools and technology.

The Competition may be structured differently based on the country/region you are representing. Please make sure to read your local country/region competition rules (if applicable) to better understand how to compete in this competition.

If you choose to compete in this Competition, then you agree that your participation is subject to the following:

The Imagine Cup [Official Rules](#)

COMMON TERMS USED IN THESE RULES

These are the Official Rules that govern how the Microsoft Imagine Cup Competitions operate (the "Competition"). In these rules, "we," "our," and "us" refer to Microsoft Corporation, the sponsor of this Competition. "You" and "Yourself" refer to an eligible entrant.

COMPETITION DESCRIPTION

The Imagine Cup is a skill-based competition. The object of this competition is to create innovative and original software applications. Open to students around the world, the competition spans one year, beginning with national and online competitions, and culminating at the World Finals.

We encourage you to carefully review the details for the Competition before registering or submitting an entry.

All Competitions offered as part of Imagine Cup are governed by these Official Rules. If there are any inconsistencies between the clauses in these Official Rules, and the similar companion clause in Specific Competition Rules, these Official Rules will govern.

HONG KONG NATIONAL FINAL COMPETITION
SUBMISSION REQUIREMENTS

Hong Kong Entry Round: You shall submit a written proposal (not more than 10 pages including appendices) in .doc / .docx / .ppt / .pptx / .pdf format including descriptions of:

- Your project in general, covering topics such as the features of the solution or application, why You are interested in the project, the goals of the project etc.
- Target consumers, covering topics such as intended beneficiaries of your project and how they are to be approached.
- How You would develop your project, covering topics such as the tools to be used and respective roles and responsibilities of team members.
- A 2-minute video about the project is suggested but optional

Hong Kong Semi-Final: You shall submit a video of not more than 5 minutes in .wmv / .mp4 format that would explain how your solution or application works. It can be a series of demo, a story, a self-made commercial, a talk show or any other formats that can highlight the functions of your solution or application.

Hong Kong Final: Submit the working prototype of your project, and perform a live presentation of not more than 5 minutes to showcase your project. After your presentation, there will be Q&A session for the judges of Imagine Cup Hong Kong Final to ask about anything relevant to your project.

All Projects must be developed using at least one product in the Visual Studio family and must be built to require Windows Azure. In addition to one or more of the above, you may also use other Microsoft platforms such as Kinect for Windows SDK, .NET Framework, XNA, Bing maps API, etc., as well as third-party game engines, libraries, and middleware provided you obey their licenses, but none of these are required.

As long as your project requires Microsoft Azure to operate, your project meets this requirement.

As a student, you can obtain free tools and software at Microsoft Imagine.

In addition, all entries must meet the following requirements for the Live Presentation, Project Proposal, Software, and Software Instructions. **Please refer to** here**.**

All materials included in the project can be produced in either Chinese or English, although English is highly recommended as it is the only language allowed for project submission in Worldwide Final. If any of your materials is produced in Chinese and in the event, and you proceed to Worldwide semi-final or further, such materials will need to be translated at your own effort and expense.

Other pointes to note and/or requirements regarding project submission are:

- You may submit any or all of your files compressed in a ZIP file.
- All materials to be submitted, in aggregate, must be no more than 3GB. No source code is permitted for submission or the project will be disqualified.
- Channels for submission is limited to compete.imagine.microsoft.com, please inform us for any technical problems at hkinnovations@microsoft.com

SCORE WEIGHTING

All rounds of the Competition will adopt the same score weighting to determine the winners of each round. Score weighting is illustrated below:

Criteria	Description	Weight
Technology	Does the project make effective and appropriate use of the major features of its chosen platform(s)? Were there significant platform features or even platforms the project could have benefitted from but failed to utilize? (20 points)	25%
	Does the project include innovations in technical design and/or implementation? (10 points)	
	Does the project include innovations in user experience? (10 points)	
	Does the project have a professional degree of production in terms of performance, user interface, visuals, and audio? (10 points)	

Innovation	Does the project create a new category of product or service? (10 points) Does the project clearly and meaningfully innovate beyond existing products or services? (10 points)	20%
Concept	Does the project have a clear target market or audience? (5 points) Does the project address a clear need, problem, or opportunity and is the solution clearly explained? (5 points) Is the project's purpose and basic functionality easily understood? (5 points)	15%
Feasibility	Does the team have a credible plan for getting their project to market in terms of business model, any required partnerships, or other factors? (5 points) Does the team have any form of external validation for their project such as customer surveys, focus group tests, an active beta-test program, recommendations from subject-matter experts, or potential investors? (5 points) Does the project have a reasonable chance of success in its appropriate market given the team's existing plan? (5 points)	15%

COMPETITION TIMELINE

Hong Kong Entry Round (Written proposal submission)	1 Jan 2017 - 18 Feb 2017
Hong Kong Semi-Final Round (Top 12 + 8 Teams*) (Video submission)	24 Feb 2017 - 24 Mar 2017
Hong Kong Final Round (Top 12 Teams)** (Prototype submission & Presentation)	26 Mar 2017 - 21 Apr 2017
Hong Kong Final Round On-Site Competition and Winner Announcement	In or around Early May 2017, specific date to be announced
World Final (Seattle) (Prototype & Presentation)	In or around late July 2017, specific date to be announced

Imagine Cup 2017 Hong Kong is in partnership with PolyUHack, HackHKUST, E.C Jamming Hackathon bring their final winners to Imagine Cup Hong Kong Semi-Final Round as Challenger Teams.

** *Winners of PolyU-Microsoft Smart Computing Laboratory Competition are nominated to the Imagine Cup Hong Kong Final Round as Challenger Teams*

First Place: HK$30,000 cash award plus opportunity to participate in World Final in Seattle with flight tickets and accommodation Expenses covered.

Second Place: HK$20,000 Cash Award

Third Place: HK$10,000 Cash Award

The winning team will be nominated to join the world semi-final round. If your team qualify for the World Final, you will be invited to attend it in Seattle to compete with the worldwide talents, in which case your team must send at least one member to compete at the World Finals. If your team is unable to send at least one member for any reason, we may disqualify your entire team and invite the next highest scoring team to participate.

CAN I ENTER?

Unless otherwise indicated in the specific Competition Rules, you are eligible to enter if you meet the following requirements at time of entry:
- You are at least 16 years of age as of July 31 2016 and are actively enrolled as a student at an accredited educational institution that grants high-school or college/university (or equivalent) degrees (including home schools) at any time between 1 January 2016 and 31 May 2017; and
- If you are considered a minor in your place of residence, then you should ask your parent's or legal guardian's permission prior to submitting an entry into this Competition.
- You are NOT a resident of Cuba, Iran, North Korea, Sudan, or Syria; and U.S. export regulations prohibit the export of goods and services to Cuba, Iran, North Korea, Sudan and Syria. Therefore, residents of these countries/regions are not eligible to participate.
- You are not an employee or intern of Microsoft Corporation, or an employee of a Microsoft subsidiary, at any time between 1 January 2017 and 31 July 2017; and
- You are not involved in any part of the execution or administration of this Competition; and
- You are not an immediate family member of (parent, sibling, spouse/domestic partner, child) or household member of a Microsoft employee, an employee of a Microsoft subsidiary, or a person involved in any part of the administration and execution of this Competition between 1 January 2017 and 31 July 2017.

If you are a Microsoft campus representative (e.g. a Microsoft Student Partner https://msdn.microsoft.com/en-us/microsoftstudentpartners.aspx) and you meet the eligibility criteria set forth above, you may enter the Competition, but you are prohibited from using Microsoft property or resources, including without limitation: Microsoft networks, hardware tools and technology resources and/or the counsel of Microsoft employees, in connection with the creation or execution of an entry. Very simply, you cannot use any resources which are not also broadly available to all other students. If you have any questions, please contact us.

If you have previously competed in an Imagine Cup World Finals event as a World Finalist, you are eligible to enter but any entry submitted must be substantially new, unique, and different from anything you've brought to World Finals before.

This Competition is void outside the geographic area described above and wherever else prohibited by law.

TEAMS AND MENTORS

Up to three (3) eligible students may submit a single entry as a team. It is recommended that each team (or individual if competing alone) enlist the services of a mentor. Mentors may be from academic institutions, not-for-profit organizations, or private companies.

- You may have assistance with your project from additional students beyond the three who are your official team. Such assistance is typically in the area of specific disciplines such as graphic design or business plan development. Any such additional students are not considered members of your team for purposes of these rules and they will not be eligible for any prizes, they will not be included in the World Finals award ceremony, nor will they be recognized in official communications such as press releases. Only the three team members you officially register with us are eligible for prizes, award ceremony inclusion, and official communications.

- Team members may come from different academic institutions and from different countries.

- Each team is allowed only one mentor.

- Each competitor may belong to only one team within the competition.

- To compete, each team member should create an account at https://compete.imagine.microsoft.com/ and register for the competition. Once registered, any one of the team members can create a new team and invite the remaining team members to join. The remaining team members must accept the invitations by 31 May 2017 to be recognized as qualified members of the team.

- As part of the registration process, each team must choose a country/region which it will represent. At least one member of the team must be a legal resident of the country the team is representing.
  If your Team is invited to participate in the World Finals, we will provide travel and accommodations for each registered member, and your Team must send at least one member to compete at the World Finals. If your Team is unable to send at least one member for any reason, then we may disqualify your entire Team and invite the next highest scoring Team to participate.

- Each Team is solely responsible for its own cooperation and teamwork. In no event will Sponsor officiate in any dispute regarding the conduct or cooperation of any Team or its members.

HOW DO I ENTER?

To participate in Imagine Cup 2017, you must first create an account at https://compete.imagine.microsoft.com/. Once you have registered you can sign up for the competition and start building your team.

HOW MANY ENTRIES CAN I SUBMIT?

You may only submit one entry to the Competition.

If you make multiple submissions to the same Competition or Challenge, we will only use the last one you submitted and earlier ones will be disqualified. This does allow you to throw out and replace your project, for example, if you decide your initial approach isn't working.

We will disqualify any incomplete or illegible entries that we receive. We are not responsible for entries that we do not receive for any reason, or for entries that we receive but are not decipherable for any reason.

GENERAL STANDARDS FOR ENTRIES

The intent and spirit of the Competition is to test the skills and creativity of the student entrants. Anyone acting as a team Mentor, or in any mentorship role, where allowed (for example, local, regional, or global sponsors), must limit the level of support provided to student entrants to general guidance and must not contribute in any way that may be considered original authorship, or in a way that may enable claims of rights or ownership to the submitted entries. In no event will work-on-behalf of teams or individuals be allowed.

In addition to the competition rules and requirements, to be eligible for judging, all entries must meet the following general standards:

- All entry materials must be presented and/or submitted in the English language unless otherwise specified.
- If you are required to make an oral presentation or provide supporting materials, these presentations and materials must be presented and/or submitted in the English language unless otherwise specified.
- You are responsible for providing your own translator if you need one. Microsoft staff cannot serve as translators for your team. It is acceptable for mentors to serve as translators but they must only translate the spoken words of team members and not make a presentation on behalf of the team.

The content of your entry and any supporting materials must be acceptable for all viewing audiences. We will automatically disqualify any entrant that submits any entry or supporting materials that contain text, sound or images that we, in our sole opinion and for any reason, find vulgar, offensive, or inappropriate for public viewing, or that presents us in a negative light.

By submitting an entry in this Competition, you confirm that, to the best of your knowledge:

- Your entry meets the requirements set forth above and in any applicable specific Competition Rules; and
- The entirety of the entry is your/your teams original work; and
- For Competitions which require a video entry, please note the video must be solely the work of the team and any students assisting the team, including but not limited to, the actual filming, editing, graphic design, etc. of the video.
- You/your teams have obtained any and all consents, approvals, or licenses required for you to submit your entry.

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Important note about Copyright: Your team's entire entry must only include material (including source code – both open source and third party sourced, user interface, music, video or images) that you own or that you have permission from the copyright/trademark owner to use. Your team's entry may not include copyrighted materials (such as source code, user interface, background music, images or video) unless you own or have permission to use the materials. Ownership is not defined as purchasing a CD at a music store for replay, playing a copyright recording on your guitar or repurposing an application's user interface - your team's entry will be disqualified if copyrighted materials, including but not limited to these examples, are a part of your entry without appropriate licensing or permissions. If you do use permissible copyrighted materials, you must include the permissions information by citing the artist/creator and license information as per the respective Competition Rules. Note that even material released under sites such as Creative Commons, common open source code licenses, and other similar licensing may need permission or acknowledgement as per the specific license. Note: your team's entry will be disqualified if permissions information is not included as per the requirements in the specific Competition Rules.

Important note about Hardware: If your project includes a hardware component, you are not expected to provide that hardware for judging unless you are making an in-person presentation or hands-on demo, at which point your solution must be complete and functional for evaluation by the judges. For any stage of the judging process that does not include an in-person presentation, you may explain your complete solution through your submission documentation. Any submitted software, however, should simulate hardware-related data and functionality so that your software can at least be evaluated for user experience design, platform compatibility, and so forth. If elements of your solution cannot reasonably be simulated, describe those omissions in your submission and work around those areas as best you can to enable the judges to evaluate as much of your project as is possible.

Important note about Connectivity/Authentication Requirements: If your project incorporates some form of remote connectivity requiring authentication that our judges cannot perform then attempt to simulate as much of your functionality as is reasonable to enable the judges in early rounds to evaluate your software. You should also describe any simulations and omissions in your submission so the judges understand and can evaluate accordingly. If you compete in the World Finals, however, it is imperative that the judges on site be able to evaluate your solution hands-on so please make arrangements and preparations as necessary to support that evaluation should your team become a world finalist. Internet connectivity will be provided at World Finals for all teams.

We reserve the right to disqualify or reject any entry that we, in our sole and absolute discretion, determine does not meet the above criteria. If, in any Competition, we do not receive a sufficient number of entries meeting the entry requirements, we may, at our discretion, select fewer than the designated number of winners. The decisions of the judges are final and binding in all matters related to the Competition.

PRIZE CONDITIONS

Your odds of winning a prize will depend on the number of eligible entries received and the level of skill of each entrant.

All cash prizes are stated in U.S. dollars, but we, or our local subsidiary or designated agent (on our behalf), may actually award a cash prize in the official currency of the winner's country of residence based on the exchange rate on the date of payment. Unless otherwise indicated in the specific Competition rules, all cash prizes will be divided equally among all officially registered members of a Team.

If you are confirmed as a winner:

- You may not exchange non-cash prizes for cash or any other merchandise or services. However, if for any reason an advertised prize is unavailable, we reserve the right to substitute a prize of equal or greater value; and
- You may not designate someone else as the winner. If you are unable or unwilling to accept your prize, we may award it to the next highest scoring Team/entrant; and
- If you accept a prize, you will be solely responsible for all applicable taxes related to accepting the prize; and
- If you are otherwise eligible, but are considered a minor in your place of residence, then we may award the prize to your parent/legal guardian on your behalf; and
- Unless otherwise noted, all prizes are subject to their manufacturer's warranty and/or terms and conditions; and
  Mentors of winning teams are not awarded any cash prizes in association with their participation in Imagine Cup.

Important note about cash prizes: All cash or bank checks must be deposited within 90 days of the validity date printed on the check. If the check expires, you will not be reissued a new one. We are not responsible for any dispute regarding prize dispersal.

TRAVEL PRIZE CONDITIONS

Each World Finalist will be awarded a trip to World Finals. Trip includes round trip coach airfare from major airport closest to Finalist's home, standard hotel accommodations, ground transportation, and select meals during the World Finals.

In addition to the general prize conditions described above, all travel prizes are subject to the following conditions:

- Actual value of travel prize depends on date/time/destination, and difference between actual value and stated value will not be awarded in cash. Any expenses not explicitly listed herein, are the sole responsibility of the entrant.
- You are responsible for acquiring and providing all required travel documents, including, but not limited to any required Visa, passport, etc. along with any associated expenses
- If you live within 250 miles of the travel destination, we reserve the right to substitute alternate transportation for air travel.
- Event dates and location are subject to change at our sole discretion. Therefore, you must have flexible travel capabilities.
- Travel is subject to availability and must be completed on dates specified by sponsor or the prize will be forfeited and awarded to the next highest scoring Team/entrant. Some restrictions may apply. No cancellation of reservation or transfer of reservation to another date after reservation has been made.

NOTIFICATIONS

All notifications we attempt to make to you/your Team are subject to the following conditions:
- If you/your Team is selected to advance in any Competition, we may notify you by sending a message to the e-mail address or mailing address (if any) you provided at time of sign up within the timelines designated in the specific Competition rules.
- If we require that you affirmatively accept an invitation to further compete in any Competition, and the notification that we send is returned as undeliverable, or you are otherwise unreachable, we may disqualify your Team and extend an invitation to the next highest scoring Team/entrant.
- If there is a dispute as to the identity of a particular entrant, we will consider the entrant to be the authorized account holder of the e-mail provided at time of sign up.
- If you are selected as a potential winner, we may require you to sign an Affidavit of Eligibility, Liability and Publicity Release and W-9 tax form (for U.S. residents) or W-8BEN tax form (for non-U.S. residents).
- If you are a minor in your place of residence, we may require your parent or legal guardian to sign all required forms on your behalf.
- If you do not complete the required forms as instructed and/or return the required forms within the time period listed on the winner notification message, we may disqualify you and select the next highest scoring Team/entrant.

HOW WILL MY ENTRY POTENTIALLY BE USED?

Other than what is set forth below, we are not claiming any ownership rights to your entry.

However, by submitting your entry, you:

- Are granting us an irrevocable, royalty-free, worldwide right and license to: (i) use, review, assess, test, and otherwise analyze your entry and all its content in connection with this Competition; and (ii) feature your entry and all its content in connection with the marketing, sale, or promotion of this Competition (including but not limited to internal and external presentations, tradeshows, and screen shots of the competition entry process in press releases) in all media (now known or later developed);
- Agree to sign any necessary documentation that may be required for us and our designees to make use of the rights you granted above;
- Agree to assist us and the Sponsors in the creation of case studies or white papers (together "Studies") detailing your entry or entries. Studies will not include any confidential participant information. Upon your approval of the Studies' accuracy, you agree to give us and the Sponsors permission to display the Studies including trademarks, logos, and other identifying information contained therein, on our and the Sponsors websites and in other documentation. This documentation may take various forms, including printed materials, online articles, video, audio, and other digital recordings;
- Understand and acknowledge that the Sponsor may have developed or commissioned materials similar or identical to your submission and you waive any claims you may have resulting from any similarities to your entry;
- Understand that we cannot control the incoming information you will disclose to our representatives in the course of entering, or what our representatives will remember about your entry. You also understand that we will not restrict work assignments of representatives who have had access to your entry. By entering this Competition, you agree that use of information in our representatives unaided memories in the development or deployment of our products or services does not create liability for us under this agreement or copyright or trade secret law;
- Understand that you will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules.

Please note that during and after this Competition your entry may be posted on a website selected by us for viewing by visitors to that website. We are not responsible for any unauthorized use of your entry by visitors to this website.

While we reserve these rights, we are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.

If you do not want to grant us these rights to your entry, please do not enter this Competition.

WHAT OTHER CONDITIONS AM I AGREEING TO BY ENTERING?

By entering this Competition, you agree:

- To abide by the Official Rules; and

- To release and hold harmless Microsoft, and its respective parents, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising from or in connection with this Competition or any prize won; and

- That Microsoft's decisions will be final and binding on all matters related to this Competition; and

- That, by accepting a prize, Microsoft may use your proper name and state, country, or region of residence online and in print, or in any other media, in connection with this Competition, without payment or compensation to you, except where prohibited by law.

WHAT LAWS GOVERN THE WAY THIS COMPETITION IS EXECUTED AND ADMINISTERED? This Competition will be governed by the laws of the State of Washington, and you consent to the exclusive jurisdiction and venue of the courts of the State of Washington for any disputes arising out of this Competition.

WHAT IF SOMETHING UNEXPECTED HAPPENS AND THE COMPETITION CAN'T RUN AS IT WAS PLANNED?

If someone cheats, or a virus, bug, bot, catastrophic event, natural disaster, or any other unforeseen or unexpected event that cannot be reasonably anticipated or controlled (also referred to as force majeure) affects the fairness and/or integrity of this Competition, we reserve the right to cancel, change, or suspend this Competition. This right is reserved whether the event is due to human or technical error. If a solution cannot be found to restore the integrity of the Competition, we reserve the right to select winners from among all eligible entries received before we had to cancel, change or suspend the Competition.

If you or your Team attempts to compromise the integrity or the legitimate operation of this Competition, or if we have reason to believe that you or your Team have compromised the integrity or the legitimate operation of this Competition by cheating, hacking, creating a bot or other automated program, or by committing fraud in any way, we may seek damages from you to the fullest extent permitted by law. Further, we may disqualify you, and ban you from participating in any of our future Competitions, so please play fairly.

HOW CAN I FIND OUT WHO WON?

A full list of all winners will be published within 30 days following the 2017 Worldwide Finals.

World Wide Final Competition

HOW DO I ENTER?

To enter Round 1, visit compete.imagine.microsoft.com and register as instructed. You can begin submitting your round 1 entry once the national finals for your country opens. Submission requirements and deadlines for Round 1 vary from country to country but all will be concluded no later than 31 May 2017.

If there is no National Finals in your team's country, you may instead compete in our Online Finals. This is only open to teams in countries without a National Finals. On 1 January 2017 you can begin submitting your round 1 entry and the submission deadline is 30 April 2017.

Rules regarding the size of your team, your associates, the role of the team mentor, academic institution and country residency requirements, and other information can be found in the "Teams and Mentors" section of the Imagine Cup Official Rules & Regulations

You cannot compete in the 2017 Imagine Cup if you do not participate in National or Online Finals.

HOW DO THE COMPETITION ROUNDS WORK?

Below is an overview of what to expect for each round of the competition.

Round 1 – National Finals/Online Finals

If the country or region your team competes in holds a National Final for the Competition, Round 1 will be governed by your national competition rules and those rules may be structured differently. Please make sure to review your national competition rules (if applicable) for a list of materials your Team is required to submit in addition to those requirements listed here.

In many National Finals you'll be invited to deliver the following materials:

- **Live Presentation** of your project to a panel of judges at the National Final. This presentation should explain your project and your team: Who your team is; what your project does; who your project is for; and how you will bring your project to market.

- **Software** usable by the judges in a hands-on evaluation.
- **Software Instructions** document explaining how to use your software.

If there is no National Final in your team's country, you may choose to compete in the Online Finals which are run through compete.imagine.microsoft.com. For the Online Finals, you are required to submit the following materials:

- **Project Proposal** to compete against other students from around the world in the Online Finals. This should be a Microsoft Word or PDF document no longer than ten pages, or a PowerPoint presentation no longer than twenty slides, which explains your project and your team: Who your team is; what your project does; who your project is for; and how you will bring your project to market.

- **Presentation Video**
- **Software** usable by the judges.
- **Software Instructions** document explaining how to use your software.

For both the National and Online Finals, requirements for the live presentation, project proposal, software, and instructions all appear later in these rules in the "Content and Technical Requirements" section.

Round 1 Advancement: Teams in the National Finals and Online Finals will be evaluated by judges using the scoring criteria given later in these rules.

Each National Final Competition results in one or more World Finalist team(s) that advance to Round 2.

The total number Online Finals teams advanced to World Finals will be dependent on the merits of the entrants and the competitive needs of the World Finals.

Round 2 – World Finals

All teams who advance to round 2 will be brought at Microsoft's expense to the World Finals event where the last round of competition occurs. Information regarding transportation and meals can be found in the Official Rules in the "Travel Prize Conditions" section.

Round 2 competitors must bring the following materials with them to World Finals:

- **Live Presentation** of your project to a panel of judges at the World Finals. This presentation should explain your project and your team: Who your team is; what your project does; who your project is for; and how you will bring your project to market.

- **Software** usable by the judges in a hands-on evaluation.

Winning Round 2: The judges at the World Finals event will choose first, second, and third place winners for the Imagine Cup. No team rankings below third place will be released.

HOW WILL ENTRIES BE JUDGED?

In every round, each entry will receive a score of 1-100, based on the following criteria. Entries are re-evaluated at each round on the basis of the latest version of the software, so your continued development progress may raise your next score.

Criteria	Description	Weighting
Technology	· **Does the project make effective and appropriate use of the major features of its chosen platform(s)? Were there significant platform features or even platforms the project could have benefitted from but failed to utilize?** (20 points) · **Does the project include innovations in technical design and/or implementation?** (10 points) · **Does the project include innovations in user experience?** (10 points) · **Does the project have a professional degree of production in terms of performance, user interface, visuals, and audio?** (10 points)	50%
Innovation	· **Does the project create a new category of product or service?** (10 points) · **Does the project clearly and meaningfully innovate beyond existing products or services?** (10 points)	20%
Concept	· **Does the project have a clear target market or audience?** (5 points)	15%

	· **Does the project address a clear need, problem, or opportunity and is the solution clearly explained?** (5 points) · **Is the project's purpose and basic functionality easily understood?** (5 points)	
Feasibility	· **Does the team have a credible plan for getting their project to market in terms of business model, any required partnerships, or other factors?** (5 points) · **Does the team have any form of external validation for their project such as customer surveys, focus group tests, an active beta-test program, recommendations from subject-matter experts, or potential investors?** (5 points) · **Does the project have a reasonable chance of success in its appropriate market given the team's existing plan?** (5 points)	**15%**

WHAT ARE THE PRIZES?

Round 1: Each National Final competition may offer prizes at the discretion of the local Microsoft subsidiary operating that competition. The existence, nature, and conditions of such prizes are subject to the rules of each National Final. Every team who advances to round 2 will receive a trip to the Imagine Cup 2017 Worldwide Finals. Trip includes round trip coach airfare from a major airport closest to each competitor's home, standard hotel accommodations, and select meals and activities. Mentors to the team are not eligible for this travel prize.

Round 2: At the World Finals, the top three teams in the Competition will receive the following cash prizes. At least one member of the team must be present to win. (Mentors and associates will not be awarded any portion of the monetary prize winnings.)

- **First Place:** $100,000 USD, to be divided equally among each officially registered member of the Team

- **Second Place:** $25,000 USD, to be divided equally among each officially registered member of the Team

- **Third Place:** $15,000 USD, to be divided equally among each officially registered member of the Team

CONTENT AND TECHNICAL REQUIREMENTS

All Projects must be developed using at least one product in the Visual Studio family and must be built to require Windows Azure.

In addition to one or more of the above, you may also use other Microsoft platforms such as Kinect for Windows SDK, .NET Framework, XNA, Bing maps API, etc., as well as third-party game engines, libraries, and middleware provided you obey their licenses, but none of these are

required. As long as your project requires Microsoft Azure to operate, your project meets this requirement.

As a student, you can obtain free tools and software at Microsoft Imagine.

In addition, all entries must meet the following requirements for the Live Presentation, Project Proposal, Software, and Software Instructions:

Live Presentation

The Live Presentation is a ten-minute PowerPoint overview of your team and project accompanied by a live stage demonstration of your project. This presentation should explain your project and your team: Who your team is; what your project does; who your project is for; and how you will bring your project to market. The Live Presentation must meet the following criteria as well as any other criteria set forth by your National Final and/or the World Finals:

1. You are responsible for arriving with your software installed on suitable hardware for the demonstration.

2. Your presentation must clearly address each of the **Judging Criteria** outlined above.

3. The accompanying PowerPoint must be in the English language and you must conduct your presentation in English. If a translator is needed, you are responsible for procuring one. Please see the Official Rules for additional information on translators.
4. The project you demonstrate must be fully functional and implemented.

5. Any or all of your team members may participate in the presentation, but all are not required to participate. It's permissible for a single team member to deliver the entire presentation.

6. At the end of your presentation, the judges will have ten minutes to ask you questions.

Presentation Video

The Presentation Video is a video recording of your Live Presentation and must abide by the same requirements as the Live Presentation except that there will be no questions from the judges. In addition:

1. Your video must be submitted in WMV or MP4 formats and must be compressed to a file of no more than 1GB.

2. Your video must simulate the experience of a judge viewing a Live Presentation.

3. Place your video camera where a judge might sit and then perform your presentation to the camera.

4. You may not move the camera during the presentation nor may you edit the video in any way except to trim the beginning and/or ending so the video only includes the presentation itself.

5. It must be no longer than ten minutes in duration.

6. As in a live presentation, you may present slides and project demonstrations but you may not edit those elements into the video afterwards – they must all be used live during the recording.

7. You may approach the camera to demonstrate aspects of your project up close just as you might to a live judge.

Project Proposal

This is a Microsoft Word or PDF document no longer than ten pages, or a PowerPoint presentation no longer than twenty slides, which explains your project and your team: Who your team is; what your project does; who your project is for; what platform features your project uses; and how you will bring your project to market. It is the written equivalent of the Live Presentation in terms of the material it covers. Your Project Proposal must meet the following criteria:

1. Your presentation must clearly address each of the **Judging Criteria** outlined above.

2. Your document must be in English.

3. It must be no larger than 100MB.

4. It must be in either DOC, DOCX, PPT, PPTX, or PDF formats.

5. You may compress your document in a ZIP file for submission.

Software

We need to be able to use your app in order to judge it! The Software is defined as an installable and usable software project in the appropriate format for your chosen platform(s).
Software must meet the following requirements:

1. Your software must be in one of the following formats for installation depending on its platform.

   Windows: A standard SETUP.EXE or an .MSI Windows Setup application to install your app on a Windows PC. If your project is a Windows App, submit it as an .appx app package file with all associated files required for installation, including the PowerShell script; you must also sign the app package by following the instructions given here.

   Windows Phone: A standard XAP or APPX setup file for deployment to Windows Phone devices.

   Microsoft Azure: The web tier of your project must be deployed to Microsoft Azure and you must supply the full URL to your site and/or services. If your project includes client software, then those components must meet the platform requirements above. If your project includes an embedded component, then you must submit a console application that simulates the data flow and interaction between your web tier and the embedded device. The console application must be submitted as an *.exe.

In all cases, you may submit any or all of your files compressed in a ZIP file.

2. The app must be no more than 3GB. No source code is permitted and apps will be disqualified if they are submitted as development projects.

3. If your app includes and/or requires Kinect support you must include this as a requirement in the Software Instructions document.

4. If your app includes and/or requires touchscreen/slate capabilities, you must include this as a requirement in the Software Instructions document.

5. The installation process of your software must not require the internet to complete successfully. If you use ClickOnce you must ensure it includes your entire project and does not attempt to retrieve components from online.

6. It is acceptable to support multiple languages in your app as long as English is one of the represented languages.

Software Instructions

The Software Instructions document is an electronic document that informs the judges and prospective users how to setup and use your app.

The Software Instructions must meet the following requirements:

1. The instructions must be submitted as either a document in .DOC, .DOCX, .PDF, .PPT, or .TXT file formats or a graphic image as a .JPG file.

2. It must be submitted in English.

It must list all requirements for using the app such as Kinect, webcams, an internet connection, Xbox game controllers, guest account login/password, or anything else that a judge must have to use your software.