ImagineCup

Official Rules & Regulations

Big Idea: Plan Challenge

2016 Season

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OVERVIEW
The Imagine Cup Big Idea: Plan Challenge encourages students to think through their project before diving in and write down their plans before they get started. Who will your users be? What are their needs? And finally, how will you get your project to market and make enough money for you to support it?

The Big Idea: Plan Challenge is not required for any of our other competitions nor does it in any way affect your eligibility for those competitions. It is not a part of our National Finals, Online Finals, World Semifinals, or World Finals events. Instead, this is a stand-alone global online contest which has its own judging criteria and prizes.

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

- The Imagine Cup Official Rules
- The Imagine Cup Big Idea: Plan Challenge Official Rules and Regulations described below.

WHAT ARE THE START AND END DATES?
This Competition starts at 00:01 Greenwich Mean Time ("GMT") on 31 July 2015 and ends at 23:59 GMT on 28 October 2015 ("Entry Period") and consists of a single round. Please note that these times use the 24-hour clock.

CAN I ENTER?
You are eligible to enter if you meet the eligibility criteria detailed in the Imagine Cup Official Rules & Regulations

HOW DO I ENTER?
To enter, visit www.imaginecup.com and register as instructed.

Download the Imagine Cup Big Idea: Plan Challenge Templates. You must use this template to create your submission.

You can submit your entry from your Dashboard immediately.

When you submit your project, indicate on the submission form whether you are submitting in the Games, Innovation, or World Citizenship categories. For guidance on those categories and their themes, please see www.imaginecup.com.

The category you choose will determine which of the Judging Criteria defined in these rules will be used to score your entry. Your entry will be evaluated solely on these Criteria, and your choice of Games, Innovation or World Citizenship has no bearing on whether or not you choose to submit an entry for Games, Innovation, or World Citizenship in the Imagine Cup.

Rules regarding the size of your team, your associates, the role of the team mentor, academic institution and national residency requirements, and other information can be found in the "Teams, Associates, and Mentors" section of the [Imagine Cup Official Rules & Regulations.](#)

HOW WILL ENTRIES BE JUDGED?
Each entry will receive a score of 1-100, based on the criteria for Games, Innovation or World Citizenship, as detailed below.

GAMES JUDGING CRITERIA
The following criteria will be used to determine the score of Big Idea: Plan Challenge entries submitted in the Games category. Each project will be scored out of a possible 100 points, as detailed below.

Criteria	Description	Weighting
Concept	- Is the overall game concept clear and easy to understand? (10 points) - Is the game's concept and proposed gameplay understandable and appealing? (10 points) - Is the game's premise new, interesting, or an innovative variant of an existing idea? (10 points)	**30%**
Design	- Is the Game Design Document thorough and detailed? Are there any obvious use cases or problems the team has overlooked? (10 points) - Does the Game Design Document demonstrate a clear understanding of the game and its genre? (10 points) - How well does the team identify and integrate existing games that are similar to their own? (10 points) - Does the Game Design Document explain the game's story and game systems in sufficient detail to allow for implementation? (10 points)	**40%**
Feasibility	- Are the team's top user stories clear and useful? Do they relate well to the persona's needs? (10 points) - Does the team reasonably explain their business model? How credible is the business model for this project? (10 points) - Is it clear what core technologies the team will use and how they are relevant to the project? (10 points)	**30%**

INNOVATION JUDGING CRITERIA
The following criteria will be used to determine the score of Big Idea: Plan Challenge entries submitted in the Innovation category. Each project will be scored out of a possible 100 points, as detailed below.

Criteria	Description	Weighting
Concept	• Is the project's purpose and basic functionality easily understood? (10 points) • Does the project address a clear need, problem, or opportunity and is the solution clearly explained? (10 points) • Does the project have a clear target market or audience? (10 points)	**30%**
Research	• How varied and appropriate are the sources for early feedback the team sought and received? (10 points) • Has the team credibly accounted for the costs and requirements of developing their project? (10 points) • Has the team identified possible competition in their target market, and adequately addressed that competition? (10 points)	**30%**
Feasibility	• Are the team's top user stories clear and useful? Do they relate well to the persona's needs? (10 points) • Does the team reasonably explain their business model? How credible is the business model for this project? (20 points) • Is it clear what core technologies the team will use and how they are relevant to the project? (10 points)	**40%**

WORLD CITIZENSHIP JUDGING CRITERIA

The following criteria will be used to determine the score of Big Idea: Plan Challenge entries submitted in the World Citizenship category. Each project will be scored out of a possible 100 points, as detailed below.

Criteria	Description	Weighting
Concept	• Is the project's purpose and basic functionality easily understood? (10 points) • Does the project address a clear need, problem, or opportunity and is the solution clearly explained? (10 points) • Does the project have a clear target market or audience? Is that audience an end-user, a GMO, or other organization? (10 points)	**30%**
Research	• Has the team researched the problem or need their project is intended to solve? Are their sources reasonable and reliable? (10 points)	**40%**

	• Has the team sought feedback from their target market or audience, and does their project address that feedback? (10 points) • How well does the team discuss and address other solutions in their problem space? (10 points) • Has the team talked to experts in the field, or incorporated scientific, medical, or other research into their document? (10 points)	
Feasibility	• Are the team's top user stories clear and useful? Do they relate well to the persona's needs? (10 points) • Does the team reasonably explain how their project will be funded? Do they present a business model? Are they seeking funding from external organizations such as NGOs and non-profits? (10 points) • Is it clear what core technologies the team will use and how they are relevant to the project? (10 points)	**30%**

WHAT ARE THE PRIZES?

For each of the three categories of Games, Innovation, and World Citizenship there will be ten winners for a total of thirty winners. The prizes for each category are:

- **First Place:** $3,000 USD, to be divided equally among each officially registered member of the Team
- **Honorable Mention (nine teams per category):** Digital certificates of achievement for each member of the Team

All winners will also receive written feedback from the judges on their project to help them improve their plans.

CONTENT AND TECHNICAL REQUIREMENTS

Project Blueprint

This is a Microsoft Word or PDF document no longer than ten pages which explains your project and your team. Your Project Blueprint must meet the following criteria:

1. You must use the Imagine Cup Big Idea: Plan Challenge Template as the basis for your document.
2. Your document must clearly address each of the **Judging Criteria** outlined above.
3. Your document must be in English.
4. Your document must be no larger than 100MB.
5. Your document must be in either DOC, DOCX, or PDF formats.
6. You may compress your document in a ZIP file for submission.