

IMAGINE CUP 2016 ABILITY AWARD

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The Ability Award will be awarded to the 2016 Imagine Cup World Finals student team whose project demonstrates innovation with the potential to drive a more accessible and inclusive workplace and world.

All Imagine Cup 2016 World Finalist teams are eligible to submit their World Finals projects for consideration for this award. Microsoft's Accessibility Board will evaluate submitted projects for relevancy and impact. The first place winner will receive a Boot Camp experience to help the team improve their project.

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

- [The Imagine Cup Official Rules](#)
- The Imagine Cup 2016 Ability Award described below

If there are any inconsistencies between the Imagine Cup Official Rules, the [Imagine Cup Terms of Use](#), the [Imagine Cup Code of Conduct](#) and/or these rules, the [Imagine Cup Official Rules](#) will govern.

WHAT ARE THE START AND END DATES?

The Award period starts at 00:01 Greenwich Mean Time ("GMT") on 8 July 2016 and ends at 04:59 GMT 28 July 2016 ("entry period").

All required entry deliverables must be received within the designated round in order for your Team's entry to be eligible for judging.

CAN MY TEAM ENTER?

Your Team is eligible for this Award if you are a World Finalist Team in any competition or challenge that has been advanced to compete at the Imagine Cup 2016 World Finals in Redmond, WA.

If you are an individual or a Team who has not received an invitation to compete at or attend the Imagine Cup 2016 Worldwide Finals in Redmond, WA 26-29 July, 2016, you are not eligible to participate in this Award.

HOW DO WE QUALIFY FOR THE AWARD?

All Imagine Cup World Finals teams will be evaluated for this award by a member of Microsoft Accessibility Board on or prior to World Finals team presentations on July 27th.

ENTRY MATERIALS OVERVIEW

Your Team’s Imagine Cup 2016 World Finals presentation and hand-on Q&A will be automatically considered as the entry material. Besides the World Finals presentation, no additional materials need to be created or submitted.

ENTRY LIMIT

We will only accept one (1) entry per Team, per competition or challenge.

HOW WILL ENTRIES BE JUDGED?

At the conclusion of the Entry Period, all eligible entries will be reviewed by a panel of judges based on the unique criteria listed below. On July 28, 2016, at the Imagine Cup World Finals, we will announce the winning team of the Imagine Cup 2016 Ability Award.

Judging Criteria

Criteria	Description	Weighting
Inclusive Design	<ol style="list-style-type: none"> 1. Transformative - Does it challenge our existing notions of accessibility and technology? Is it a fresh, creative view of an old way of thinking about category, audience, technology, problem, solution? 2. Mindful – Does the solution consider the positive/negative impact of technology on the human heart, body and mind? Does it consider both emotional and functional impact on people? 3. Perceivable - Information and user interface components must be presentable to users in ways they can notice and perceive. 4. Operable - Interface components and controls must be operable by people of all abilities and capacities across all input methods and modalities. 5. Understandable - Information and the operation of user interface must be comprehensible and contextual. 	25%
Usability	<ol style="list-style-type: none"> 1. Design Empathy - Have people with disabilities, SME’s and industry experts been included in testing of the product 2. User Feedback - how was user feedback embedded into current and future revisions of the product 3. Usability Evaluation how was usability evaluated and assessed 4. Ease of Use - how easy is it to use 5. Onboarding - has the team built in considerations for training/ramp time to increase usage 	25%

Impact	<ol style="list-style-type: none"> 1. Knowledge - about disability and segment impacted by project, understanding of how the technology will impact people with disabilities 2. Scope and scale - of the problem being solved 3. understanding of accessibility/disability competitive landscape and differentiation of their solution 4. Success - does the project have prospect of success in selected market given the teams existing plan 5. GTM - does the team have a solid plan of how to take solution to market 6. Broader application - has the team given consideration to use beyond disability 	25%
Execution	<ol style="list-style-type: none"> 1. Performance - how well does the project perform its task 2. Accessibility integration - does the project make effective and appropriate use of the accessibility features of its chosen platform 3. Opportunities left on the table -, were there significant accessibility features that the project could have benefited from but failed to leverage 4. Compliant - does the project meet accessibility standards 	25%

PRIZE

The winning team will receive a 3 day boot-camp experience with the Accessibility Board on Microsoft Campus in Redmond, WA. Approximate Retail Value (ARV) \$7,000 per competitor. Trip includes:

- Round trip coach airfare from major airport closest to winner’s home.
 - Trip winner’s travel companion will be required to execute a Liability/Publicity Release prior to issuance of travel documents. If a travel companion is a minor, he/she must be accompanied by a parent or legal guardian at his/her own expense if the parent/guardian is not the winner.
 - Winner and any guests are responsible for providing all travel documents, including, but not limited to required Visa, passport, etc.
- 4 night’s standard hotel accommodations Transfers to/from Airport/Hotel
- A \$1500 travel allowance.
- Boot-camp details will be communicated will be communicated by 9/1/16