



Official Rules & Regulations

Azure Machine Learning Award

2016 Season

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OVERVIEW

Azure Machine Learning was designed for applied machine learning. Use best-in-class algorithms and a simple drag-and-drop interface—and go from idea to deployment in a matter of clicks.

All students that participate in the Hello Cloud competition are invited to apply for this award and two winners will be selected from all entries based on quality, creativity and effectiveness of their use of Azure Machine learning. The winners will receive an all-expenses paid trip to Seattle Washington for the Imagine Cup World Finals event as well as in-person meetings with the Azure Machine Learning team.

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 Hello Cloud Machine Learning Award Official Rules and Regulations described below.

WHAT ARE THE START AND END DATES?

This Competition starts at 00:01 Greenwich Mean Time ("GMT") on 25 January 2016 and ends at 23:59 GMT on 27 April 2016 ("Entry Period"). Please note that these times use the 24-hour clock.

CAN I ENTER?

You are eligible to opt-in for this Award if you are a 2016 Hello Cloud participant and have completed and submitted the Azure Machine Learning activities.

If you are an individual who has not registered and participated in the 2016 Imagine Cup Hello Cloud contest you are not eligible to compete for this Award.

HOW DO I ENTER?

To enter, visit www.imaginecup.com to register and submit as instructed through the Dashboard.

ENTRY LIMIT

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

WHAT ARE THE ENTRY MATERIALS?

You will submit a link to your final web/mobile game/app that uses the Churn Analytics Azure Machine Learning API. Your submission will be judged on the criteria below, so be creative and think outside of the box!

HOW WILL ENTRIES BE JUDGED?

Each entry will receive a score of 1-100, based on the following criteria.

Criteria	Description	Weighting
Machine Learning Integration	<ul style="list-style-type: none">The final web/mobile game app (Activity 5) should be calling the churn analytics AML API developed by using either one of the SVM or boosted decision tree model as given in Activity 2 /3 and 4	40%
Innovation	<ul style="list-style-type: none">Innovation by improving game design by adding more levels or new characters or scoring mechanism . Think out of the box	30%
Creativity	<ul style="list-style-type: none">Creativity by adding new UI elements to the game, keeping a new name of the game or by building a new marketing website to promote your game and drive new users	30%

WHAT ARE THE PRIZES?

The winning team will receive a trip to the 2016 Imagine Cup World Finals in Seattle, 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
- Accommodations with Transfers to/from Airport