

D3 2017 - Whitepaper Contest FAQs

July 2017



D3 2017 – Whitepaper contest - FAQs

- **Who is conducting this Whitepaper contest?**

UST Global is conducting the whitepaper contest as part of its annual Developer Conference (D3). You can compete from anywhere in the world. The top 3 entries win prizes, glory and most importantly, an opportunity to present at UST's D3 2017. Out of that, will emerge the winner.

- **What is the duration of the Whitepaper contest?**

To ensure maximum participation and no impact to regular UST Global operations, the D3 2017 Whitepaper contest will be conducted from September 11 – October 20, 2017.

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- **Who can participate in this paper contest?**

This is a global event that is open to all UST Global employees – all bands and grades. Individuals or teams can participate in this contest.

- **Is there a specific topic for the paper?**

The paper must be related to any of the following technology focus areas - IoT, AR/VR , AI and machine learning, Advanced analytics, Block chain, RPA or any technology cross cutting these under the umbrella theme of “Transformation”.

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Are there any rules to participate for the Whitepaper contest?

- Whitepapers can have a single author or two authors
- All authors must be current employees of UST Global.

What are the phases for submission of the Whitepaper?

The whitepaper contest will begin in September and top 3 winners will be announced in November. Infographics is mandated for the top 10 white papers.

All submissions are to be made to Hacker Earth URL that will be shared.

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What are the requirements for the brief that is mandated?

- The brief must be a summary of the paper you will be submitting. Please use the template provided. This should be between 200 - 999 words and must be submitted on or before October 2, 2017. This will aid in creating the whitepaper and the final presentation in case you are selected to be a top 3 team.

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How do I submit the Whitepaper and Brief?

All briefs and white papers should be submitted in the requested template to the Hacker Earth URL provided.

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- What are the key dates to remember?
- White paper contest workshops: August 2017
- White paper contest start date: September 11, 2017
- White paper briefs due: October 2, 2017
- Paper submission: October 20, 2017
- Top 10 entries announced: October 31, 2017
- Infographic submission: November 6, 2017
- Top 3 entries announced: November 17, 2017
- Winners announced: At UST's Developer conference in December 2017

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What help would the Whitepaper team provide to teams?

There will be workshops on writing and publishing white papers for contestants in October.

Facebook group “D3 - WhitePaper” and Hacker Earth discussion board that participants can ask questions on the subject they are choosing to write is set up. Questions will be answered by in-house experts.

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Who will own the Whitepapers that are submitted?

Since this Whitepaper presentation is a UST Global initiative and is limited to UST Global employees; all policies, rules and regulations that you are legally bound by as part of your employment, will apply. This in effect implies that all ideas, artifacts, developed by you or your team will become the property of UST Global.

What should be included in the final solution submission?

The artwork and schematics used for the paper and/or presentation must be created by you or need the permission of the original owner for the final submission.

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Who will own the Whitepapers that are submitted?

The paper must be original work. The paper must be authored by you and any other co-authors.

If the paper is derived from other papers, please cite references in the paper.

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What criteria will be used to decide the winners?

While ranking winners the following criteria will be applied

- Creativity: use of your imagination in the topic areas to come up with the novel idea for the paper

- Originality: use of an independent idea in the area as the base for the paper

- Clarity of concept: based on usefulness, potential and adherence to theme of the core idea being presented

- Quality of presentation: how well the idea was documented and conveyed to the audience

- Quality of the material: The overall core idea of the paper, content, infographics, research, use of related work

Top 10 teams will need to submit an infographic that depicts the concept. Top 3 will be decided based on the paper and the infographic. The top 3 entries win prizes, glory and most importantly, an opportunity to present at UST's D3 2017. Out of that, will emerge the winner.

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Guidance on writing a Whitepaper

Decide that you want to write a paper. You have been reading a number of books and papers for a good part of your professional life. Now, it is your turn to write a paper because you have an opinion, a view, deep knowledge and at the heart passionate about certain technical topics.

Writing a paper should be like telling a story. Every section of paper should read like a story. Remember, people like stories because they can use the story to imagine an abstract viewpoint. Read other papers

A brief is anywhere between 200 to 300 words. Summarize what you want to present and convey. It may seem a lot but once you get started you may find it hard to keep it below the maximum stated.

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Guidance on writing a Whitepaper

What should you write on? Topic, Topic, my kingdom for a Topic! Look around you, a lot of things that you are experiencing a great topics for discussion. For example, a product that was released had a quality issue, what you noticed was the industry as a who for this product has a quality issue, what do you think can help solve that quality problem? Ideas. Write about it. Start with a couple of points then expand on them.

Writers block. Well, great that you have started but hit a roadblock after you write the first line. What do you do next? This happens to most of us. Don't worry. Talk to someone of what you want to write for 15 minutes. Then recollect what you described and there you have it!

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Guidance on writing a Whitepaper

Structure of the paper to be presented is important. Always break it down into multiple parts, for each part then fill it with points you want to make. Once you have a skeleton developed then fill it in with details. Try to give examples where ever you can.

A typical structure is the abstract - a summary of the paper; Introduction - problem/opportunity section; Related work - what influenced your paper/ other options/research/ what you think section; The body - your solution/opinion section, Your experiments - findings and your recommendations and conclusion.

Use a friend or family member to review the paper. See if it makes sense to them and take to feedback to bring clarity to the parts that was not clear or confusing.

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Guidance on writing a Whitepaper

Research is good but it is important to cite the sources. People appreciate you referring to their work and so would you. You would not like someone plagiarizing your material that you put a lot of thought into, so respect theirs too.

The issue with rejection. Don't worry, everything you do is part of the learning process. You will get better with time and confidence will grow. So, don't stop writing.

Writing papers is great for your resume. You may be a super analyst, designer, architect, developer, tester and engineer. Papers published will give you an extra edge.