DIGITAL JAM 2.0
the future of work is online

TECH CAMPS • 24HR HACKATHON
MOBILE APPS COMPETITION • MARKETPLACE & JOB FAIR

GUIDELINES, RULES & INFO PACK
TO ENTER THE MOBILE APPS COMPETITION

A CALL FOR SUBMISSIONS FROM ALL YOUNG JAMAICAN DEVELOPERS

YOUR APP CONCEPT SUBMISSION / REGISTRATION DEADLINE
FRIDAY APRIL 27, 2012 | MIDNIGHT

OPTIONAL INTENSIVE APPS WORKSHOP FOR REGISTERED PARTICIPANTS
MON APRIL 30 TO FRI MAY 4, 2012
Workshop Presenter | internationally renowned Jamaican Developer
JOHN HENRY THOMPSON
Inventor of the Macromedia Director Lingo Scripting Language

IN PARTNERSHIP

**GOVERNMENT
OF JAMAICA**

**WORLD BANK
GROUP**

WHAT IS DIGITAL JAM 2.0

The Government of Jamaica in collaboration with The World Bank, Jamaican private sector ICT companies and international development partners will stage **Digital Jam 2.0 - "The Future of Work is Online",** a programme of events and competitions that will include three [3] Tech Camps, a 24hr Hackathon, an Apps Contest, a specialized Mobile Apps Development Workshop, a Marketplace /Job Fair event and Seminars.

The programme of activities beginning on April 30, 2012, will conclude on June 28-30, 2012 at the Jamaica Conference Centre. National and international investors, young start-up and established companies, as well as the broader youth population and Tech community will participate in this solutions-driven hub of activities.

Digital JAM 2.0 is being staged against the background that unemployment affects a large number of Jamaica's youth and the global online world of business and employment now presents unparalleled new options. The virtual economy now offers new opportunities and solutions for entrepreneurs and Jamaica's youth, such as using the internet to earn a living by performing paid tasks in the virtual economy [Micro-work, e-lancing, apps development etc]. This is not well known in Jamaica.

The Digital JAM 2.0 initiative will help to change that. The programme will give visibility to the pool of young Jamaican talents who are engaging in the new technologies but are finding difficulties to link to national and international employment opportunities and/or business development opportunities. It will also place a spotlight on local Tech/ICT businesses looking for customers, financing and/or markets and have products/skills to be showcased.

More information on the overall programme of activities can be found at the Official Website www.digitaljam2.com which goes live on Tuesday April 25, 2012.

CALL FOR CONCEPT SUBMISSIONS
DIGITAL JAM 2.0 MOBILE APP COMPETITION

Jamaican software developers and digital artists are being invited to participate in the Digital Jam 2.0 Mobile Apps Competition. This new contest is open to all young Jamaican developers and their Apps Concepts and ideas. The best apps will win money, fame, and glory as Jamaica's very first Digital Jam 2.0 Mobile App Competition champions.

- ❖ Competing teams with a maximum of four [4] persons should submit their Mobile Apps Concept by the extended **deadline date of Friday April 27, 2012 | Midnight**
- ❖ N.B. - One [1] concept only per team is to be submitted.
- ❖ To enter the competition, submit your mobile App concept outline to the specially created apps community forum www.digijam.biz. Join the forum, and then click on 'Concept Submissions". All members of your team must join the forum as members.

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- ❖ At least half the members of the application development team must be of Jamaican citizenship or parentage.
- ❖ At least half of the team must be **under the age of 25**.
- ❖ More specific details on entering and competition rules can be found below.

Please note that persons registered to compete in the Mobile Apps Competition will not be eligible for the 24HR Hackathon.

The competition aims to bring together the best young mobile developers Jamaica and connect them to commercial partnering, resources and mentoring. Participants will be provided with optional mentoring regarding their application development work and a week of specialized training in mobile application development in the first week of May, 2012

Specialized Apps Training | Monday April 30th – Friday May 4th, 2012

All competitors are invited to participate in an intensive 5-day workshop being presented by John Henry Thompson, the world renowned Jamaican developer and Inventor of the Macromedia Director Lingo scripting language. Workshop will take participants through the full design to deployment process for mobile applications development and provide expert feedback on their application concepts and implementation challenges.

Competing teams will have about 2 months in which to finalise their application development.

During this period a virtual Mentorship programme will be implemented to provide ongoing development support for the competing teams. Presentation, Judging and Awards will take place on June 29th and 30th, 2012, the second and third day of the 3 day event at the Jamaica Conference Centre, Kingston.

Participants will also be encouraged to develop and transform their ideas into practical business opportunities using the training and feedback offered during the competition.

ABOUT DIGITAL JAM 2.0 MOBILE APP COMPETITION

The Digital JAM 2.0 Mobile App Competition promotes youth involvement in the rapidly-growing field of mobile application development. The Competition seeks to encourage commercial standard mobile application development in Jamaica, by offering support to software developers for the best new apps that bring together local Jamaican talent with corporate business objectives and commercial opportunity.

The purpose of the Competition is to provide Jamaican developers:
- an opportunity to develop programming skills through supporting training and mentoring by local and international expertise.
- an opportunity to showcase your existing skills as a mobile apps developer

- a major platform to showcase the unique mobile apps they are creating and win prizes in a variety of categories to reward their efforts.
- an opportunity for training in mobile applications development.
- an opportunity to kick start a successful business venture in applications development with high quality support
- and finally to raise awareness among the youth population of the employment and entrepreneurship values in the global digital economy

HOW TO ENTER

Step 1:   **SIGN UP**

Sign up to the specially created Mobile App Competition community forum. Each member of a competing team must <u>individually sign up</u> and provide accurate profile information that will also be used to match teams with special technical assistance [mentorship] or sponsorship as applicable. Just access the forum at www.digijam.biz , then click on the **'MEMBERS'** tab in the menu across the top of the page to join the forum and Sign Up.

Step 2:   **REGISTER YOUR APP CONCEPT.**

Click on the '**CONCEPT SUMBISSION'** tab in the menu across the top of the page and submit your concept outline. Proposed app concepts will be reviewed by the Competition Organisers for acceptance into the competition, suitability for varying categories of awards and potential sponsorships to support application development during the course of the competition.

Step 3:   **CREATE YOUR APP.**

Each team may only submit one [1] app to the competition, but you are allowed to submit an app that has versions for different mobile platforms (e.g., an iOS version and an Android version). Be sure to take advantage of the training session(s) that will be offer during the course of the competition (Monday April 30th to Friday May 4th, in Kingston).

Step 4:   **FINALLY, BE SURE TO SUBMIT YOUR APP[S]**

Submit your app to the judging panel for testing and evaluation on or before June 25th. App(s) must be provisioned on one of the platforms supported by a local mobile network operator (MNO) (e.g. Digicel, LIME, Flow) by this deadline so that the judges have a chance to properly evaluate it. A developer version may be made available to the Judges in the event that deployment with a MNO is not possible.

Judges will initially select a list of Finalist teams who will be afforded the opportunity to make presentations of their apps at the June 28th-30th Digital Jam 2.0 Marketplace and Job Fair

More details of this process will be provided during the April 30th – May 4th training session.

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PRIZES AND AWARDS

Thanks to our Partners and Donors locally and internationally, the Digital JAM 2.0 Mobile Apps Competition will recognize top performers with a variety of awards including **major cash prizes**. There will be various categories of Awards and Prizes for apps with great merit.

1. THE GRAND PRIZE

This award will go to the app that represents the best combination of Technical Excellence, Creative Content, and Social Developmental relevance. Both commercial opportunity and overall value of the application will be used to determining the Grand Prize winner. In addition to a cash prize, the winning team will receive business incubator support.

2. CREATIVE CONTENT CATEGORY (1ST PLACE AND 2ND PLACE)

These awards will go to the two apps that make the best use of creative multimedia design and content. The winning teams in this category would have made special efforts to incorporate the talents of team members from the creative community.

3. **THE USAID** DEVELOPMENTAL CONTENT CATEGORY (1ST PLACE AND 2ND PLACE)

These awards   will go to the two apps that best accomplish social and economic development objectives in areas such as, but not limited to, agriculture, primary education, security / crime prevention and HIV/AIDS prevention.

4. TECHNICAL EXCELLENCE AWARD (1ST PLACE AND 2ND PLACE)

These awards will go to the two apps that are picked as the judges' favourites based on several technical criteria including: quality of the user experience and interface design, and quality of the software implementation.

AUDIENCE CHOICE AWARD

This single award will be based on audience voting at the final event. It should be noted that audience choice will very much depend on the quality of the audio, visual and emotional aspects of the app teams' presentations.

ACHIEVEMENT AWARDS (BASED ON SPONSORSHIPS & TBD)

These awards are "extra-competition" and will be based on sponsor interest, rather than competition judging. They will give recognition to important contributions to mobile applications development in Jamaica, irrespective of the App developers' ability to meet to the strict time frames and guidelines of competition.

COMPETITION RULES & ELIGIBILITY GUIDELINES

The following are the Rules and Eligibility guidelines that have been established for the Digital Jam 2.0 Mobile App Competition. All participating teams must satisfy these rules to be eligible for a competitive award.

1. **Competing Team Construct**
   Teams may consist of up to four (4) persons. At least half the members of the application development team must be Jamaican citizenship or parentage. At least half of the team must be under the age of 25.

2. **In-eligible Competitors**
   Full-time staff of the World Bank, Government of Jamaica, any other agency, sponsor or company involved in the organization of the Digital Jam 2.0 may not participate.

3. **Multiple Team participation Not Allowed**
   A participant may not compete on more than one (1) team.

4. **Use of Third Party frameworks and Services**
   Third-party frameworks and services may be used if team has acquired appropriate licenses to use them. However:
   - The members of the competing teams must control the majority of the intellectual property rights of the app submitted to the competition.
   - The members of the competing teams must account for the majority of the work and resources put into the creation and marketing of the app.

5. **New and Unique Apps Only**
   Only new, unique apps that have not already been uploaded online will be considered for a competition award. A competing application must have been designed and or implemented after January 1, 2012.

6. **Mobile Device Interface**
   The app should feature a mobile device interface, serving platforms widely available to the Jamaican public or to a broader international market seeking Jamaica-related inputs or contents. The development would thus utilize technologies such as SMS, USSD, Java ME, iPhone, Xcode, Android development tools and HTML5, as well as cross-platform frameworks such as Sencha, PhoneGap and Titanium.

7. **Operating Systems**
   Teams are requested to submit only one (1) app for the competition; however, a team may have one version of the app for each accepted operating system. The following operating systems/dev platforms are accepted for this competition:
   - Java ME
   - iOS4 or later

- Android
- Blackberry OS

All code used to develop official competition entries must be submitted for review. Judges will look at your code as part of the Technical Excellence evaluation. Teams retain all rights to their app and code.

8. **Acknowledgements**
Apps submitted to the competition should acknowledge the principal sponsor, if any, somewhere in the app (the credits or info screen would be an ideal place to include such an acknowledgement) based on sponsoring agreements.

9. **Plagiarized or Unauthorized material | Grounds for Disqualification**
Any team found using plagiarized or unauthorized material will be disqualified. For example, do not download non-public domain images and include them in your app. Using an open source library is not plagiarism if you follow the terms of the library's license agreement, which usually involves giving credit to the open source author or project. Follow any applicable licensing terms carefully. If you use someone's code, give credit via a comment in the source code and an appropriate acknowledgement in your info/credits screen.

10. **Organizers Rights**
We reserve the right to disqualify or otherwise modify the ranking of a team in the best interest of the competition. We reserve the right to change and/or otherwise alter these rules at any time and for any reason.

INTELLECTUAL PROPERTY RIGHTS

The teams developing applications for the Digital Jam 2.0 Mobile Apps Competition retain all Commercial Rights to their Application developed. Subject to any agreements a team may make with a sponsor prior to Application submission:

- You will continue to own any applicable intellectual property rights in your Application.
- You may permit download of your Application by the public free of charge or for a fee.
- The Application may include in-Application advertising if you wish.

By submitting the Application to this Competition, you grant Digital Jam 2.0 organisers and the Administrator a royalty-free license, for the duration of the Competition and for a period not to exceed one year following the conclusion of the Competition, to:

- Post on Digital Jam 2.0 associated websites and a link to the downloadable application in the online store of the applicable software platform (e.g. Apple Store) or, if not sold through such platform, to your website.

- Publicize the names of Competition participants (including the individual members of a team) and winners, and their Applications through media and events of the organiser's choosing.

ONLINE REQUIREMENTS

Each Contestant is required to provide the following for online publication as part of the App Submission:

- A link to the Application.
- A text description of the Application.
- At least one photograph of the Application home screen

APP SUBMISSION REQUIREMENTS:

- A submitted Application must feature a mobile device interface, serving platforms widely available to the Jamaican public or to a broader international market. Any kind of backend technology may be employed.

- A submitted Application must function as expressed in submitted written documentation.

- A Contestant may not submit an Application that is substantially similar to an Application that has previously been submitted by the Contestant to another contest and won a prize.

- A Submission may be rejected at the sole discretion of the Competition organisers if the submission, either in part or in its entirety, is deemed to be obscene, defamatory, likely to incite violence or illegal activity.

- Submissions requiring approval from a third party, such as an app store, in order to be accessible to the public, must be submitted to such third party or app store for review before the end of the Competition Submission Period.

- For any software platform that is not easily shared on the web before store approval, such as Apple iPhone, you may submit your working software app using a web framework designed for those platforms (such as PhoneGap), and provide the required link to a video of your working application.

- The Competition organisers may request access to the application in person or via device provisioning to verify any criteria or functionality of your Application.

WINNER SELECTION AND JUDGING CRITERIA

- Submissions will initially be screened by a Preliminary Panel of Judges selected by Competition organisers at their sole discretion. The Preliminary Panel will judge the Submissions on the criteria identified below to select finalist Submissions. Finalist Submissions will be judged by a Finalist Panel of Judges and will be afforded time for live presentations.

- All judges shall be and remain fair and impartial. Any judge may recluse him or herself from judging a Submission if the judge or the Administrator considers that it is inappropriate, for any reason, for the judge to evaluate a specific Submission or group of Submissions.

- A Contestant's likelihood of winning will depend primarily on the number and quality of all of the Submissions.

- Judges will be advised to use the following general categories of criteria in scoring a submission.
  - Quality of the Idea (including creativity and originality);
  - Implementation of the Idea (including user experience and design); and
  - Incorporation of Jamaican cultural experience.

SEE NEXT PAGE FOR PROGRAMME SCHEDULE & CONTACT INFORMATION

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COMPETITION PROGRAM TIMELINE

App Program Announcement:	Thursday April 12th 2012
App Concept Submission:	Friday April 27th, 2012
Panel Selection of Apps for Sponsorship Recommendation:	Monday April 30th, 2012
Specialized training workshop with John Henry Thompson in Kingston:	Monday April 30th - Friday May 4th, 2012
Virtual Mentoring and Follow-up Training	Monday May 14th – Friday June 22nd, 2012
Submission of Apps for Prize Competition:	Monday June 25th, 2012
App Contest Presentations:	Friday June 29th, 2012
App Contest Awards:	Saturday June 30th, 2012

COMPETITION CONTACT INFORMATION

For further details and any specific queries on the Digital Jam 2.0 Mobile Apps Competition

Contact Name: Ivan Gonzalez
Email: igonzalezb@worldbank.org
Competition Forum: www.digijam.biz

- **TECH CAMPS**
- **24HR HACKATHON**
- **MOBILE APPS COMPETITION**
- **MARKETPLACE & JOB FAIR**
- **SEMINARS**

Official Website: www.digitaljam2.com
On facebook: facebook.com/digitaljam2
On Twitter: #digitaljam2
Portals to be launched on April 25, 2012

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SNAPSHOT | SCHEDULE OF PROGRAMME EVENTS

April 10, 2012	Announced the Apps Competition to the Tech Community
April 27, 2012	Apps Concept Submissions
May 2, 2012	Hackathon Tech Camp	Kingston
May 3 2012	Hackathon Tech Camp	Mandeville
May 4, 2012	Hackathon Tech Camp	Montego Bay
May 2012	Selection of Apps finalists
April 30 - May 4, 2012	Specialized Workshop in mobile applications
June 28-29, 2012	24HR Hackathon	Jamaica Conference Centre
June 29, 2012	24HR Hackathon Competition Awards	Jamaica Conference Centre
June 29 -30, 2012	Mobile Apps Competition Presentation and Awards	Jamaica Conference Centre
June 29-30, 2012	Market Place and Job Fair, Seminars	Jamaica Conference Centre