ImagineCup

Official Rules & Regulations

Big Idea: Pitch Challenge

2016 Season

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OVERVIEW
The Imagine Cup Big Idea: Pitch Challenge gives students the chance to pitch their technology project in the form of a video screened and evaluated by a panel of judges. It's your chance to tell the story of your project and your team, what you're trying to accomplish, how you'll do it, and what the result will be like.

The Big Idea: Pitch 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: Pitch 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 11:59 GMT on 30 September 2015 ("Entry Period") and consists of a single round.

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. You can submit your entry from your Dashbord page 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: Pitch 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 team able to clearly describe the proposed gameplay of their game? (10 points) • Does the game have a clear target market or audience? (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)	**40%**
Pitch Quality	• Is the video clear and comprehensible? (20 points) • Does the video capture the viewer's attention and retain it throughout the video? (5 points) • Does the team explain their planned next steps to get the project moving? (5 points)	**30%**
Feasibility	• Does the team reasonably explain their business model? (10 points) • Is it clear what core technologies the team will use and how they are relevant to the project? (10 points) • Does the team address similar games or other competition in their target market? (10 points)	**30%**

WORLD CITIZENSHIP JUDGING CRITERIA

The following criteria will be used to determine the score of Big Idea: Pitch 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	• Does the project have a clear target market or audience? (10 points) • Does the project address a clear need, problem, or opportunity and is the solution clearly explained? (10 points) • Does the team demonstrate a thorough understanding of the need, problem or opportunity, including evidence of research into the need, problem or opportunity? (10 points)	**40%**

	• Is the project's purpose and basic functionality easily understood? (10 points)	
Pitch Quality	• Is the video clear and comprehensible? (20 points) • Does the video capture the viewer's attention and retain it throughout the video? (5 points) • Does the team explain their planned next steps to get the project moving? (5 points)	**30%**
Feasibility	• Is the team's project a reasonable solution to the problem or need they seek to address? (10 points) • Does the team discuss and respond to other solutions to the problem they seek to address? (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: Pitch 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	• Does the project have a clear target market or audience? (10 points) • What makes this project new, innovative, interesting, or otherwise distinct from other similar projects? Does the project duplicate functionality already available in the market? (10 points) • Is the project's purpose and basic functionality easily understood? (10 points)	**30%**
Pitch Quality	• Is the video clear and comprehensible? (20 points) • Does the video capture the viewer's attention and retain it throughout the video? (5 points) • Does the team explain their planned next steps to get the project moving? (5 points)	**30%**
Feasibility	• Does the team have a solid business model, and reasonably explain that business model? (10 points) • Does the team demonstrate a realistic assessment of the costs to develop their project? (10 points) • Is it clear what core technologies the team will use and how they are relevant to the project? (10 points) • Does the team discuss and respond to their competition in the target market? (10 points)	**40%**

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 and their videos will be featured on the Imagine Cup website.

CONTENT AND TECHNICAL REQUIREMENTS

Pitch Video

The Pitch Video is a video recording of your team presenting their project concept. It does not need to include any working software or hardware demonstrations, just a presentation of your project's concept and your plan for making it. Your video must follow these requirements:

1. Your video must be submitted in WMV or MP4 formats and must be compressed to a file of no more than 500MB.
2. It must be no longer than three minutes in duration.
3. It should address the judging criteria for this contest.
4. It 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.

At Microsoft's discretion, your video file may be uploaded directly to imaginecup.com, or uploaded to Microsoft's OneDrive service.