



imagine  cup™



**The World's Premier  
Student Technology Competition**



# What is the Imagine Cup?

- The industry's largest student technology competition
  - Over 350,000 students from 100 countries entered in 2008
- Each year features 8 categories and a unique altruistic theme, encouraging students to tackle the world's toughest problems
- Software Design semi-finals are held locally in over 60 countries; all other semi-finalists are selected online
- As with the Olympics, all finalists compete at the world finals, which are held in a different country each year
- Judges evaluate adherence to the theme, potential global impact, usability, originality, creativity, teamwork, and more



# History of the Imagine Cup

- 2003: Barcelona, Spain
- 2004: Sao Paulo, Brazil
  - Imagine a world where smart technology makes everyday life easier
- 2005: Yokohama, Japan
  - Imagine a world where technology dissolves boundaries
- 2006: Agra, India
  - Imagine a world where technology enables us to live healthier lives
- 2007: Seoul, South Korea
  - Imagine a world where technology enables a better education for all
- 2008: Paris, France
  - Imagine a world where technology enables a sustainable environment
- 2009: Cairo, Egypt
  - Imagine a world where technology helps solve the toughest problems facing us today.
- 2010 Poland



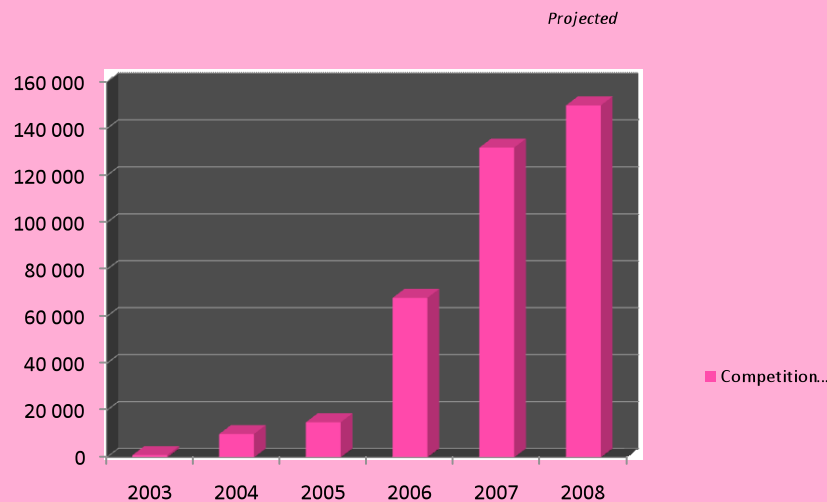
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# Imagine Cup Growth



*The Imagine Cup attracts more participants than IEEE, ACM, Google CodeJam, or any similar competition.*

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# Who Participates?

- The Imagine Cup attracts elite technology students from campuses around the world:
  - Competitors: University and high school students studying software design, computer networking, mathematics, IT, photography, film, and user interface design
  - Mentors: Professors, teachers, and past competitors
  - Supporters: Government ministries and UNESCO



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# One world. Unlimited possibilities.

*Why do students participate in the Imagine Cup?*

To improve technical skills	78%
To travel to worldwide finals	45%
To add experience to their résumé	44%
To have the experience of working with a team	42%
The opportunity to win the grand prize money	42%
The opportunity to do positive for humankind	36%
To build a network with other participants or professionals	35%
Encouraged by colleague or mentor	32%
To gain skills to necessary to start my own company	29%
For a chance to participate in the Innovation Accelerator	24%
To fulfill a dream of winning the Imagine Cup	23%
To develop an application which could be sold for profit	22%



*"I wish there had been an Imagine Cup when I was growing up. It gets people involved in seeing that software is changing the world."*

*- Bill Gates, Chairman, Microsoft Corp.*

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# 2009 Categories and Prize Incentives

## Project Competitions



Software Design



Embedded Development



Game Development

## Knowledge and Skills Challenges



Robotics



IT Challenge

## Digital Arts



Photography



Short Film



Design

Incentives include: \$200,000 USD in cash prizes, Innovation Accelerator participation, Internships, Scholarships, and more

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# Awards

- Look for the special award categories
  - Interoperability
  - Next generation web
  - ★ – Touch and tablet accessibility



# Timeline – Software Design

Jan 25.-29<sup>th</sup>  
.NET Code camp

- DL for reports before March 1<sup>st</sup>

March 8<sup>st</sup>

- Round 1 ends
- Software Design invitational semi-finals begin (held in approx. 60 countries)
- **All 4 selected Semi-final teams will be rewarded**

May 2010

- Local Semifinals
- Selected Top 4 will do their presentations to local Judges

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## Software Design

*In the software design competition, students create real world, dynamic and powerful software solutions using Microsoft tools and technology.*

*Competitors are asked to demonstrate innovation on the Microsoft .NET Framework and Microsoft Windows platform as they conceive, test, and build applications that can change the world for the better.*

## For More Information

- Competition Details: [www.imaginecup.com](http://www.imaginecup.com)
- Microsoft Finland: Contact Jukka Wallasvaara,  
✧ [jukka.wallasvaara@microsoft.com](mailto:jukka.wallasvaara@microsoft.com)

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# Proposal suggestion

- Cover
  - Title
- Team name
  - Project Name
  - Team members
  - Contact info
- Intro
  - What is this document for?
  - What to expect in this document?
- Problem definition
  - What problem
  - How you plan to solve it
  - Brief description
  - How it works
  - Who will benefit
  - Linking to the theme
- Technologies/software/tools
  - Tools you use in project
- System architecture
  - Description
  - Visual presentation

Offline training in the web page

# Required elements

- Your entry must address a social cause connected to the **Imagine Cup 2010 Theme**: "Imagine a world where technology helps solve the toughest problems facing us today".
- Any presentation or documentation that is a part of your entry must be in the **English language**.
- Either an implementation or the consumption of a XML Web Service.
- The application must run on the Microsoft .NET Framework. You may use any version of .Net.
- The application must be developed using at least one (1) of the products within the Visual Studio family (Express, Standard, Professional, or Team System) for development.
- The software application must be fully functional and implemented (i.e., visions for a software application or software applications that are not fully developed are not eligible).



# Optional elements

- Your team's entry must include or use features of at least one (1) of the optional elements:
  - \* Windows 7
  - \* Windows Live SDK
  - \* Use of Windows Mobile technologies
  - \* Silverlight
  - \* Azure for implementing a S + S architecture application
  - \* Windows MultiPoint Mouse SDK

# Judging criteria

- **10% Problem Definition:** How precise and relevant is the real world problem chosen by the team?
- **10% Consistency:** How well does the project adhere to the 2009 Imagine Cup Theme?
- **10% Innovation:** Does the application approach a new problem, or look at an old problem in a new way?
- **10% Impact:** Does the application either impact a large number of people very broadly, or impact a smaller number of people very deeply?
- **10% Effectiveness:** To what degree does the application solve the problem in question?
- **10% User Experience:** To what degree are the HCI (Human Computer Interfaces) intuitive, ergonomic and user friendly?
- **10% Extendibility:** Is the project technically open for evolution?
- **10% Complexity Management:** How well does the solution assemble and handle all the technologies and techniques used to solve the problem?
- **10% Functional Completeness:** Is the project implemented, working, and "demonstration-ready"?
- **10% Presentation:** The judges will be looking for oral presentations that provide background and context to the project, explain why the problem is an interesting one, highlight how the system works, and include an insightful demonstration. Teams will also be evaluated on their ability to take questions from the judging panel.



# Millenium Goals

- End poverty and hunger
- Universal education
- Gender equality
- Child health
- Maternal health
- Combat HIV/AIDS
- Environmental sustainability
- Global partnership

# About the theme

- Consider
  - How many people does your approach touch?
  - Is your approach feasible (e.g mobile phone)?
  - Does the current economical situation affect your approach?





*“The Imagine Cup provides a forum for university students around the world to explore new ways to use the power of software to help address some of the world’s toughest problems. The high caliber of the students and their projects is an indication of their potential to become great business and technology leaders, and a hint at how a new generation of innovations can have a lasting and transformative impact.”*

**Craig Mundie**, Chief Research and Strategy Officer, Microsoft

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