



AthleTECH Sports Analytics App Challenge

Official Rules & Regulations

2014 Season

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.

OVERVIEW

The Imagine Cup AthleTECH Sports Analytics App Challenge challenges students to create a software application based on the growing field of data analysis by focusing on sports analytics. The challenge is for students to transform raw sports game data into a useful and powerful Windows 8, Windows Phone 8, or .NET Web application that will benefit and inspire fans, players, or coaches by bringing new light to the analysis of the sport. The app can be multi-featured, but the focus of the app should be on the analysis, output, or presentation of data.

If you choose to compete in this Challenge, then you agree that your participation is subject to the Imagine Cup AthleTECH Sports Analytics App Challenge Official Rules and Regulations described below.

WHAT ARE THE START AND END DATES?

This Challenge starts at 00:01 Pacific Standard Time ("PST") on 5 March 2014 and ends at 23:59 PST on 23 June 2014 ("Entry Period")

CAN I ENTER?

You are eligible to enter if you meet the following requirements at time of entry:

- **You are** at least 16 years of age at the time of entry; and
- **You are** a legal resident of the fifty (50) United States (including the District of Columbia); and
- **You are** actively enrolled as a student (including as a graduate or doctoral student) at an accredited educational institution that grants high-school or college/university (or equivalent) degrees (including homeschools) located in the 50 United States (including the District of Columbia) at any time between March 5, 2014 and June 23, 2014; and
- **You are** NOT an employee or intern of Microsoft Corporation, or an employee of a Microsoft subsidiary; and
- **You are** NOT involved in any part of the administration and execution of this competition; and
- **You are** NOT an immediate family (parent, sibling, spouse, and 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.

If you are a Microsoft campus representative (e.g. a Microsoft Student Partner <http://studentpartners.com> 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 won an Imagine Cup Competition or Challenge, you are eligible to enter but any entry submitted must be substantially new, unique, and different from anything you've submitted before.

For additional information regarding eligibility verification and changes in eligibility status, please refer to the overall Imagine Cup Rules and Regulations.

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

WHAT ARE TEAMS AND MENTORS?

Up to four (4) 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.

- Team members may come from different academic institutions.
- Each team is allowed only one mentor.
- Each competitor may belong to only a single team within this Challenge. Competitors may additionally belong to teams competing in other concurrent Imagine Cup contests but only a single team within this one.
- Teams are locked at the close of submissions on June 23, 2014, and no further changes to team membership and mentors can be made after that date.
- To register, one of the team members creates a new team and invites the remaining team members (and mentor) to join. The remaining team members must accept the invitations prior to the close of submissions to be recognized as qualified members of the team.
- 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 enter, visit www.imaginecup.com, register (or if you are already registered sign in) and submit your entry materials no later than **June 23, 2014**.

WHAT DO I SUBMIT?

You are required to submit the following materials to compete in this challenge:

- ❑ **Overview Video** that explains what your app's premise is, how it relates to the theme of the challenge, and its key features. You should also introduce your team and explain your interest in technology.
- ❑ **Sports Analytics App** usable by the judges
- ❑ **Sports Analytics App Instructions** document explaining how to use your app
- ❑ **Trailer** video of thirty seconds to promote your app online

Detailed requirements for these materials all appear later in these rules in the "Content and Technical Requirements" section.

HOW MANY ENTRIES CAN I SUBMIT?

You may submit one entry to this Challenge. If you also competing in other concurrent Imagine Cup contests, you may not submit the same entry to multiple contests. So your entry for the Athletech Sports Analytics App Challenge may not also be submitted to other Imagine Cup contests.

If you make multiple submissions to this 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.

HOW WILL ENTRIES BE JUDGED?

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

Criteria	Description	Weighting
Theme (Sports Analytics)	Does the app clearly address the theme? Does the app clearly provide benefit to sports stakeholders (e.g. fans, coaches, and/or players)? Is it creative in its usage of the theme?	30%
Impact & Adoption	What is the likely impact of the app? How likely is it to see adoption among the desired target audience? Is the app commercially viable?	20%
Execution	How well-built is the application? Does the application run properly during judging? Does the app take advantage of analyzing or presenting relevant data?	30%
User Experience	Was user experience considered during the design and build process? Is the app easy to use? Is the application aesthetically attractive?	20%

The winning team will be announced on July 7, 2014, at ImagineCup.com.

WHAT ARE THE PRIZES?

Each member of the winning Team (not including the mentor) receives \$1,000 USD and a trip to Seattle, Washington, USA, in late July/early August of 2014 including round trip coach airfare from a major airport closest to each team member's home*, two nights standard hotel accommodation, select meals and activities, as well as VIP access to attend one of the 2014 Super bowl Champions Seattle Seahawks' team practices, meet the coach, the players, and the Seahawks analytics staff.

*Travel will only be provided and arranged within the US. If you are currently outside of the country at the time you need to travel, you will be responsible for travel arrangements back to the US before we will provide further accommodations.

CONTENT AND TECHNICAL REQUIREMENTS

All Athletech Sports Analytics Challenge Apps must be built using Microsoft tools and technologies. The application must be developed using at least one product in the Visual Studio family and must be built for one or more of the following platforms:

- Windows
- Windows Phone
- Windows Server and/or ASP.NET
- Kinect SDK
- Xbox Indie Games
- .NET Framework
- Windows Azure

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

In addition, all entries must meet the following requirements for the Overview Video, Sports Analytics App, Sports Analytics App Instructions, and Trailer:

Overview Video

The Overview Video is a video in .WMV, .AVI, or MP4 format that depicts the functionality of your Team's app and provides an opportunity for your Team to reiterate what you are trying to achieve and why it's great, as well as to demonstrate some of the key features and introduce yourselves. Video production quality will not be scored in the judging process. Your Team should show the app in action.

If you have not captured video of software before, we recommend creating your screen capture using Microsoft Expression Encoder 4 Screen Capture which is available to students for free at DreamSpark.

The Overview Video must be submitted as a .WMV, .AVI, or .MP4 file which meets the following requirements:

1. Your Team's video content must clearly address each of the **Judging Criteria** outlined in these rules.
2. The audio of the video must be in English.
3. The video must not exceed ten minutes
4. The final video file must not exceed 250 MB.
5. Your Team's app shown in the video must be fully functional and implemented. Previz, storyboards, concept art, and other mock-ups are not acceptable for the Overview Video.

Sports Analytics App

We need to be able to use your app in order to judge it! The Sports Analytics App is defined as an installable and usable app in the appropriate format for your chosen platform(s).

The Sports Analytics App must meet the following requirements:

1. Your app must be in one of the following formats for installation:
 - a. SETUP.EXE or an .MSI file: a standard Windows Setup application to install your app on a Windows PC.
 - b. ZIP file: this ZIP file must contain your application and all dependencies required to use your app. Judges will extract your app to a local folder on a Windows PC and run the app from that folder.
 - c. XAP file: A Windows Phone setup file for deployment to phone devices.
2. The app must be no more than 300MB. 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 Sports Analytics App Instructions document.
4. If your app includes and/or requires touchscreen/slate capabilities, you must include this as a requirement in the Sports Analytics App Instructions document.
5. If your app requires internet access, you must include this as a requirement in the Sports Analytics App Instructions.
6. The installation process of your app must not require the internet to complete successfully, if you use ClickOnce you must ensure it includes your entire app and does not attempt to retrieve components from online.
7. It is acceptable to support multiple languages in your app as long as English is one of the represented languages.

Sports Analytics App Instructions

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

The Sports Analytics App 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.

Trailer

The Trailer is a video that can serve to advertise your app on the Imagine Cup website to showcase your entry and must meet the following requirements:

1. The video must not exceed thirty seconds in duration.
2. The file must not exceed 50MB in size.
3. The video must be in .WMV, .AVI, or .MP4 format.

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 content and technical requirements listed earlier, 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.
- 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
- The entirety of the entry is your/your team's original work; and
- The Overview Video and Trailer must be solely the work of 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.

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: This Challenge does not accept projects that require hardware other than standard consumer hardware commonly used for our list of valid platforms such as Windows PCs, Windows Phones, Kinects, etc. If you are considering a project that requires custom hardware such as heart rate monitors, pedometers, or other devices, such projects are not eligible for this Challenge due to the difficulties in supplying custom hardware to the judges.

Important note about Connectivity/Authentication Requirements: If your project incorporates some form of remote connectivity requiring authentication that our judges cannot perform then you should attempt to simulate as much of your functionality as is reasonable to enable the judges to evaluate your software. You should also describe any simulations and omissions in your submission so the judges understand and can evaluate accordingly.

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 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 Challenge.

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 in US dollars.

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.

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 as a winner, 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 earlier.
- If 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)

- 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, tradeshow, 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 following the end of 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, 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 on ImagineCup.com on or about July 7, 2013.

WHO IS SPONSORING THIS COMPETITION?

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052, USA