

# Apps **UP** | APAC

**2020**

**#HMSInnovateforAll**

**HUAWEI HMS**  
APP INNOVATION CONTEST





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# Introduction

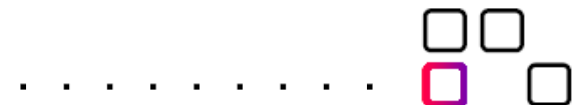


Create, innovate, and optimise your apps with Huawei Mobile Services



Apps Up 2020 – Huawei HMS App Innovation Contest is part of Huawei’s DigiX Geek franchise – a global program focused on promoting HMS Core open capabilities, inspiring and supporting developers to adopt and integrate HMS Core kits to create innovative apps, and bring better smart life services to 600 million Huawei device users in 170+ countries and regions.

The DigiX Geek platform aims to unite a new era of development talent and enthusiasts to innovate and build a global mobile ecosystem rooted in HMS.



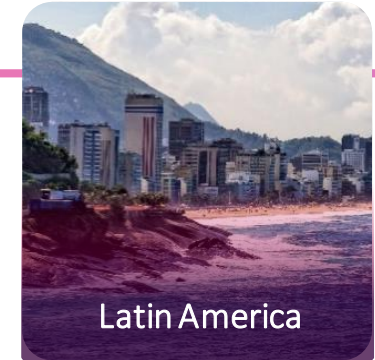
# About Apps Up 2020



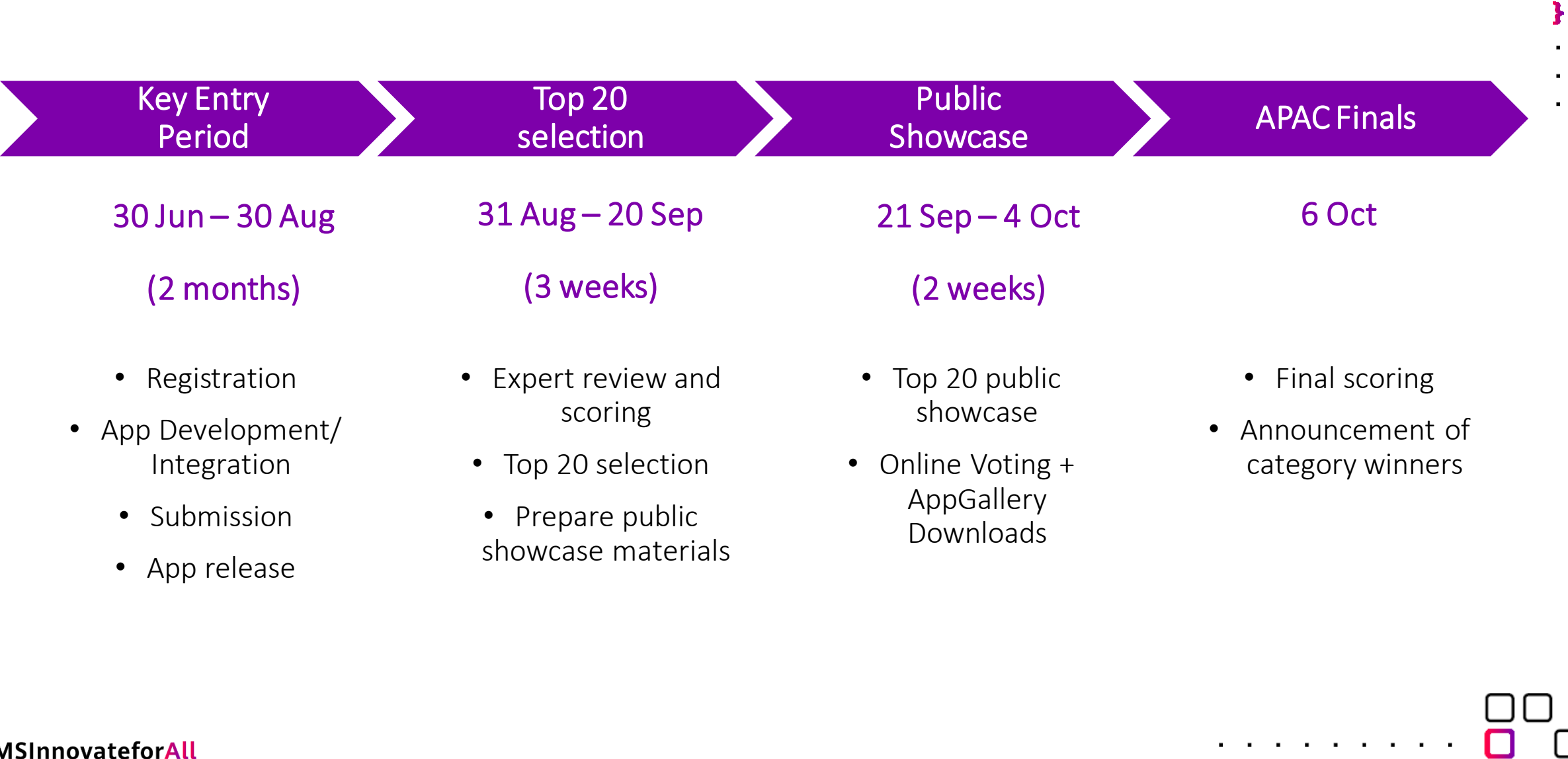
## Apps Up 2020

### Huawei HMS App Innovation Contest

- Inspiring global developers
- Across 5 regions
- Create innovative apps
- Integrate HMS Core and other Huawei capabilities
- Launch on AppGallery – 3<sup>rd</sup> largest app market, >400 million MAU worldwide
- Jointly build the HMS ecosystem



# Contest Stages and Timeline



# Key Entry Period



30 Jun – 30 Aug (2 months)

1

## Contest Registration

- Register as Huawei Developer and receive upfront support of at least **US\$200** in Huawei Cloud voucher per pax\*
- No sign-up fee for contest
- Join individually, or form a team

2

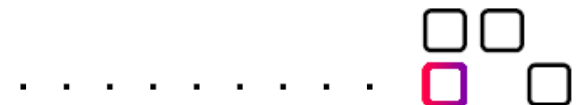
## Developer Support

- New to Huawei Mobile Services and HMS Core? Receive personalised training to integrate with HMS Core kits through **APAC Regional Online Workshops**.
- Indicate your interest via [appsup.apac@huawei.com](mailto:appsup.apac@huawei.com)

3


## App Submission

- Complete contest application with App ID
- Receive another **US\$4,000** in Huawei Cloud voucher per team upon app submission





Mark your calendars:



## Global Official Launch Ceremony Online Livestream

30 Jun 2020

19:00h – 20:30h Beijing time

# Who can sign up



- All mobile app developers, based in APAC region, are welcomed to register and participate in Apps Up 2020 – APAC.
- Whether you're a student, hobbyist, professional, from a startup, SME, or MNC, join us if
  - You have existing Android apps.
  - You are intending to create an entirely new app for Huawei AppGallery.
  - You already have an app published or launched in Huawei AppGallery.

## Criteria

- Apps submitted for the contest must leverage Huawei HMS open capabilities and **integrate at least 1 HMS Core kit** (see [here](#) for more information on HMS Core kits)
- Apps must run perfectly on devices with HMS installed.





# Rules



- You may participate in the contest **individually or form a team of up to 3 members.**
- All members will be required to sign in to Huawei Developers via your Huawei ID as part of entering the contest. You will be asked to register Huawei Developer account, if you do not already have one, and pass identity verification before participating in contest.
- Do note that each participant can only join one team. And each team will identify a team leader who is responsible for team members admin management online, such as inviting/ deleting members, or submitting works.
- Each individual can apply to join or leave a team.
- Each individual or team must fully comply with Huawei Developers agreement or Huawei AppGallery policies.
- The contest region of a team is subjected to the region where a team leader registers as a developer in Huawei Developers.
- Under prior authorization of holders, the app submitted may use third-party game engines, middleware, open-source software, or code libraries.

## Scenarios which will result in disqualification

- Apps submitted did not integrate at least 1 HMS Core kit.
- Plagiarism.
- Failure to get authorization for the use of third-party code plug-ins.
- App submitted found to violate Huawei Developers agreement or Huawei AppGallery policies.



# How to sign up



1

Visit event website

(to be announced at later date)



2

Click on Sign Up and log in with Huawei ID

(pre-requisite to register and be verified for Huawei Developer account in order to participate)



3

Create new team

(you will be the default team leader)

or

**Join a team**

(you may search to find a team)

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# Deliverables/ Work Submission



Team leaders are required to submit works before the stipulated deadline as indicated on event website.

Work Submission comprises of 2 steps:

1. Team leader to create app with the help of AppGallery Connect, and an App ID will be issued. Please refer [here](#) for creating and submitting an app into Huawei AppGallery.
2. Team leader then proceed to Apps Up event team page and complete the contest submission requirements:
  - a) App Name
  - b) App ID
  - c) App Description
  - d) Work attachments – must include app's .apk file, work introductory documents and/ or marketing videos that introduces app features and operation (must be in ZIP or RAR format and cannot exceed 200 MB; any exceptions please write to [appsup.apac@huawei.com](mailto:appsup.apac@huawei.com))
3. Each team can submit a maximum of 5 apps.





# Judging Criteria



## N to 20

All app submissions will be scored based on:

- Social Impact Value (20%)
- Innovativeness (15%)
- Functionality and User Experience (30%)
- Business Value (15%)

\*Additional points will be awarded for HMS Core and Capability deep integration + AppGallery release

## Finals Top 20

Top 20 finalists will then be selected to proceed for Public Showcase (21 Sep – 4 Oct):

- Online voting score
- AppGallery downloads score

Top 20 individuals/ teams will only have 5 days to prepare and provide Huawei with marketing materials for hosting the voting segment on event website and Huawei AppGallery.

# Prizes and Winning Categories



All participants successfully registering for Huawei Developers account will receive upfront support of:



At least US\$200 in Huawei Cloud voucher\*

All teams successfully completing contest application with App ID will receive another:



At least US\$4,000 in Huawei Cloud voucher\*

All teams stand to win from a pool of:



Up to US\$400,000 in Cash and Huawei Cloud resources\*



Marketing partnership opportunities



Exclusive invites to future meetups

APAC Prizes Category		Description	Cash (USD, per team)	Cloud Resources (USD, per team)
Top 20	Best App x 5	Practical, innovative app	\$15,000	\$15,000 Cloud voucher + \$95 Cloud Academy credits
	Best Game x 3	Entertaining, innovative, creative game	\$15,000	\$15,000 Cloud voucher + \$95 Cloud Academy credits
	Honorable App x 12	Top 20 applications that have not won the preceding awards	\$2,500	\$2,500 Cloud voucher + \$95 Cloud Academy credits
Special Awards	Most Social Impact App x 3	Socially beneficial for the disabled, public welfare, charity, health, and/ or education apps (highly ranked based on social value scores)	\$15,000	\$15,000 Cloud voucher + \$95 Cloud Academy credits
	Most Popular App x 1	Highest public showcase scores (voting + downloads)	\$5,000	\$5,000 Cloud voucher + \$95 Cloud Academy credits

# APAC Judging Panel



**Johnson Lim**  
President  
Malaysia Mobile Technology  
Association  
(Malaysia)

Datuk Johnson brings with him more than 17 years of professional experience in various marketing and management field. He is currently the President of Malaysia Mobile Technology Association, an organization that provides a platform for all mobile industry players to embrace new and emerging mobile technologies and innovations. Blazing the trail and leading digital transformation for many companies in Malaysia, Datuk Johnson plays an instrumental role in uplifting the mobile industry.



**Richard Chua**  
General Manager  
IGG Singapore Pte Ltd  
(Singapore)

Mr Richard is director and general manager at IGG Singapore, a leading developer and publisher of mobile games, including Lords Mobile and Castle Clash. He was previously director and COO at IAHGames, a regional online games publisher. Richard grew up in the dark ages, before smart phones, PCs, the world wide web or Internet, when multi-player games were played sitting around a board on the floor. He went online when dial-up modems were considered high tech, and joined the games industry many years later, in 2005.



**Pariwat Wongsamran**  
Director  
Startup Thailand,  
National Innovation Agency  
(Thailand)

Khun Pariwat Wongsamran is currently the Director of Startup Thailand. As a startup ecosystem builder who is active both in Thailand and Southeast Asia market, his mission is to develop collaboration platform and network among partners including governments, universities, investors, technology providers, corporates and startups. His projects mostly begin from policy initiative down to operational level to ensure that the startup industry will be well-developed.



**Jonathan De Luzuriaga**  
President  
Philippine Software Industry  
Association  
(Philippines)

Sir Jonathan has been the president of the PSIA for the past six years, and has contributed immensely to the country's growth and development in the Technology and Innovation Sector. He has been an industry representative for more than a decade and has ably supported various engagements covering talent development and countryside development, where he also plays a pivotal role in ICT development. He is a staunch supporter of the startup movement in the country and has successfully launched several startups of his own.



**Suresh Jayaraju**  
CEO, Founder  
Innovopod  
(India)

Mr Suresh is a tech product and business leader, and until recently, was Senior Director and Head of NASSCOM 10,000 Startups, where he nurtured 1000+ Startups in product, growth and funding to drive significant value to India's startup ecosystem. Currently he is building Innovopod (innovopod.com), a tech platform focused on solving ecosystem problems around market access, funding and business growth for startups worldwide. Earlier, he led product development and partnerships to fuel growth of global brands like Google, Airtel, Samsung, and the Tata Group.



# Learn about HMS



## Self-help Resources

### Huawei Developer

- [Codelabs](#)
- [Documentation](#)
- [Huawei Developer Forum](#)
- [Training](#)

### Huawei Cloud Debugging Testing

A complete set of automatic test processes based on real mobile phone use. This can be accessed via the Huawei Developer console.



## APAC Regional Online Workshops

Receive personalized training to integrate with HMS Core kits through APAC Regional Online Workshops. Indicate your interest via [appsup.apac@huawei.com](mailto:appsup.apac@huawei.com) and we will get in touch with you.

**Period:** Late June – Early July period

**Who should attend:** If you are a new Huawei Developer and new to Huawei Mobile Services and HMS Core, you are encouraged to join us for these sessions.







## Follow Us



Huawei Developers



r/HuaweiDevelopers





Supported By



Malaysia Mobile Technology Association  
Formerly known as Malaysia Mobile Content Provider Association (MMCP)



# THANK YOU

#HMSInnovate**4All**



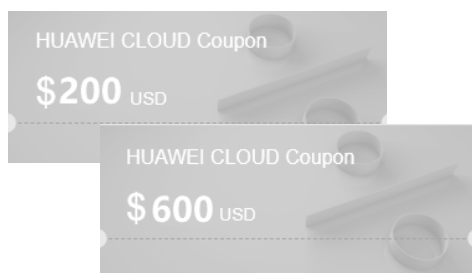
# Appendix: About Huawei Cloud resources



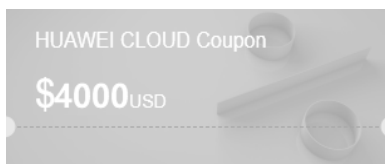
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What is the voucher value\*  
I can get?

(Per pax)  
Upon contest  
registration  
and identity  
verification



(Per team)  
Upon app  
submission



2

What can the voucher buy  
me?

Purchase more than **100** different services  
on **23** nodes (**45** availability zones) on  
HUAWEI CLOUD.

- ✓ Compute
- ✓ Storage
- ✓ Network
- ✓ Database

- ✓ Security
- ✓ EI
- ✓ Video
- ✓ IoT

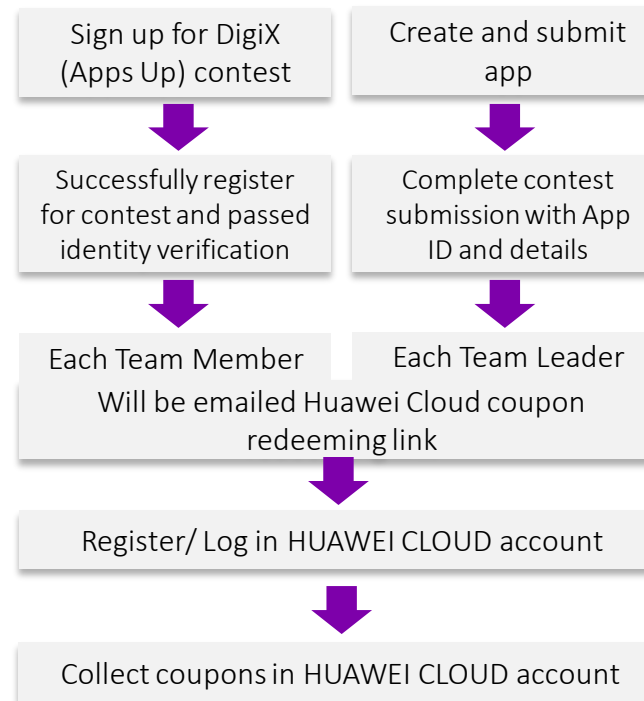
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How do I redeem the Huawei  
Cloud voucher?



## About Huawei Cloud

Huawei Cloud provides an elastic cloud environment and mobile Internet ecosystem with high data security. It can process up to 100 million concurrent connections and millions of transactions, perform big data analysis, and ensure system reliability and performance.

For more information, please visit Huawei Cloud online at <https://www.huaweicloud.com/intl/en-us/solution/app/>

### Terms and Conditions:

- \*Subjected to availability of Huawei Cloud resources in 47 countries, and limited to various services
- Upon successful contest registration and identity verification, all individual and enterprise developers will receive upfront support of US\$200 and US\$600 respectively
- This voucher will be valid for a period of 3 months from redemption date
- This voucher is only applicable for new Huawei Cloud users, or those who have signed up within one-month from date of redemption
- Upon app submission, each team will receive additional US\$4,000 voucher (note this is not awarded per pax)
- This voucher will be valid until 31 Dec 2020
- Redemption link will only be sent to Team Leaders

