

Imagine Cup 2012 Summary

Courtesy Team Legion

What is Imagine Cup?

- o Yearly event by Microsoft
- o Each university have 2-3 representative
- o Topics are given, focus on real world problem
 1. Games
 2. Innovation
 3. World Citizenship

Games

- o Create a game on your favorite gaming platform: Windows (PC or touchscreen), Windows Phone, Xbox Indie Games, or Kinect SDK.

Innovation

- o Built innovative, ground-breaking and appealing software application with Microsoft tools and technology
- o Examples - ideas have come from young adults: YouTube, Instagram, Facebook, Twitter, Pinterest.

World Citizenship

- o Built software applications that have the greatest potential and **impact** to improve the world we live in. Is there a **global issue** that speaks to you? Follow your heart and dream a better world!
- o What **global challenge** can you help solve with **technology**? Got an idea for an app that will help reduce world hunger, provide better treatment for disease, raise awareness of environmental issues, or provide better access to education

Technology

- o Lack of technical knowledge about the latest technology
 - o Latest and stable technology
 - o Latest but still in beta testing
 - Windows 8
 - Windows Azure
 - Windows Mobile

** deadline to register is 15 February 2013 (tomorrow!) and all teams must have passed the challenge quiz

Presentation

- o Lack of business presentation idea
 - o Good technology must be equipped with good business presentation
- o Business presentation. It's for real investor, not for our lecturers :)
- o Everyone might be a potential investor. So don't save the best for the last. Do the best all the time

Software is not enough

- o Good **combination with hardware** is a great feature
- o Some even create their own hardware and library

Important Dates

Date	Activity	Who is involved?
15 - 17 Feb 2013	Competition BootCamp 2013	All teams
19 Feb 2013	Confirmation of mentor and categories	All teams
15 Feb 2013 (14-16-17-18)	Workshop by Microsoft Malaysia at KLCC	All teams
8 March 2013	World Qualifying Round	Innovation only
15 March 2013	1. Deadline to register teams 2. National Qualifying Round at Langkawi	All teams Innovation only
15 April 2013	1. Video submission Function & how to use 2. Final submission for all countries	All teams
15 May 2013	Announcement of finalist teams	☺
11-8 July 2013	Final at St. Petersburg	☺

Team members

- ◊ Thinker
- ◊ Doers
- ◊ Speakers

Too scared to join?

Or getting excited to compete?

