Imagine Cup 2013

For Students

Microsoft

Russia 2013
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What is Imagine Cup?

Microsoft's Imagine Cup is the world's most prestigious student technology competition, bringing together student innovators from all over the world.

If you have a great idea for a new app you can bring it to life through Imagine Cup - and win travel, cash prizes and worldwide recognition!

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Competitions

World Citizenship:
Make an app that could change someone's life. Pick your cause: the environment, education, health, you name it. Use technology as an agent of change.

Games:
Put a smile on the face of the world. Make the next great game and see people playing it all around you on console, PC, phone, slate – wherever people play games.

Innovation:
Reinvent social networks. Transform online shopping. Experience music in a new way. Do something amazing with GPS. It's time to take that crazy idea of yours and ship it.

Challenges

Windows 8 App Challenge
Will test your ability to design and build a Windows Store app that takes advantage of Windows 8 features and design principles to deliver an exceptional experience on the platform

Windows Phone Challenge
Awards the best apps featuring startling functionality, device-focused utility, combined with a delightful Windows Phone user experience

Windows Azure Challenge
Encourages you to get started on the "next big thing" by leveraging Azure platform features to build a web application

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Competitions

1.Register Teams (by March 15, 2013)

2.Round 1: Build Game/App (by April 15, 2013)

•Overview Video (depicts the functionality of the teams' app or game and shows the app/game in action)

•Game Prototype/App (playable/usable by the judges)

•Game Play/App Instructions (explaining how to play the game/use the app)

•Trailer video of thirty seconds to promote the game/app online

3.Round 2: WW Finals (July 8-12, 2013)

▪Live Presentation to be delivered to a panel of judges at the Worldwide Finals

▪Updated Overview Video, Game Prototype/App, Game Play/App Instructions, Trailer video

Challenges

Round 1: Take Quiz (by January 15, 2013)

▪Online multiple choice test

▪Tests technology knowledge and ability to design/build apps.

Round 2: Build App (by April 15, 2013)

▪App Summary (describes project)

▪App Overview Video (explains and demonstrates project)

▪App Package (that the judges can install and run on their PCs)

▪App Instructions (document explaining how to setup and use app)

Round 3: WW Finals (July 8-12, 2013)

▪Live Presentation to be delivered to a panel of judges at the Worldwide Finals

▪Updated App Summary, App Overview Video, App Package, App Instructions

Trip to Worldwide Finals in St. Petersburg, Russia

Top teams are awarded a trip to compete in the WW Finals against students from all over the world

Cash Prizes

Competitions:
1st Place: $50,000 USD
2nd Place: $10,000 USD
3rd Place: $5,000 USD

Challenges:
1st Place: $10,000 USD
2nd Place: $5,000 USD
3rd Place $3,000 USD

How do I sign up?

Step 1: Register at www.imaginecup.com

Step 2: Sign up for your favorite competition or challenge (or compete in them all!)

Step 3: Create a team and invite up to three of your brightest friends to be part of it

Step 3: Start building your App!

Imagine Cup 2013

See you in Russia!

Appendix

- Each of the Competitions and Challenges have different judging criteria and weights. You can find the complete judging criteria for these in the competition specific rules at www.imaginecup.com

- Overall the judging will be looking at criteria like: Originality & Innovation, Functionality and Solution Design, User Experience, Business Viability/Feasibility, Originality & Innovation, Architecture, Utility & Delight, The "Fun" Factor, Execution, and Impact.

- Each judging criteria is assigned a percentage weight that totals 100%

Games Competition - Judging Criteria

Create a game on your favorite gaming platform: Windows (PC or touchscreen), Windows Phone, Xbox Indie Games, or Kinect SDK. Embrace your love of gaming and show us what you can do.

Be fearless: Use the Microsoft platform to change up an existing genre, make something crazy and new, or deliver a killer new visual style. Let your skills in game design, art direction, and storytelling run wild. Take the first step and you never know what could happen. The future of gaming is in your hands!

Criteria	Description	Weighting
Fun	Is the game exciting? Is the concept clear? Is there good player feedback? Is the game appropriately challenging? Does the player want to keep coming back for more?	40%
Execution	Does it look good for its chosen art style? Are the sound effects and music well done? Does it play smoothly and reliably? Is the in-game UI clear and useful? Are there good usability features such as player help, tutorials, and game pause?	30%
Innovation	Does it notably improve upon an existing genre? Does it create a new genre or deliver a unique play experience? Does it deliver innovation in storytelling, art direction, or other aesthetic areas?	20%
Business Viability	Is there a clear audience for this game? Does the team clearly identify "back of the box" highlights for why someone should buy this game? What does the development and publishing roadmap look like after the competition?	10%

Windows Phone Challenge - Judging Criteria

The Windows Phone Challenge is calling! Now is your chance to make your work available on a mobile device used by millions. Great apps start with strong functionality, add device-focused utility, and finish with a delightful Windows Phone user experience. And with Windows Phone 8 you can now write your apps in native code! Are you ready to step up to the challenge?

Criteria	Description	Weighting
Innovation & Feasibility	How innovative or ground-breaking is the application? Does it deliver entirely new functionality or notably improve upon apps that have come before? How good are the team's plans for getting the software to the people who can benefit from it? Is the solution sustainable and likely to attract the interest of public, non-profit or private partners? What is the main reason for this solution?	33%
Solution Design, Architecture & Functionality	How well-built is the app? Does the software generally deliver on the concept or promise? High functional apps work as promised, include quality content, and are easy to use. Which technologies and/or services did your Team implement when building your application? Are back-end services your application relies on detailed?	33%
Utility & Delight	How good is the user interface? Stand out! Great apps look and feel like an integral part of Windows Phone. Utilitarian apps incorporate mobile features and visual impact that compel frequent use in a new way.	34%

You can get the Windows Phone Developer Tools for free through the Microsoft Developer Network. You do not need Windows Phone hardware to build your app and apps built entirely in the Windows Phone emulator are not penalized in judging.

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