

# Apps UP

 HUAWEI HMS  
APP INNOVATION CONTEST

2021

#HMSInnovateforAll

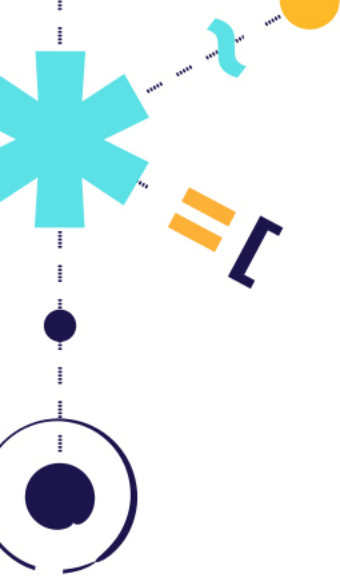


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# Create, innovate, and optimize your apps with Huawei Mobile Services

AppsUP – Huawei HMS App Innovation Contest is a global app development contest focused on promoting HMS Core open capabilities.

Huawei, through AppsUP, aims to inspire and support developers to adopt and integrate HMS Core kits to create innovative apps, and bring better smart life services to over 1 billion Huawei device users in 170+ countries and regions.

# About AppsUP



- Inspire global developers across 5 regions
- Integrate HMS Core & other Huawei capabilities
- Create innovative apps
- Launch app on AppGallery – 3<sup>rd</sup> largest app market (*>540 million MAU worldwide*)
- Jointly build the HMS ecosystem & interconnected world

# AppsUP 2020 | APAC Overview

Teams **300+**

Entries **100+**

Days **150+**

Countries in APAC **15+**

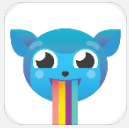
Impression **120 M+**

Reach Developers **3 M+**



# AppsUP 2020 | APAC Overview

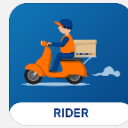
## BEST APPS



Kumu



Fave



Bungkust Rider



SplitNow

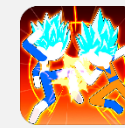


Learn Crafts and DIY Arts

## BEST GAMES



Torrac: Not Getting Along



Stick Battle Fight: Super Heroes Warriors



DinoMao - Real Claw Machine Game

## HONORABLE APPS



Nestia

\*also won Most Socially Impactful App



Malaysia Calendar

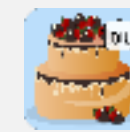


Spick & Span

\*also won Most Socially Impactful App



Cookbook Recipes



Cake Recipes

\*also won Most Popular App



Niyay Dek-D



Camy



Investagrams

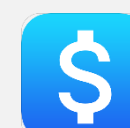


GStep

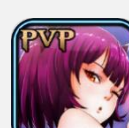
\*also won Most Socially Impactful App



Cut Slice Perfect : Good cut



Money Manager 365



Epic Cards Battle: Dragons Rising



# Why join AppsUP?



## Fast track app launch

Integrate, optimize, and bring your apps to market sooner than later



## Gain experience & visibility

Get your product or yourself noticed in front of the people who matters - potential partners, users, investors



## Level up with professional coaching

Receive advice from expert judges, participate in workshops and productive discussions with Huawei engineering team



## Win cold, hard, cash

from a prize pool of US\$200,000



## Leverage global media promotion

Earn opportunities to spotlight your app through Huawei's multiple channels

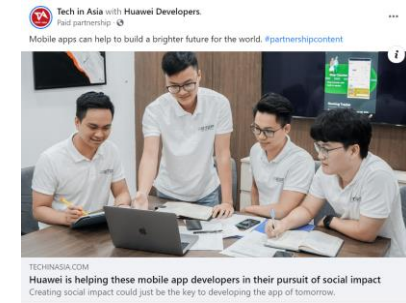


## Get insider community updates

Be the first to know about Huawei Developer program initiatives



# Support for Top 20 Finalists



Top 3 largest app store – AppGallery resource

Promotional display and placement in 3<sup>rd</sup> largest app store worldwide with 540M+ MAU

Amplification across Huawei marketing channels

Reach a total of ~62M followers

2-week digital advertising

Boost reach and impressions

Exclusive interview with top media

Potential feature with content publisher

Certificate

Recognition via Certificate of Achievement and LinkedIn update



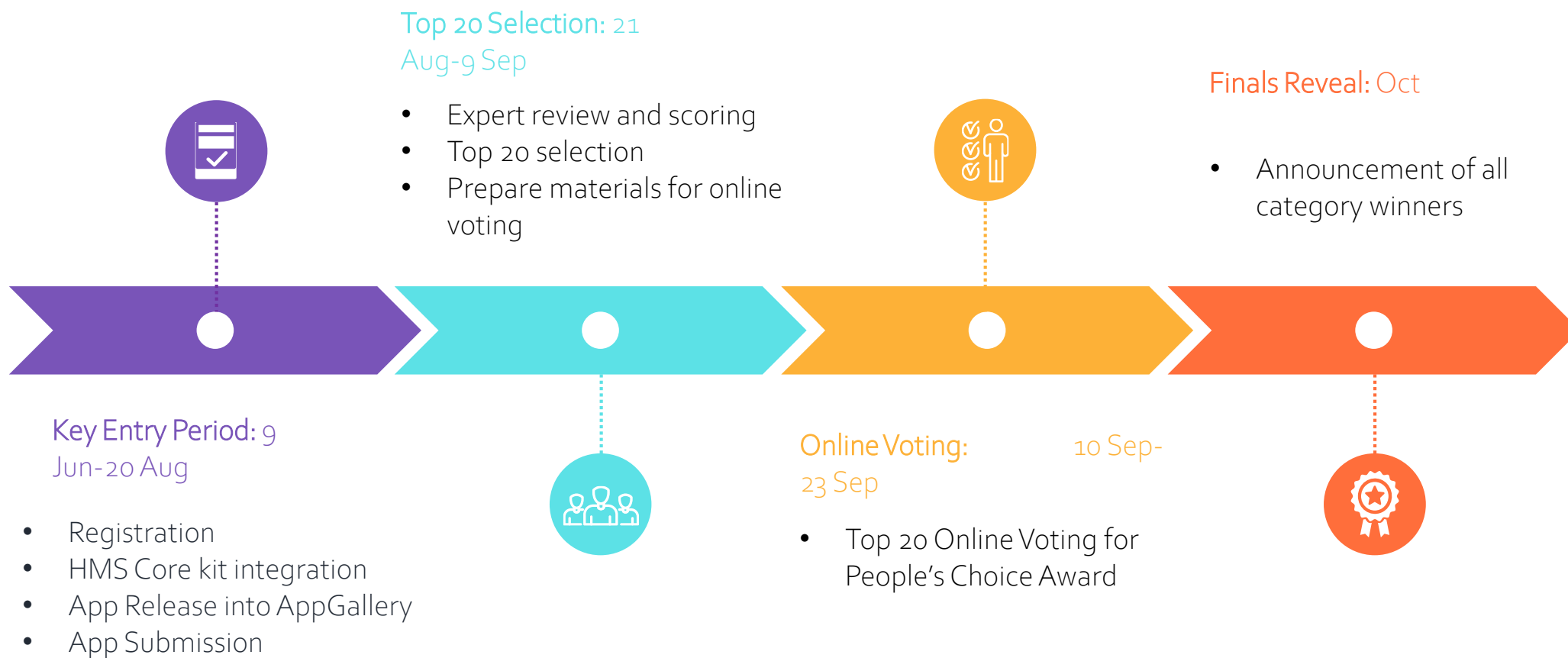
# Award Categories & Prizes

US\$1,000,000 Global Prize Pool for 5 Regions

\$200,000	Award Category	Description	Cash (USD per team)
	Best Apps x2	Practical and innovative	\$15,000
	Best Games x2	Entertaining, innovative, creative	\$15,000
	Best Social Impact Award x1	Mission driven and user friendly, create positive impact across the globe	\$15,000
	Best HMS Core Innovation Award <sup>*NEW</sup> x2	Apps with radical concept/ integrated with innovative capabilities (i.e AR/ VR AI/ML etc.)	\$15,000
	Tech Women's Award <sup>*NEW</sup> x2	Best app developed by female developer	\$10,000
	Best Fintech Innovation Award <sup>*NEW</sup> x1	Help unbanked/ banked users improve financial well-being	\$10,000
	AppGallery Rising Star Apps <sup>*NEW</sup> x5	<b>Newly published on AG</b> during contest period with a potential for growth	\$8,000
	Excellent Student Award <sup>*NEW</sup> x3	Teams representing universities and academies	\$5,000
	Honorable App Award x2	Apps showing great potential for improvement	\$3,500
	People's Choice Award <sup>*NEW</sup> x1	Additional award for the app with the most public votes	\$3,000



# Contest Stages & Timeline\*



\*Timeline is subjected to change



# Participants Eligibility

## Who can sign up?



All mobile app developers, based in APAC region, are welcomed to register & participate



Whether you're a student, hobbyist, professional, from a startup, SME, or MNC, join us if you:

- Have existing Android apps
- Intend to create an entirely new app for Huawei AppGallery
- Have an app published/ launched on Huawei AppGallery

## Basic Criteria



Apps submitted must **integrate at least 1 HMS Core Kit** (see [here](#) for more information)



Existing apps already published on AppGallery could also be submitted with **new integrated kits** during the contest period



Apps must **run perfectly** on devices with HMS installed



# Rules

- You may participate in the contest individually or **form a team of up to 3 members**.
- All members will be **required to sign in to Huawei Developers via your Huawei ID** as part of entering the contest. You will be asked to register Huawei Developer account, if you do not already have one, and pass identity verification before participating in contest.
- Do note that each participant **can only join one team**. And each team will identify a team leader who is responsible for team members admin management online, such as inviting/ deleting members, or submitting works.
- Each individual can apply to join or leave a team.
- Each individual or team must fully comply with Huawei Developers agreement or Huawei AppGallery policies.
- The contest region of a team is subjected to the region where a team leader registers as a developer in Huawei Developers.
- Under prior authorization of holders, the app submitted may use third-party game engines, middleware, open-source software, or code libraries.

## Scenarios which will result in disqualification

- Apps submitted did not integrate at least 1 HMS Core kit
- Plagiarism
- Failure to get authorization for the use of third-party code plug-ins
- App submitted found to violate Huawei Developers agreement or Huawei AppGallery policies
- Failure to meet the basic criteria for contesting



# Register in 3 simple steps



1

Visit AppsUP website

(URL TBC)



2

Click 'Sign Up' and login with Huawei ID

(pre-requisite to register and be verified for Huawei Developer account in order to participate)



3

Create a new team

(where you will be the default team leader)

or

Join a team

(you may search to find a team)

# Deliverables/ Work Submission

Team leaders are to submit works (max. 5)  
before the stipulated deadline as indicated on event  
website

1 Integrate app with  
HMS Core

2 Publish app into  
HUAWEI  
AppGallery

3

## Complete AppsUP Submission Details

Team leader must proceed to AppsUP event team page and complete the contest submission requirements:



Team Details  
and App  
Details



Work attachments  
(app's .apk file)



Marketing materials\*, videos that introduce app features and operation (*must be in ZIP or RAR format and cannot exceed 200 MB*)

*\*sharing more information allow for judging panel to better understand your app*





# Judging Criteria

## N to 20

All app submissions will be scored based on:



Functionality & User Experience



Innovativeness



Business Value



Social Impact Value

\*Bonus points will be awarded for HMS Core & Capability deep integration + article submission through Huawei Developer Forum

## Finals Top 20

Top 20 finalists will then be selected to proceed for Online Voting (10 Sep-23 Sep) to determine People's Choice Award:



Online voting score

Top 20 individuals/ teams will only have 5 days to prepare and provide Huawei with marketing materials for hosting the voting segment on event website.

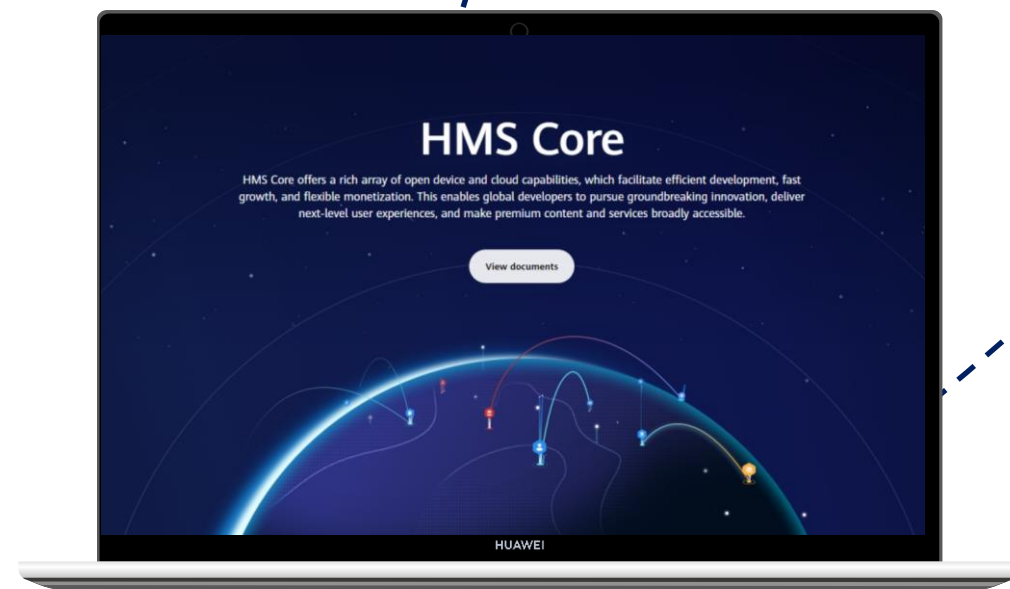


# Accelerate your HMS learning

## Self-help resources

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- Huawei Developer Website  
[Codelabs](#) | [Documentation](#) | [Training](#) | [Huawei Developer Forum](#)
- Huawei Cloud Debugging & Testing  
A complete set of automatic test processes based on real mobile phone use. This can be accessed via the Huawei Developer console.

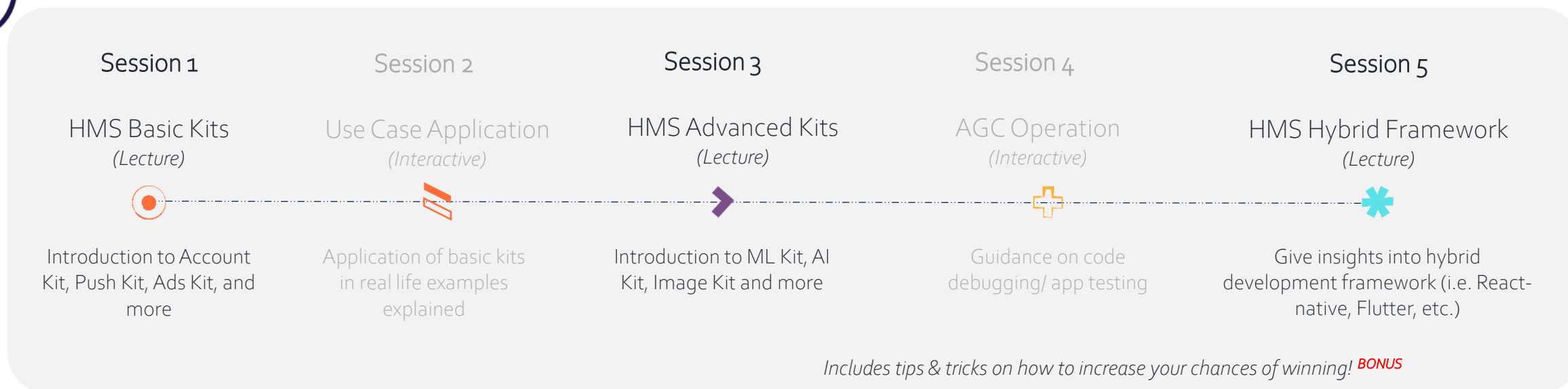




# Accelerate your HMS learning

## Tentative FB Live Training Schedule

via Huawei Developer Group APAC Facebook Group



Follow & stay tuned to our FB Group for more updates



# Accelerate your HMS learning

Official Channel for Collaboration and Communication

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FB Live Training Sessions | Open discussions | Exchange tips |  
Discover latest Huawei Developer updates

Huawei Developer Group APAC  
Facebook Group



@huaweideveloper.apac





Reach Us

[appsup.apac@huawei.com](mailto:appsup.apac@huawei.com)

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# THANK YOU

#HMSInnovateforAll