



imagine  cup™



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



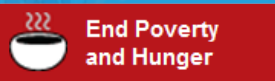
# What is the Imagine Cup?

- 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, 2011 USA, 2012 Australia



End Poverty  
and Hunger



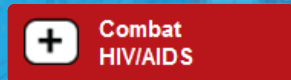
Universal  
Education



Gender  
Equality



Maternal  
Health



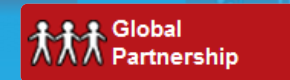
Combat  
HIV/AIDS



Child  
Health



Environmental  
Sustainability



Global  
Partnership

Microsoft

The world's first premier student technology competition.

EGYPT<sup>09</sup>  
imagine X cup



# 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



Microsoft

The world's first premier student technology competition.

EGYPT<sup>09</sup>  
imagine cup

# 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.**

**Microsoft**

The world's first premier student technology competition.

EGYPT<sup>09</sup>  
imagine cup



# 2012 Categories

## Team Competitions



Software  
Design



Game Design:  
XBOX/Windows



Game Design:  
Phone

## Extra possibility

Windows Azure  
Challenge

Windows  
Phone  
Challenge

## For individuals

IT Challenge

**Microsoft**

The world's first premier student technology competition.

EGYPT<sup>09</sup>  
imagine X cup

# Timeline – Software Design

Jan 23.-27<sup>th</sup>  
.NET Code camp

- DL for reports before March 9th

March 13<sup>th</sup>/22<sup>nd</sup>

- Round 2 ends
- Software Design invitational semi-finals begin (held in approx. 60 countries)
- **Rewards for semifinalists**

May 2012

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

**Microsoft**

The world's first premier student technology competition.

EGYPT<sup>09</sup>  
imagine  cup



## 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**

The world's first premier student technology competition.

EGYPT<sup>09</sup>  
imagine X cup



# 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

## Software Design Video

# Required elements

- Your entry must address a social cause connected to the **Imagine Cup 2012 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**.
- Need the following requirements
  - Microsoft .NET Framework, Visual studio family used, Fully functional
  - At least one of the following elements
    - Implementation or consumption of XML Web Service
    - Windows 7, Windows 8
    - Windows Live SDK
    - Windows Phone technologies, Windows Phone SDK
    - Xbox Kinect SDK
    - Windows Embedded Technologies
    - Silverlight
    - Azure S+S architecture application
    - Windows Multipoint Mouse SDK
    - Windows Touch technologies and API and events



# 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

- How are you making a difference 10%
- What does your solution do 35%
- How does your solution work 30%
- How will your solution become reality 15%
- How well have you explained your solution 10%



# Millenium Goals

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

**Microsoft**

The world's first premier student technology competition.

EGYPT<sup>09</sup>  
imagine X cup

# 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

**Microsoft**

The world's first premier student technology competition.

EGYPT<sup>09</sup>  
imagine X cup