



**Official Rules & Regulations**

**Facebook Creativity Award**

**2014 Season**

**Version 1.2 • May 16 2014**

## OVERVIEW

You can reach more people and keep them more engaged with your app by integrating Facebook! Integrate Facebook's [Parse Core](#) - **Social with Facebook Login** and **Data** APIs in your project and enable users to bring the identity they've cultivated on Facebook to your app.

All World Finalist teams integrating Facebook are invited to apply for this Award and one winner will be selected from all entries based on the quality, creativity, and effectiveness of their integration with Facebook. The winner will receive \$25,000 in Facebook Ad Credits to help the winning team drive even greater distribution of their application as well as a one-year subscription to Parse Pro, Facebook's cloud app platform, worth \$2,500.

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 Facebook Creativity 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 5 June 2014 and ends at 23:59 GMT on 29 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.

In addition, your project must use Facebook's [Parse Core](#) - **Social with Facebook Login** and **Data** APIs so that users can login with their Facebook account and enable Facebook-related functionality in your project. You are solely responsible for ensuring your app complying with the Facebook Platform Policies <https://developers.facebook.com/policy/>

## HOW DO I ENTER?

To enter, visit [www.imaginecup.com](http://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?

You will submit up to three screenshots and a one-page document describing how your project uses Facebook's [Parse Core](#). In addition, you may be asked to demo your project's use of Facebook's [Parse Core](#) during the Imagine Cup 2014 World Finals in Seattle, USA.

## HOW WILL ENTRIES BE JUDGED?

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

Criteria	Description	Weighting
<b>Facebook Parse Integration</b>	<ul style="list-style-type: none"><li>• The project must use:<ul style="list-style-type: none"><li>◦ Facebook Parse Core – Social with Facebook Login</li><li>◦ Facebook Parse Core – Data</li></ul></li><li>• Does the project also use:<ul style="list-style-type: none"><li>◦ Facebook Parse Core – Push? (where available for the target platform SDK used)</li><li>◦ Facebook Parse Core – Cloud Code?</li><li>◦ Facebook Parse Core – Hosting?</li><li>◦ Mobile Share Dialogs? (where available for the target platform SDK used)</li></ul></li><li>• Does the project use any other Facebook APIs?</li></ul>	<b>40%</b>
<b>Creativity</b>	<ul style="list-style-type: none"><li>• Does the project use Facebook Parse integration in creative ways?</li><li>• Does the project have elements that are distinctive or unique from its competitors in the market?</li><li>• Does the project innovate in interesting ways?</li></ul>	<b>30%</b>
<b>Usability &amp; Design</b>	<ul style="list-style-type: none"><li>• How useful is the project for the target audience?</li><li>• Is the user experience and design of high quality?</li><li>• How well designed and easy to use are the social integration features?</li></ul>	<b>20%</b>
<b>Market Potential</b>	<ul style="list-style-type: none"><li>• Does the project have a clear audience in the marketplace?</li><li>• Does the project appear to have a strong chance for success in terms of its business model?</li></ul>	<b>10%</b>

## WHAT ARE THE PRIZES?

The winning team will receive a \$25,000 Facebook Advertising credit in the form of a redemption code. They will also receive a one-year subscription to Facebook's Parse Pro cloud app platform worth \$2,500.

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

Facebook is not a sponsor and does not endorse this Contest or Award. Any information you provide is to Sponsor and not to Facebook.

## **CONTENT AND TECHNICAL REQUIREMENTS**

### **Screenshots**

Supply up to three screenshots showing examples of how users of your project experience the features provided through Facebook Parse.

Your screenshots must meet the following criteria:

1. The screenshots must be in one of the following formats: PPT, PPTX, PDF, JPEG, PNG, or GIF.
2. You must compress your screenshots into a single ZIP file for submission.
3. The ZIP file must be no larger than 20MB.

### **Facebook Usage Document**

Write a one-page document describing how your project uses Facebook Parse. This document should discuss the features enabled by the API from the user's perspective. Do not explain how the API is integrated into your code – just summarize the user's benefits and experience.

Your Facebook Usage Document must meet the following criteria:

1. The document must be in one of the following formats: DOC, DOCX, PPT, PPTX, PDF, JPEG, PNG, or GIF.
2. Your document must clearly address the relevant **Judging Criteria** outlined above.
3. Your document must be in English.
4. Your document may only be one page or slide.
5. It must be no larger than 20MB.
6. You may compress your document in a ZIP file for submission.