

# Imagine Cup

Argentina National Competition  
Specific Competition Rules  
2017 Season

## **COMMON TERMS USED IN THESE RULES**

These are the "Specific Competition Rules" that govern the Imagine Cup Argentina National Competition to be held in Argentina (the "Argentina National Competition").

In these rules, "we," "our," and "us" refer to Microsoft Corporation, the sponsor of the Imagine Cup. "You" and "Yourself" refer to an eligible entrant.

## **COMPETITION DESCRIPTION**

The Imagine Cup is a skill-based competition which object is to create innovative and original software applications (the "Imagine Cup"). Open to students around the world, the competition spans one year, beginning with national and regional online competitions, and culminating at the World Finals.

The Argentina National Competition is a local competition offered as a part of the 2017 Imagine Cup and is governed by:

- The Official Rules of the 2017 Imagine Cup available in this link: <http://imaginecup.com/> (the "Official Rules"); and,
- These Specific Competition Rules.

We encourage you to carefully review the Official Rules and these Specific Competition Rules before registering or submitting an entry.

## **WHEN ARE ENTRIES DUE?**

Teams may submit an entry to the Argentina National Competition until April 14, 2017. The finalists will be announced on April 24, 2017 and will be called to participate in the final round of the Argentina National Competition in Buenos Aires, Argentina on May 23, 2017 (the "Argentina Finals").

## **CAN I ENTER?**

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

- You are a resident of Argentina;
- You are at least 16 years of age as of July 31, 2016, (if you are considered a minor in your country of residence, then you should obtain your parent's/legal guardian's permission prior to submitting an entry into this competition);
- You are actively enrolled as a student at an accredited educational institution that grants high-school or college/university (or equivalent) degrees (including home schools) at any time between January 1, 2017 and May 31, 2017;
- You are not an employee or intern of Microsoft Corporation, or an employee of a Microsoft subsidiary, at any time between January 1, 2017 and July 31, 2017;
- You are not involved in any part of the execution or administration of this competition; and

- You are not an immediate family member of (parent, sibling, spouse/domestic partner, 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 between January 1, 2017 and July 31, 2017.

**If you are a Microsoft campus representative** (e.g. a Microsoft Student Partner <https://msdn.microsoft.com/en-us/microsoftstudentpartners.aspx>) 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 competed in an Imagine Cup World Finals event as a World Finalist**, you are eligible to enter but any entry submitted must be substantially new, unique, and different from anything you've brought to World Finals before.

The Argentina National Competition is void outside the geographic area described above and wherever it is prohibited by law.

#### **HOW DO I ENTER?**

To participate in the Argentina National Competition, you must first create an account at <https://compete.imagine.microsoft.com/>. Once you have created an account, you can sign up for the competition, build your team, and submit an entry. As part of the registration process, each team must choose a country/region which it will represent. All team members must be a legal resident of the country/region the team is representing.

If, as part of the sign-up process, one of the team members invited the remaining team members to join, such remaining team members must accept the invitations to be recognized as qualified members of the team by April 14, 2017.

#### **TEAMS AND MENTORS**

In the Argentina National Competition, each team may be composed of up to three (3) members that satisfy the eligibility requirements described in this Specific Competition Rules, and are subject to the following:

- Each team (or individual if competing alone) may enlist the services of only one (1) a mentor, but it is not required. Mentors may be from academic institutions, not-for-profit organizations, or private companies. Mentors are not considered members of your team for purposes of these rules (e.g., they will not be eligible for any prizes, and they will not be recognized in official communications, such as press releases);

- You may have assistance with your project from additional individuals beyond the members of your team. Such assistance is typically in the area of specific disciplines such as graphic design or business plan development. Any such additional individuals are not considered members of your team for purposes of these rules (e.g., they will not be eligible for any prizes, and they will not be recognized in official communications, such as press releases). Only the team members you officially register with us are eligible for prizes and official communications;
- Team members may come from different academic institutions;
- Each competitor may belong to only one team within the competition; and,
- 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 MANY ENTRIES CAN I SUBMIT?**

Each team may submit only one (1) entry to the Argentina National Competition.

If you make multiple submissions to the same competition or 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.

### **GENERAL STANDARDS FOR ENTRIES**

The intent and spirit of the competition is to test the skills and creativity of the team members. 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 team members 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 team members be allowed.

In addition, to be eligible for judging, all entries in the Argentina National Competition must meet the following general standards:

- All entry materials must be presented and/or submitted in the English language unless otherwise specified;
- All entries must be built including at least one (1) Microsoft Azure cloud service as part of its core architecture;
- In the Argentina Finals, you are required to make a 20 minutes oral presentation in the English language. You are responsible for providing your own translator if you need one. Microsoft staff cannot serve as translators for your team. It is acceptable for mentors to serve as translators but they must only translate the spoken words of team members and not make a presentation on behalf of the team; and,

- 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;
- The entirety of the entry is your/your teams original work; and
- 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 these Specific 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 these Specific Competition Rules.

**Important note about Hardware:** If your project includes a hardware component, you are not expected to provide that hardware for judging unless you are making an in-person presentation or hands-on demo, at which point your solution must be complete and functional for evaluation by the judges. For any stage of the judging process that does not include an in-person presentation, you may explain your complete solution through your submission documentation. Any submitted software, however, should simulate hardware-related data and functionality so that your software can at least be evaluated for user experience design, platform compatibility, and so forth. If elements of your solution cannot reasonably be simulated, describe those omissions in your submission and work around those areas as best you can to enable the judges to evaluate as much of your project as is possible.

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

understand and can evaluate accordingly. If you compete in the World Finals, however, it is imperative that the judges on site be able to evaluate your solution hands-on so please make arrangements and preparations as necessary to support that evaluation should your team become a world finalist. Internet connectivity will be provided at World Finals for all teams.

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, in the competition, we do not receive a sufficient number of entries meeting the entry requirements, we may, at our discretion, not select any winner. The decisions of the judges are final and binding in all matters related to this competition.

### HOW WILL ENTRIES BE JUDGED?

A panel of qualified judges will review and score all entries - that meet the requirements listed in these Specific Competition Rules - based on the criteria described below. The 5 (five) teams with the highest score will be called to the Argentina Finals on May 23<sup>th</sup>, 2017 in Buenos Aires, Argentina.

The judges will be Microsoft employees based in the offices of Microsoft Argentina located in Buenos Aires, Argentina.

Criteria	Judges will evaluate	Weight
Technology	<ul style="list-style-type: none"> <li>• Does the project make effective and appropriate use of the major features of its chosen platform(s)? Were there significant platform features or even platforms the project could have benefitted from but failed to utilize? (20 points)</li> <li>• Does the project include innovations in technical design and/or implementation? (10 points)</li> <li>• Does the project include innovations in user experience? (10 points)</li> <li>• Does the project have a professional degree of production in terms of performance, user interface, visuals, and audio? (10 points)</li> </ul>	50%
Innovation	<ul style="list-style-type: none"> <li>• Does the project create a new category of product or service? (10 points)</li> <li>• Does the project clearly and meaningfully innovate beyond existing products or services? (10 points)</li> </ul>	20%
Concept	<ul style="list-style-type: none"> <li>• Does the project have a clear target market or audience? (5 points)</li> <li>• Does the project address a clear need, problem, or opportunity and is the solution clearly explained? (5 points)</li> <li>• Is the project's purpose and basic functionality easily understood? (5 points)</li> </ul>	15%

<b>Feasibility</b>	<ul style="list-style-type: none"> <li>• <b>Does the team have a credible plan for getting their project to market in terms of business model, any required partnerships, or other factors?</b> (5 points)</li> <li>• <b>Does the team have any form of external validation for their project such as customer surveys, focus group tests, an active beta-test program, recommendations from subject-matter experts, or potential investors?</b> (5 points)</li> <li>• <b>Does the project have a reasonable chance of success in its appropriate market given the team’s existing plan?</b> (5 points)</li> </ul>	<p style="text-align: center;"><b>15%</b></p>
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**ABOUT THE WINNER AND PRIZES**

The single team selected as the winner of the Argentina National Competition will receive the following prizes:

- Business Model Coaching/Mentorship for one (1) month;
- BizSpark Plus membership: US\$ 25,000 in Azure Cloud services to host the project for one (1) year;
- One (1) Xbox One for each member, up to three (3); and,
- Trip to World Finals for each member, up to three (3) (as described below in section “Travel Prize Conditions”).

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;
- 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;
- If you accept a prize, you will be solely responsible for all applicable taxes related to accepting the prize;
- 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;
- Unless otherwise noted, all prizes are subject to their manufacturer’s warranty and/or terms and conditions;
- Mentors of winning teams are not awarded any cash prizes in association with their participation in this competition; and
- We are not responsible for any dispute regarding prize dispersal.

**Important note if a winning team member is a government employee:** The payment of any travel-related expenses by Microsoft for winning team members who are government employees is subject to Microsoft’s receipt of a gift letter signed by the winning team members’ agency or educational institution’s ethics officer, attorney, or designated executive/office responsible for its gifts/ethics policy. Microsoft seeks to ensure that by offering items of value at no charge in promotional settings it does not create any violation of the letter or spirit of any applicable gifts and ethics rules.

## **TRAVEL PRIZE CONDITIONS**

Each member of the winning team of the Argentina National Competition will be awarded a trip to the Imagine Cup World Finals. Trip includes:

- Round trip coach airfare from major airport closest to each winning team member's home to major airport closest to World Finals venue;
- Standard hotel accommodations for up to four nights during the World Finals, located nearby the World Finals venue;
- Ground transportation; and,
- Meals and refreshments during the World Finals.

The winning team must send at least one member to compete at the World Finals. If the winning team is unable to send at least one member for any reason, we may disqualify such winning team and invite the next highest scoring team to participate.

In addition to the general prize conditions described above, all travel prizes are subject to the following conditions:

- Any expenses not explicitly listed herein, are the sole responsibility of each winning team member;
- Each winning team member is responsible for acquiring and providing all required travel documents (e.g., visa, passport, etc.) along with any associated expenses;
- If a winning team member lives 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, winning team members must have flexible travel capabilities; and,
- 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 are allowed 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 to advance in the competition, 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 in these Specific Competition rules.
- If we require that you affirmatively accept an invitation to further compete in any competition, and 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, your eligibility will be verified according with the requirements detailed above.
- If you are a minor in your place of residence, we may require your parent or legal guardian to sign all required forms on your behalf.
- 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; and,
- Understand that you will not receive any compensation or credit for use of your entry, other than what is described in these Specific Competition Rules or the Official Rules.

Please note that during and after 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 these Specific Competition Rules;
- 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;
- 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.
- Microsoft reserves the right to modify these Specific Competition Rules at any time, at its sole discretion.

#### **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, natural disaster, 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 this 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?**

The winning team will be announced within 30 days following the Argentina National Competition at the following sites:

- Official Imagine Cup website: <http://imaginecup.com/>
- Imagine Cup – LATAM Facebook page: <https://www.facebook.com/MSFTImagine.latam/>

### **WHO IS SPONSORING THIS COMPETITION?**

Microsoft Corporation  
One Microsoft Way  
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USA