



Official Rules & Regulations
Windows & Windows Phone Challenge
2014 Season

Version 1.1 • December 10 2013

OVERVIEW

Are you ready for the real world? Professional developers work with all kinds of customers who need great apps. Get out of the classroom and find a business, entrepreneur, artist, event, or charity in your community who would benefit from having their own apps. Partner with them and build a great pair of Windows 8 and Windows Phone 8 apps that can help them meet their goals.

Your team of up to four students could win a trip to Seattle to visit Microsoft and attend the Imagine Cup World Finals in July 2014. If you win you'll spend hands-on time at the Microsoft campus with the Windows & Windows Phone teams reviewing your project and helping you take it to the next level. Plus you'll win \$5,000 and top-of-the-line Windows Phones – and you'll have an amazing experience that shows potential employers you already know how to work in the real world, with real partners, to make a real impact.

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

- The Imagine Cup [Official Rules](#)
- The Imagine Cup Windows & Windows Phone Challenge Official Rules and Regulations described below.

WHAT ARE THE START AND END DATES?

This Competition starts at 00:01 Greenwich Mean Time ("GMT") on 26 November 2013 and ends at 23:59 GMT on 30 April 2014 ("Entry Period") and consists of a single round. Please note that these times use the 24-hour clock.

CAN I ENTER?

You are eligible to enter if you meet the eligibility criteria detailed in the [Imagine Cup Official Rules & Regulations](#). Because you must have published your Windows 8 and Windows Phone 8 Apps in the stores, at least one member of your team also must have access to the publishing process for those stores. For the current list of countries with access, please visit the [Windows Store Apps Dev Center](#).

Students can get a free Store Developer account from [DreamSpark](#) enabling you to publish your apps through the stores.

HOW DO I ENTER?

To enter, visit www.imaginecup.com and register as instructed. You may submit your project from your Team Profile page once you have signed up to compete in the Windows 8 & Windows Phone 8 Challenge.

Please note that to compete in this contest, you must have published both your Windows and Windows Phone Apps in the stores and you must show the impact your apps have had for your community partner.

Rules regarding the size of your team, your associates, the role of the team mentor, academic institution and national residency requirements, and other information can be found in the "Teams, Associates, and Mentors" section of the [Imagine Cup Official Rules & Regulations](#).

WHAT DO I SUBMIT?

You must submit the following materials to compete in this contest:

- ☐ **Project Proposal** is a Microsoft Word or PDF document no longer than ten pages, or a PowerPoint presentation no longer than twenty slides, which explains your project: What your project does; who your community partner is; and the real-world impact your project has had for your partner.
- ☐ **Store Links to Your Apps** demonstrating you have published your Windows 8 app and Windows Phone 8 app in the stores. Only one app of each type will be accepted and you must submit one of each to compete.
- ☐ **Windows 8 and Windows Phone 8 Apps** usable by the judges.

HOW WILL ENTRIES BE JUDGED?

Each entry will receive a score of 1-100, based on the following criteria.

Criteria	Description	Weighting
Concept	<ul style="list-style-type: none">Does the project have a clear target market or audienceDoes the project address a clear need, problem, or opportunity and is the solution clearly explained?Is the project's purpose and basic functionality easily understood?	15%
Partnership	<ul style="list-style-type: none">Does the project have a real community partner such as a local business, artist, event, or charity?Are the partner's needs for the project clearly explained?Is the collaboration process described?Is the viewpoint of the partner on the project's process and outcome well represented? Are there quotes from the partner?How much impact has the project had for the partner? Is that impact quantified or demonstrated credibly?	50%
Execution	<ul style="list-style-type: none">Is the project easy to use?Does the project have a professional degree of production in terms of user interface, visuals, and audio?Does the project perform well and respond crisply to input?Does the project make effective and appropriate use of the major features of Windows 8 and Windows Phone 8? Were there significant platform features or even platforms the project could have benefitted from but failed to utilize?	20%
Publishing	<ul style="list-style-type: none">Are both apps well presented in the Windows and	15%

	<p>Windows Phone stores? Do they have good descriptions, screenshots, and so on?</p> <ul style="list-style-type: none"> • Assess the user ratings and reviews. Does the project clearly have real users who like the apps? • Does the business model used seem appropriate to the app? Are the downloads/sales comparable to other apps of this type? 	
--	---	--

WHAT ARE THE PRIZES?

The top-ranked team will win the following prizes:

- \$5,000 USD, to be divided equally among each officially registered member of the Team
- A Windows 8 Phone for each team member
- Trip to the Imagine Cup World Finals in Seattle in July, 2014

CONTENT AND TECHNICAL REQUIREMENTS

Project Proposal

This is a Microsoft Word or PDF document no longer than ten pages, or a PowerPoint presentation no longer than twenty slides, which explains your project: What your project does; who your community partner is; and the real-world impact your project has had for your partner. Your Project Proposal must meet the following criteria:

1. Your presentation must clearly address each of the **Judging Criteria** outlined above.
2. Your document must be in English.
3. It must be no larger than 50MB.
4. It must be in either DOC, DOCX, PPT, PPTX, or PDF formats.
5. You may compress your document in a ZIP file for submission.

Store Links to Your Apps

Provide a URL to each of your Windows 8 and Windows Phone 8 apps in the respective stores.

Windows 8 and Windows Phone 8 Apps

We need to be able to use both of your apps in order to judge your overall project!

The nature of your apps is up to you. You can make identical apps on both platforms, or you can develop apps with differing functionality better suited to each platform. Your apps may share data through cloud storage (such as Windows Azure or another server), or they may feature other forms of connectivity (such as using the same social-media connectors), or they may not be connected at all. The choice is yours and you should carefully consider these possibilities as they relate to the nature of your project.

The following types of apps are NOT ELIGIBLE:

- Apps that were featured in a Microsoft television ad;
- Apps published by broadcast and cable network brands;
- Apps published by Microsoft Corporation or a subsidiary of Microsoft Corporation;
- Apps published by a mobile operator or device manufacturer;

Windows 8 and Windows Phone 8 Apps must meet the following requirements:

Windows 8 App: An .appx app package file with all associated files required for installation, including the PowerShell script; you must also sign the app package by following the instructions given [here](#).

Windows Phone 8 App: A standard XAP setup file for deployment to Windows Phone devices.

In all cases, you may submit any or all of your files compressed in a ZIP file.

1. Each app must be no more than 500MB. No source code is permitted and apps will be disqualified if they are submitted as development projects.
2. It is acceptable to support multiple languages in your app as long as English is one of the represented languages.
3. All apps must comply with the Windows Store App Developer Agreement (<http://msdn.microsoft.com/en-us/library/windows/apps/E91658A0-0944-418E-8033-2DF4C6766975.aspx>) and the App Certification Requirements (<http://msdn.microsoft.com/en-us/library/windows/apps/694083.aspx>).
4. Your app must be net new for Imagine Cup, meaning it was created for the purposes of entering an Imagine Cup competition and has not otherwise been submitted before. However, your project for this contest may also be submitted for the Games, Innovation, or World Citizenship competitions if it qualifies.