



The Microsoft Imagine Cup 2017 Season

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Introduction

- 3rd Year BSC computing student
- Second year as Microsoft ambassador
- National competition

Can you enter

- Yes as you are undergraduates
- Teams of 3
- 1 person must be strong technically

Ideas you can enter

- Games
- Apps
- Dynamic websites
- Think of anything

Last Year

- Was fortunate last year to be invited to the UK national finals at Reading
- Great experience and ideas



- https://blogs.msdn.microsoft.com/uk_faculty_connection/2016/04/26/imagine-cup-2016-uk-winners/#comment-9115

Key Dates

- Create your team and register for the Imagine Cup – Opened on
November 18th, 2016
- . Registration and submissions close
February 26th, 2017
- . UK National Finals
April 14th, 2017
- . Worldwide Finals
July 2017 (specific date to be confirmed)

If you get through to pitching stage

Criteria	Description	Weighting
Technology	<ul style="list-style-type: none">-Does the project make effective and appropriate use of the Azure technology features of its chosen platform(s)?-Does the project include innovations in user experience?-Does the project include innovations in technical design and/or implementation?	50%
Innovation	<ul style="list-style-type: none">-Does the project create a new category of product or service?-Does the project clearly and meaningfully innovate beyond existing products or services?	20%
Concept	<ul style="list-style-type: none">-Does the project address a clear need, problem, or opportunity and is the solution clearly explained?-Does the project have broad appeal and global impact?	15%
Feasibility	<ul style="list-style-type: none">-Does the team have a credible plan for getting their project to market in terms of business model, any required partnerships, or other factors?	15%

Submissions and selection process

- Once you have created a team and registered, you will then need to consider the following items for submission. These include:
 - Project Title
 - Project Description
 - Project Proposal – either a Microsoft Word document or a PDF – Maximum of 10 pages, or a Microsoft PowerPoint – Maximum of 20 slides
 - Details of your project
 - Who is your team, what skills do they each have?
 - Any research you have done
 - Screenshots of the software in action
 - Business proposal, looking at how you could take your idea to market

Submissions and selection process continued

- . Project Software
- . Project Software Instructions
- . Project Video OneDrive URL
- . Maximum of 10 minutes
- . Pitch your idea, as if delivering it to a panel of judges
- . Explain your project and your team
- . The whole team must appear on camera

Submissions and selection process **important point**

- Vital that at least 50% of the back end of the idea is on Microsoft Azure

Handy tips

Blogging and Social media

- Throughout your team's journey, we would actively encourage you to share your experience via a blog or through social media. Documenting your key stepping stones will be a great way to show the world and future employers how you got from your idea, to the finals (hopefully), and beyond! Using the following hashtags (#ImagineCup2017 #UKIC2017) will also allow us to see how far you have come and the development of your idea. Include regular pictures and posts of your team collaborating on the project, any white boarding sessions you might have etc.

Resources

- This year it is crucial that at least 50% of the project is based on Microsoft Azure. This can be through the utilisation of anything from web apps to machine learning. To ensure you can develop the skills to meet this requirement, have a look at the following resources:

Thank you for listening in

- Giveaways are available take 1 item only as need these for multi events I plan to run during the year

Event Feedback

- <https://goo.gl/forms/k1EPd0ZqnmNI2dz92>
- Reminder on Union Council Facebook group