



## **IMAGINE CUP 2012 SOFTWARE DESIGN COMPETITION RULES & REGULATIONS**

[OVERVIEW](#)

[WHAT ARE THE START AND END DATES](#)

[CAN I ENTER](#)

[HOW DO I ENTER THE COMPETITION](#)

[ENTRY MATERIALS OVERVIEW](#)

[ENTRY MATERIALS & REQUIREMENT DEFINITIONS](#)

[HOW DO I SUBMIT MY TEAM'S ENTRY](#)

[ENTRY LIMIT](#)

[HOW WILL ENTRIES BE JUDGED](#)

[SOFTWARE DESIGN FREQUENTLY ASKED QUESTIONS](#)

[PRIZES](#)

### **OVERVIEW**

The Imagine Cup provides the incentive, but the competitors provide the genius behind innovative, dynamic, and powerful software applications. Using Microsoft tools and technology, competitors can unleash their ideas and technical talent to create cutting-edge software applications. Students will develop, test, and build their ideas into applications that can help solve some of the world's toughest problems, such as poverty, hunger, environment, and access to education and healthcare. Each team will envision, develop, and test innovative solutions that can and will change the world.

For many competitors, the Imagine Cup is often a big step on the way to a great future as a technology humanitarian. Many competitors will work at major corporations, begin non-profit organizations, integrate their solutions into key programs for government agencies, or start their own companies. One thing is certain – Software Design competitors definitely help change the world.

Teams will need to be able to prove that their technical solutions are innovative enough to advance them to compete in the Imagine Cup 2012 Worldwide Finals in Sydney, Australia in July 2012, where they will show the world their solutions and represent their country/region on the world stage.

In order to help you to better understand the [Imagine Cup 2012 Theme](#) – **"Imagine a world where technology helps solve the toughest problems"** – we recommend familiarizing yourselves with the eight [United Nations Millennium Development Goals](#) ("MDGs"). The MDGs identify some of the toughest challenges in the world today. Learn more about the [2012 Theme](#).

The Software Design competition is structured differently based on the country/region you are representing. Please make sure to read your local country/region competition rules (if applicable) to better understand how to compete in this competition.

If you choose to compete in this Competition, then you agree that your participation is subject to the following:

- [The Imagine Cup Official Rules](#)
- The Imagine Cup Software Design Rules and Regulations described below.

If there are any inconsistencies between the Imagine Cup Official Rules, the [Imagine Cup Terms of Use](#), the [Imagine Cup Code of Conduct](#) and/or these Competition Details, the [Imagine Cup Official Rules](#) will govern.

## WHAT ARE THE START AND END DATES?

This competition starts at 00:01 Greenwich Mean Time (“GMT”) on 17 October 2011 and ends at 23:59 GMT 10 July 2012 (“Entry Period”).

The Entry Period consists of two (2) separate Rounds as described below. Each round has unique entry requirements. All required entry deliverables must be received within the designated Round in order for your entry to be eligible for judging.

<b>ROUND</b>	<b>START DATE (all times 00:01GMT)</b>	<b>END DATE (all times 23:59 GMT)</b>
<b>Round 1 – Software Design Preliminary Summary</b>	17 October 2011	13 March 2012
<b>Round 2 - Local Country/Region Competition Phase (including Online Finals if applicable)</b>	22 March 2012	3 May 2012
<b>Round 3 - Worldwide Finals</b>	6 July 2012	10 July 2012

The Competition Sign up Period begins on 17 October 2011 at 00:01 (12:01 A.M.) GMT, and ends on 13 March 2012 at 23:59 GMT.

## CAN I ENTER THE COMPETITION?

You are eligible to enter this Competition if you meet the Eligibility Requirements set forth in your local country/region Software Design Competition Details. If your local country/region details do not have a specific eligibility statement, you are eligible to enter if you meet the Eligibility Requirements set forth in the “Eligibility Criteria” section of the [Imagine Cup Official Rules](#).

Additionally, in order to be eligible to compete in the Software Design competition — **including both the Local Country/Region phase and the Online Finals** — you and all of your Team members must be registered as Competitors on [Imagine Cup](#) and sign up to compete on the Software Design Entry Panel at [Imagine Cup](#) by the closing date of Round 1.

Please review the [Imagine Cup 2012 Software Design Competition flow](#) for more information about competing in the Local Country/Region phase and/or the Online Finals.

## HOW DO I ENTER THE COMPETITION?

If you wish to enter this Competition, you must sign up as instructed during the Competition sign up period. The Competition sign up period is 17 October 2011 through the closing date of Round 1 on 13 March 2012. Each Software Design competitor, no matter which country/region they reside in, must submit the required Round 1

Entry Requirements at [Imagine Cup](#) to be eligible to compete in the Round 2 Online or Local Software Design Competition. Additionally, all competitors advancing to compete in Round 2 must submit the required Round 2 Entry Requirements at [Imagine Cup](#) to be able to be considered a Software Design finalist to the Worldwide Finals in Sydney, Australia. Exceptions to this rule will not be made.

A Team may consist of up to four (4) eligible students (each a "Team"). Your Team does not need to consist of members who are legal residents of the same country/region, or students at the same academic institution, but your Team can only represent one (1) country/region and at least one (1) of the Team members must be a legal resident of the represented country/region. To qualify as a valid Team member, each individual must register and form or join a Team no later than the closing date of Round 1. We will not accept changes to a Team beyond this date.

It is recommended, but not required, that you have one (1) mentor for your Team in addition to your four (4) Team members. Limit one (1) mentor per Team. A mentor can be from an educational institution, a not-for-profit organization or a private sector company. To qualify as a valid mentor for a Team, this individual must register as the Team's mentor no later than the closing date of Round 1. We will not accept changes to a Team's mentor beyond this date.

For additional important details regarding signing up for a competition, please see the requirements set forth in the "Team and Individual Competitions" section of the [Imagine Cup Official Rules](#).

## **ENTRY MATERIALS OVERVIEW**

During each designated round, your Team must submit the Entry Materials described below. The details of the specific submission components are defined below. **Important:** for all Local Finals and Online Finals, once you sign up as part of a Team or a Mentor for a Team, you cannot change Teams, add Team members or yourself to a Team, or otherwise remove yourself or anyone else from your Team after the closing date of Round 1.

### **Round 1 – Preliminary Summary**

To have an eligible Round 1 entry, you or your Team must submit the following entry material by the closing date of Round 1:

1. One (1) [Software Design Preliminary Summary](#)

The Preliminary Summary is a new requirement for Imagine Cup 2012.

### **Round 2 – Local Country/Region Competition Phase \***

To have an eligible Round 2 entry, you or your Team must submit the following entry material(s) by the closing date of Round 2:

1. One (1) [Software Design Video](#)
  - This requirement could be defined by your local finals competition rules. The Software Design competition is structured differently based on the country/region you are representing. Please make sure to review your local country/region competition rules (if applicable) to better understand how to compete in this competition. To find out if your country/region is hosting a local finals competition, please [contact us](#).

In addition, please review your Local Finals country/region Competition Rules for a list of materials your Team is required to submit in addition to those requirements listed below.

### **Round 2 – Online Finals**

If your country/region does not have a local finals or if your local rules indicate that your Team's entry is subject to the Online Finals Qualifying round, your Team's entry must include all required elements as outlined below. Instead of a presentation at a local country/region competition, your Team's video presentation will be evaluated by a panel of

international judges based on the [Judging Criteria](#) below. The top two (2) or more Teams will be selected from the pool of all countries/regions participating in the Online Finals Qualifying round to advance to the Worldwide Finals in Sydney, Australia.

To have an eligible Round 2 entry, you or your Team must submit the following entry materials by the closing date of Round 2:

1. One (1) [Software Design Video](#)

### **Round 3 – Worldwide Finals**

To be eligible to compete in Round 3, you or your Team must have advanced to Round 3 via the Local Finals Competition process or the Online Finals. Round 3 will be a live presentation round at the Worldwide Finals in Sydney, Australia. If your Team advances to compete at the Worldwide Finals, your Team must fulfill the competition requirement described below:

1. Up to three (3) different 20-minute live presentations of your Team's software application to a panel of international judges, along with a fifteen (15) minute question and answer period per presentation.

If your Team advances to compete at the Worldwide Finals, instructions regarding the Worldwide Finals competition experience will be provided your Team via e-mail no later than 1 June 2012.

### **ENTRY MATERIALS & REQUIREMENTS DEFINITIONS**

Following is a Glossary of Terms for all Entry Materials required for each Round, along with the specific content and technical requirements. These Entry Materials are required of ALL Software Design Teams and must be submitted on [Imagine Cup](#), regardless if the submission is originating through a Local Finals or On-line Finals.

#### **Software Design Preliminary Summary**

The *Software Design Preliminary Summary* is a document that briefly describes your Team's planned Software Design submission and the basic intent of your application, and summarizes the solution's unique features and how it aligns with the [Imagine Cup 2012 Theme](#). This document must inform the Software Design judges about your project. The summary will allow your Team to identify and attribute any Third Party content that you might be using in your entry as per the technical requirements below. Successful acceptance by the Software Design Judges of your Preliminary Summary will automatically advance you to Round 2 of the competition. The Software Design Preliminary Summary is a required entry material for ALL Teams regardless if the submission is originating through a Local Finals or On-line Finals.

Note: It is expected that the nature of your Team's project could evolve over time and your Team will not be held to the original intention of your submission.

#### **The Preliminary Summary must be submitted as an electronic document which meets the following eight (8) requirements:**

1. You or your Team are required to use the [Software Design Preliminary Summary Template](#). An example of a completed Preliminary Summary is located [here](#) to assist you.
2. The Preliminary Summary must be a minimum of 600 characters including spaces.
3. You must provide a name for your project and it must be clearly labeled within the Preliminary Summary
4. The content of the Preliminary Summary must explain how your solution address a social cause connected to the 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
5. The Preliminary Summary and file name must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.
6. The Preliminary Summary may include images and diagrams if you feel it better conveys your message. However, images are not required for the Preliminary Summary and, if included, will not impact your ability to advance to Round 2. A text overview is sufficient.
7. Your Preliminary Summary must identify any elements of your solution which you plan to use but you did not create yourselves. Please read the copyright note below for more information.

8. The file format must be either a .DOC, .DOCX or .PDF, .RTF or .TXT file. This option does not allow .JPEG submission files.
9. **Important note about Copyright:** Your Team's entire entry for the duration of this Competition 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 in the Software Design Preliminary Summary. 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. Your team's entry will be disqualified if permissions information is not included as per the requirements in the specific Competition Rules.

### **Software Design Preliminary Summary Frequently Asked Questions**

**Question:** We have a local Imagine Cup final in my country. Do I have to do a Software Design Preliminary Summary?

**Answer:** Yes. This will help us make sure that we know about all the entries worldwide and help provide your Team with helpful resources.

**Question:** What happens if we change the direction of our project after we have submitted our Software Design Preliminary Summary?

**Answer:** You can submit an updated Preliminary Summary up until the closing date of Round 1 on 13 March 2012.

**Question:** What happens if our team members change?

**Answer:** You can change team membership up until the up until the closing date of Round 1 on 13 March 2012.

**Question:** Can I submit a PowerPoint deck with my Preliminary Summary?

**Answer:** No. The file format must be either a .DOC, .DOCX or .PDF, .RTF or .TXT file. Any of these file types are sufficient.

**Question:** Where do I find the Software Design Preliminary Summary Template?

**Answer:** The Software Design Preliminary Summary Template is available [here](#) for download.

**Question:** Will our team get any feedback for the Round 1 Preliminary Summary?

**Answer:** We will only contact you if we have any questions regarding copyright in your solution.

**Question:** What does "Third Party" mean?

**Answer:** In this context, "Third Party" refers to anything that your Team is using in your solution that you have not created yourselves. For example, you might use a data processing library which a team member found on the internet and added to the application. This is fine as long as you have permission to use the library. If you do not have permission to use the program in your solution this means that it may be disqualified.

**Question:** Do tools like Visual Studio and any Microsoft Libraries count as copyright items?

**Answer:** As a student, you can obtain free standard tools at [DreamSpark](#) and your Team is encouraged to utilize these tools in your solution. Software libraries obtained from sources such as CodePlex are also acceptable, but it is important that your Preliminary Summary identifies these so that we can be sure what elements you are using. We understand that these elements might change during the course of the solution-building process.

### **Software Design Video**

The *Software Design Video* is a .wmv video that depicts the functionality of your Team's solution and provides an opportunity for your Team to explain the features as they are presented. The emphasis of the video should be on the application itself. Video production quality will not be scored in the judging process. Your Team should show the application in action (preferably shown being used by the target audience), and explain the back-end infrastructure. The Software Design Video is a required entry material for ALL Teams regardless if the submission is originating through a Local Finals or On-line Finals.

**The Software Design Video must be submitted as a .wmv which meets the following twelve (12) requirements:**

1. Your Team's video content must clearly address each of the [Judging Criteria](#) outlined below.
2. Your Team's solution must address a social cause connected to the [Imagine Cup 2012 Theme](#): "Imagine a world where technology helps solve the toughest problems".
3. The audio of the video can be in any language, but if the audio is not in the English language, the video must have English subtitles in order to be eligible. If a translator is needed, you are responsible to procure and to make use of one.
4. The video must include a narrated PowerPoint as part of your presentation.
5. The video must be submitted as a .wmv file. We recommend creating your screen capture using Microsoft Expression Encoder 4 Screen Capture which is available to students for free at [DreamSpark](#).
6. The video must include the Imagine Cup 2012 Intro and Outro Clips, which can be found here:

16:9

[Intro Clip – 30 fps](#) (1.7 MB)

[Outro Clip – 30 fps](#) (1.7 MB)

NTSC Format:

[Intro Clip – 30 fps](#) (1.5 MB)

[Outro Clip – 30 fps](#) (1.5 MB)

PAL Format:

[Intro Clip – 25 fps](#) (1.3 MB)

[Outro Clip – 25 fps](#) (1.4 MB)

7. The video must not exceed fifteen (15) minutes, including the Imagine Cup Intro and Outro Clips.
8. The video must not exceed 250 MB.

Note: Your Team's video must show your application integrates the following four (4) requirements:

9. Your Team's video must show how the application runs on the Microsoft .NET Framework. You may use any version of .NET Framework.
10. Your Team's application shown in the video must be developed using at least one (1) of the products within the Visual Studio family (Express, Standard, Professional, or Team System) for development.
11. Your Team's application shown in the video must be fully functional and implemented. Ideas for a software application or software applications that are not fully developed will not be eligible.
12. Your Team's application shown in the video must utilize features of at least one (1) of the following elements:
  - a. Either an implementation or the consumption of an XML Web Service
  - b. Windows 7
  - c. Windows 8 [Developer Preview](#)
  - d. Windows Live SDK
  - e. Use of Windows Phone technologies
  - f. Windows Phone SDK
  - g. Xbox Kinect SDK

- h. Use of Windows Embedded technologies
- i. Silverlight
- j. Azure for implementing a S+S architecture application
- k. Windows MultiPoint Mouse SDK
- l. Windows Touch technologies and use of Windows Touch API's and events

## HOW DO I SUBMIT MY TEAM'S ENTRY?

### Round 1 – Preliminary Summary

Your Team must submit the Preliminary Summary at [Imagine Cup](#) no later than 23:59 GMT on 13 March 2012. **Each Software Design competitor, no matter which country/region they reside in, must submit the required Round 1 Entry Requirements to be eligible to compete further in the online or local Software Design Competition.**

Submit your Team's entry for Round 1 utilizing the submission form on the entry panel of the Software Design Competition Page no later than the close of Round 1. Even though the Round 1 Entry Requirement is an individual file, you must submit your entry with a .ZIP file. **The maximum file size for this .ZIP submission is 50MB.** On the submission form, you will see the following upload options and fields:

1. **Entry File:** To upload your Preliminary Summary as described in the [entry materials](#) and load into a .ZIP file. Your ZIP file must not exceed 50MB.
2. **Thumbnail:** This is an image which is a small representation of your entry. There are no size requirements for your Thumbnail.
3. **Entry Title:** This title will represent the name of your solution/application and must be submitted in the English language and is limited to 500 characters including spaces
4. **Entry Description:** The Description is the text data describing your solution/application and details how the submission adheres to the Imagine Cup 2012 Theme. It must be submitted in the English language and minimum of 600 characters including spaces. The Description is the text data describing your solution or application and details how the submission adheres to the Imagine Cup 2012 Theme. You can use the same text as used in the [Preliminary Summary](#) Entry Material Requirement.

### Round 2 – Local Country/Region Competition Phase

Please refer to your [local country/region Competition Rules](#) for instructions on how to submit your entry.

### Round 2 – Online Finals

If your local rules indicate that your Team's entry is subject to the Online Finals Round, your Team should submit your entry at [Imagine Cup](#) no later than 23:59 GMT on 3 May 2012. Submit your Team's entry for Round 2 utilizing the submission form on the entry panel of the Software Design Competition Page no later than the close of Round 2. Since the Round 2 Entry Requirement is an individual file, you may submit either as a unique file or you may upload with a .ZIP file. **The maximum file size for this submission is 250MB.** On the submission form, you will see the following upload options and fields:

1. **Entry File:** To upload your entry collect all your [entry materials](#) and load into a .ZIP file. Your ZIP file must not exceed 250MB.
2. **Thumbnail:** This is an image which is a small representation of your entry. There are no size requirements for your Thumbnail.

3. **Entry Title:** This title will represent the name of your solution/application and must be submitted in the English language and is limited to 500 characters including spaces
4. **Entry Description:** The Description is the text data describing your solution/application and details how the submission adheres to the Imagine Cup 2012 Theme. It must be submitted in the English language and be a minimum of 600 characters including spaces. The Description is the text data describing your solution or application and details how the submission adheres to the Imagine Cup 2012 Theme. You can use the same text as used in the [Preliminary Summary](#) Entry Material Requirement.

### Round 3 – Worldwide Finals

If your Team advances to compete at the Worldwide Finals, instructions regarding the Worldwide Finals competition experience will be provided to your team via e-mail no later than 1 June 2012.

### ENTRY LIMIT

We will only accept one (1) entry per Team. A competitor may not be a member of more than one (1) Team in the Software Design Competition.

### HOW WILL ENTRIES BE JUDGED?

#### Round 1 – Preliminary Summary

The Software Design Preliminary Summary will be screened for eligibility to advance to Round 2 (local finals or online finals) per the Preliminary Summary entry requirements outlined in the entry requirements section above.

#### Round 2 – Local Country/Region Competition Phase

All local country/region competitions will adhere to the same global Judging Criteria as outlined below.

#### Round 2 – Online Finals

If your local rules indicate that your Team's entry is subject to the Online Finals Round, your video presentation will be evaluated by a panel of international judges based on the Judging Criteria below. The top two (2) or more Teams will be selected from the pool of all countries/regions participating in the Online Finals Round to advance to the Worldwide Finals in Sydney, Australia.

Criteria	Description	Weighting
<b>How are you making a difference?</b> (Problem Definition)	How precise and relevant is the real world problem? How interesting or difficult to resolve - functionally or technically - is the problem being challenged? For this criterion, we only focus on the problem challenged, not on the solution created to solve this problem. How well does the project adhere to the <a href="#">Imagine Cup 2012 Theme</a> ?	10%
<b>What does your solution do?</b> (Solution Design & Innovation)	Does the application approach a new problem, or look at an old problem in a new way? Is the solution completely innovative or does it rely on an existing concept/technology? Does the application impact a large number of people very broadly, or impact a smaller number of people very deeply? To which degree does the application actually solve the current problem?	35%
<b>How does your solution work?</b> (Technical Architecture & User Experience)	Is the system architecture broken down into logical chunks and modules? Is the project technically open to some evolution? Is it only made with a monolithic block or does it present interfaces enabling extensions (SDKs or APIs)? To which degree are the HMI (Human Machine Interfaces) intuitive, ergonomic and user friendly? Does the application leverage the presence of fresh and updated data?	30%

<b>How will your solution become a reality?</b> (Business Viability)	Is the application technically and economically viable? Is this solution only theoretical or does it have a realistic application for commercial purposes? (Not necessarily here and now, but eventually in the future and/or for certain markets).	15%
<b>How well have you explained your solution?</b> (Presentation)	The judges will be looking for video 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.	10%

### Round 3 – Worldwide Finals

Judging at the Worldwide Finals will take place in three (3) phases as follows:

**Phase 1:** Phase 1 of the Software Design Worldwide Finals consists of a video Round followed by a live presentation as follows:

1. **Video:** Your Team will submit a 15-minute Video in advance of the Worldwide Finals (this is one of the Round 2 entry requirements). A panel of international judges will review and score your entry according to the criteria below. Your Team will receive feedback from the judges which will help your Team prepare your Live Presentation as described below. The video will be weighed 15% of your Team’s final Phase 1 score.
2. **Live Presentation:** Your Team will present your software solution in the form of a twenty (20) minute Live Presentation, along with a fifteen (15) minute question and answer period. Your Team will be scored based on the Judging Criteria set forth below. The Live Presentation will be weighed 85% of your Team’s final Phase 1 score.

At the completion of Phase 1, the Video and Live Presentation Phase 1 scores will be tallied. Up to twenty (20) Teams will advance to Phase 2. Those twenty (20) Teams will receive Phase 1 judge feedback to assist in preparation for subsequent Phase(s). More information regarding the Phase 1 Video and Live Presentation schedule will be emailed to the participating Teams in advance of the Worldwide Finals.

**Phase 2:** Each of the twenty (20) Teams advancing to Phase 2 will perform a Live Presentation and Live Demonstration of their Software Design solution.

1. **Live Presentation:** The Live Presentation will be a twenty (20) minute presentation, along with a fifteen (15) minute question and answer period, to another judging panel consisting of different judges. This can be the same presentation that was delivered in Phase 1, or it can contain different content. The Live Presentation will be weighted 80% of your Team’s Phase 2 score.
2. **Solution Demonstration:** Your Team will also show your solution and allow the judges to see it in action at your assigned showcase booth. The Solution Demonstration will last for thirty (30) minutes in total - Your demonstration will be approximately fifteen (15) minutes, leaving fifteen (15) for judge’s questions. During the Solution Demonstration time you will work through a usage scenario and the judges will be able to ask questions along the way. The judges will be the same group as viewed your Live Presentation, so they will be familiar with your solution. While it might not be possible to show the entire system in operation you should be in a position to take the judges through how it is used. It is perfectly acceptable to use simulation code for some elements (for example you might not have access to particular network resources or hardware) but you must make it clear when you are doing this. The Solution Demonstration will be weighted 20% of your Team’s Phase 2 score.

The judges will assess each Team based on the criteria set forth below. At the end of Phase 2, the Live Presentation and Solution Demonstration scores will be combined and the top six (6) Teams will advance to Phase 3. Those six (6) Teams will receive Phase 2 judge feedback to assist in preparation for Phase 3.

**Phase 3:** Each of the remaining six (6) Teams will present their Software Design solutions again in the form of a twenty (20) minute presentation, along with a fifteen (15) minute question and answer period, to another judging panel consisting of different judges. The judges will assess each Team based on the criteria set forth below. At the end of Phase 3, the Phase 3 scores will be tallied, and the First Place, Second Place, and Third Place teams will be announced.

**Judge Feedback:** As your Team progresses from one phase to the next you will receive feedback from the judges. This interim feedback will be in addition to the detailed feedback that you will receive at the end of the competition. The goal of this feedback is to help your Team improve your presentation in the next round. For example, if a judge feels they would have preferred to see more detail on how your solution works they will provide this feedback so your Team can include more information in the next phase. If your Team advances to subsequent Phases, a single judge feedback summary will be sent to your Team via email after the judging for each phase.

**Worldwide Finals Scoring System:** A simple numerical scoring system will be used. For each criteria below, each judge will score in a point range matching the criteria weighting. For example, the criteria "How are you making a difference?" can be scored from 0-10 points. All scores will be normalized per judge in order to optimize for fairness.

Criteria	Description	Weighting
<b>How are you making a difference?</b> (Problem Definition)	Tell us the real world problem your Team is addressing, who or what is impacted by the problem, and how your Team's solution will improve this problem. Tell us how your Team's solution addresses the <a href="#">Imagine Cup 2012 Theme</a> : "Imagine a world where technology helps solve the toughest problems. Note: You may use the United Nations Millennium Development Goals as inspiration, but they are not required.	10%
<b>What does your solution do?</b> (Solution Design & Innovation)	Tell us how your Team's solution works and what it does for the end user. Is it a brand new idea, or has your Team found a new way to use existing technology? We want to know exactly what impact your solution will have on the end user. Does it make a big difference for a small audience, or does it make a lessor impact on a larger audience? We also want to know if your solution completely solves the problem, or if it simply alleviates it in some way.	35%
<b>How does your solution work?</b> (Technical Architecture & User Experience)	Show us the flow of data through your Team's solution and how the data is used. Identify the key components in your architecture and the purpose of each one in solving the problem. Let us see how easy your solution is to use and how open your design is to testing and extension. The best way to do this is by showing us scenarios in which the solution is being used.	30%
<b>How will your solution become a reality?</b> (Business Viability)	Tell us about your Team's plans for delivering your system to the end user, any plans for wide adoption, and how it will be supported when it is released. Describe any successful trials of your solution with test audiences and how you have changed the solution based on their feedback.	15%
<b>How well have you explained your solution?</b> (Presentation)	Your Team's presentation of your solution should make it easy for the judges to understand what you have built, and why you have built it. Your presentation should include a description of the background to the project and directly address each of the judging criteria above. Make it easy for the judges to understand your solution, and be able to respond to questions about it.	10%

## PRIZES

### Round 2 – Local Country/Region Competition Phase

Each officially registered member of the first place Team from each country/region participating in the local country/region competition phase will win a trip to Sydney, Australia to compete in the Imagine Cup 2012 Worldwide Finals in July 2012. Trip includes round trip coach airfare from the major airport closest to winner's home, standard hotel accommodations, select meals, and activities.

### **Round 2 – Online Finals Round**

Each officially registered member of the top two (2) or more Teams selected from the pool of all countries/regions participating in the Online Finals Round will win a trip to Sydney, Australia to compete in the Imagine Cup 2012 Worldwide Finals in July 2012. Trip includes round trip coach airfare from the major airport closest to the Competitor's home, standard hotel accommodations, select meals, and activities.

One (1) Mentor\* per Software Design Worldwide Finalist Team will be provided with travel to attend Imagine Cup 2012 Worldwide Finals in Sydney, Australia. Trip includes round trip coach airfare from the major airport closest to Mentor's home, standard hotel accommodations, select meals, and activities.

### **Round 2 – Worldwide Finals**

- **First Place:** \$25,000 USD, to be divided equally among each officially registered member of the Team
- **Second Place:** \$10,000 USD, to be divided equally among each officially registered member of the Team
- **Third Place:** \$5,000 USD, to be divided equally among each officially registered member of the Team

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

## IMAGINE CUP 2012 SOFTWARE DESIGN COMPETITION FLOW

