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**Program the Future: The Accenture Technology Campus Challenge 2014** aims to challenge high performing college students and faculties to design and develop technology solutions that will make a positive impact to our society while applying their technology and project management skills.

**2014 Challenge:** For this launch year of **Program the Future**, the challenge is to develop a mobile solution or application that will help improve and introduce innovation to our country's education system.

## We are looking for a mobile application that is:
- **Innovative and solution oriented:** addresses a key challenge or issue faced by students/faculty, the educational system or any educational/academic institution/education related organization
- **Practical and sustainable:** the solution can be deployed, used and maintained with a reasonable effort and cost that is outweighed by its positive impact

## Who Can Join
- Open to all IT-related and Engineering students — a team may consist of **up to three (3) eligible college students** from first year to penultimate year + **one (1) faculty advisor** from the department / college
  - Faculty Advisor should be a full-time faculty member of the College of Engineering or Computer Studies (or equivalent)
  - Team Members must be bona-fide students of the College of Engineering or Computer Studies (or equivalent)
- Up to **4 teams** from each participating schools / universities can join the contest

## How to Join
- Submit **Team and Student Information**
  - Accomplished Application Form
  - Team Photo in 3R size; white background
  - Participants' (updated) Curriculum Vitae / Resume with 2x2in Photo in white background
  - Endorsement from the college / department
  - Deadline to send application is on October 24, 2013

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- Attend **Contest Orientation** and **Mobile App Development Workshop**
  - Attend the Orientation on October 26, 2013 at Accenture Cafeteria, Science Hub Tower 2, McKinley Hills Village, Fort Bonifacio, Taguig City
  - An optional 1-Day Mobile App Development Workshop on **Android** will be conducted on October 26, 2013 for interested participants.

## Competition Levels
### Level 1: Submitting an Entry
- Submit a **5-min project concept/pitch video presentation** in any format, that describes the following:
  - Description of the problem or situation related to education and why it needs attention
  - Describe how the proposed mobile application will help address that problem or situation
  - Target audience / user of the mobile application
  - High level features of the application
- Submit a **storyboard** (MS Powerpoint or similar) that documents:
  - UI mockups/wireframes
  - Description of application  use cases / scenarios
  - Screen flow
- Submit a **mobile application written and developed by the team** and implementing the team's ideas for the contest
  - Source code for their mobile application
  - Source code for their server/backend application (if their application makes use of one)
  - An installable binary
  - High-level technical documentation describing the major components of their submission
- **Each team is allowed only 1 entry**
- **Deadline of submission of entries is on December 6, 2013**

## Development Guidelines
- The mobile application must be target at least 1 of the following mobile platform: iOS, Android or Windows 8 Mobile
- The application must be a 'native' application developed using the mobile platforms official developer SDK. Hybrid applications or mobile web applications are not eligible for entry

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- If the application requires a mobile backend or server, this is considered part of their submission. Development, hosting, deployment, maintenance and security of the server application are the responsibilities and accountability of the participating team. This server application must be internet-facing and reachable by their application running on a mobile device with internet access
- Use of 3rd party code, libraries, SDKs, web or cloud services must be documented, their use in the application compliant with the EULA / terms of use and their ownership properly attributed and credited in the application itself.

**Restrictions on the Entries**
- Mobile applications that are already in use, circulation or available in mobile application stores are not eligible for entry
- The participating students & faculty / the team warrants that their entry does not infringe on the intellectual property rights (IPR) of any third party
- Patented mobile applications and / or mobile applications covered by a pending patent application, entries must not have been publicly disclosed prior to submission and shall be maintained in confidence by the entrant and by Accenture Philippines until the Exhibit and Awarding Ceremony.

**"Open House" Consultation Week**
- All participating teams will have a chance to undergo a week-long mentoring session with representatives from Accenture (Technical Mentors and Project Management Consultants)
- In this activity, teams will have a chance to fine-tune their concepts before submitting their mobile applications
- It will be opened for participants from November 18 to 22, 2013 at Accenture Innovation Center in Manila

**Level 2: Selecting the Top 10**
**Selection Criteria**
- **Design and User Experience (40%)**
  - Application overall theme and aesthetics
  - Screen design and flow
  - Responsiveness of the user interface
  - Creative implementation UI guidelines appropriate for the mobile platform
  - Ease of use when performing the application's common tasks

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- **Technical Design, Innovation and Implementation (40%)**
  - Overall stability of the application
  - Compliance with security practices
  - Compliance with performance practices
  - Use of coding best practices appropriate for the platform
  - Modularity and extensibility of the application
  - Use of new or innovative techniques when implementing application features

- **Theme (20%)**
  - How well the functionality and features of the application fits the theme of the contest
  - The projected, measurable impact of the application relevant to the theme.  This will depend on the theme and the application submitted (e.g. % of the population that would find this application useful in their daily lives, cost savings that a person or an entity, reduction in the time and effort to accomplish a task etc...)

**Announcing the Top 10**
- From the total entries submitted, Top 10 Best Mobile Applications will be selected that will move on to the "Finals Round"
- Announcement of Top 10 Best Mobile Application is on January 13, 2014
- Teams will be informed via e-mail and SMS
- The email will also contain information / details of the Online Voting Campaign for 'People's Choice'
- Series of communications will be sent to the Top 10 teams before the Final Judging Round

**Level 3: Finals**
**Exhibit**
- Finals Round is on February 7, 2014
- Top 10 Teams will exhibit their prototypes at The Special Exhibition Hall, Mind Museum, JY Campos Park, 3rd Avenue, Bonifacio Global City, Taguig
- The prototypes / exhibits can be set up in the morning of February 7, 2014, from 6:00 AM to 9:00 AM* and will be judged in the afternoon of the same day (*Set up time: Subject to change)
- Details of the exhibition will be communicated to the teams accordingly
- Participating universities can visit the exhibits on February 7, 2014, from 9:00 AM to 6:00 PM

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## Final Defense
- They will undergo final judging by defending their project to a panel of judges, selected by Accenture, who will identify the top 5 winners
- Details of the Final Defense Round will be communicated to the teams accordingly
- The winners will be announced on the same day
- All decisions of judges are final and irrevocable

## Prizes!
### For All Participants
- Certificate of participation
- Opportunity to work alongside Accenture consultants as mentors and have hands on experience on project management / technical skills
- Build relationships / network with other students, faculties and Accenture employees / business leads
- Graduating students who are interested to apply for an open position in Accenture will be prioritized (Express Lane Recruiting)

### For The Top 10
Top 10 Mobile Applications will be highlighted via media/PR and online. Top 10 Teams will receive a certificate of recognition and will have an opportunity to take home prizes that are "Tax-free":
- **Grand Champion**
  - Grand Champion Trophy
  - Apple MacBook Air 13" (or PHP 200,000 worth of gadgets)
  - PLUS: Additional Cash Prize for the department or college worth PHP 50,000
- **1st Runner-up**
  - 1st Runner-up Trophy
  - IdeaPad Yoga 13 Convertible Ultrabook (or PHP 150,000 worth of gadgets)
- **2nd Runner-up**
  - 2nd Trophy
  - + PHP 100,000 worth of gadgets
- **2 Special Citations (Honorable Mention)**
  - Each team will receive a PHP 50,000 worth of gadgets
- **People's Choice** (winner of the online vote)
  - The winner of the 'people's choice' vote will receive a trophy + PHP 20,000 worth of prizes

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## Timelines

| Calendar of Activities | Date (From) | Date (To) |
|---|---|---|
| Orientation | Thursday, October 24, 2013 | – |
| Deadline to submit application / confirmation | Thursday, October 24, 2013 | |
| Android Mobile Weekend Workshop | Saturday, October 26, 2013 | |
| "Open House" Consultation Week | Monday, November 18, 2013 | Friday, November 22, 2013 |
| Deadline of Submission of Entries | Friday, December 6, 2013 | – |
| Announcement of Top 10 | Monday, January 13, 2014 | |
| Final Judging | | |
| • Exhibition / Showcase | Friday, February 07, 2014 | |
| • Final Defense / Announcement of winners | Friday, February 07, 2014 | |

**For questions and concerns, you may contact:**

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