



Official Rules & Regulations

AppCampus Award

2014 Season

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OVERVIEW

AppCampus is a global mobile application development program led by Aalto University, Finland. Funded by Microsoft and Aalto University, the AppCampus program has been set up to foster the creation of innovative mobile applications for the Windows and Windows Phone ecosystem. Within AppCampus, mobile entrepreneurs can benefit not just from award funding, but also comprehensive coaching, go-to-market support, training in mobile technology, design and usability to create innovative new mobile apps and services.

All Imagine Cup worldwide finalist teams with a Windows Phone project are eligible to apply for these awards. Two teams will be awarded with a €20,000 AppCampus award that is distributed according to the AppCampus program rules.

Applicants will be judged on the following criteria:

- Innovative aspect (idea, design, usability)
- Technically possible on Windows Phone
- Strong team
- The app takes advantage of Windows Phone key features (maps, live application, location awareness, camera, near-field communications, accelerometer, Live Tiles, alerts, in-app purchase, in-app advertising, trial, and subscription)

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

- ☐ The Imagine Cup [Official Rules](#)
- ☐ The Imagine Cup AppCampus 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 10 June 2014 and ends at 23:59 GMT on 1 July 2014 ("Entry Period"). Please note that these times use the 24-hour clock.

CAN MY TEAM ENTER?

Your Team is eligible to opt-in 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 2014 World Finals in Seattle, USA.

If you are an individual or a Team who has not received an invitation to compete at or attend the Imagine Cup 2014 World Finals in Seattle, USA, 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.

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](#).

ENTRY LIMIT

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

WHAT ARE THE ENTRY MATERIALS?

- ☐ **Windows Phone App** usable by the judges.
- ☐ **Windows Phone App Instructions** document explaining how to use your software.

HOW WILL ENTRIES BE JUDGED?

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

Criteria	Description	Weighting
Concept	<ul style="list-style-type: none">Overall concept of the app with regards to the following:<ol style="list-style-type: none">IdeaDesignUsability	25%
Quality	<ul style="list-style-type: none">How well does the Team's project demonstrate:<ol style="list-style-type: none">Innovative use of technologyWindows Phone key features such as maps, live application, location-awareness, camera, near-field communications, accelerometer, Live Tiles etc	30%
Feasibility	<ul style="list-style-type: none">Is the app technically possible on the Windows Phone platform?	25%
Scalability	<ul style="list-style-type: none">How likely is this app to be compelling or useful in real-world situations?	20%

WHAT ARE THE PRIZES?

Each winning team will receive a €20,000 grant to help further develop their project.

Mentors will not be awarded any portion of the monetary prize winnings listed above.

As a condition of accepting the prize, the winner(s) of this Award will be required to become a legal entity/create a company in order to join the AppCampus program and will also be subject to the following AppCampus terms and conditions: <http://www.appcampus.fi/application/terms>. In addition, the winner(s) must fill out the AppCampus Submission Form, which will be provided once the winner(s) are chosen.

CONTENT AND TECHNICAL REQUIREMENTS

Windows Phone App

We need to be able to use your app in order to judge it! The Windows Phone App is defined as an installable and usable software project.

Your Windows Phone App must meet the following requirements:

1. Your software must be in the form of a standard .XAP or .APPX setup file for deployment to Windows Phone devices.
2. You may submit any or all of your files compressed in a ZIP file.
3. The app must be no more than 500MB. No source code is permitted and apps will be disqualified if they are submitted as development projects.
4. It is acceptable to support multiple languages in your app as long as English is one of the represented languages.

Windows Phone App Instructions

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

The Windows Phone 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.
3. It must list all requirements for using the app such as any guest account login/password, or anything else that a judge must have to use your software.