

MECHANICS OF 8TH SWEEP INNOVATION AND EXCELLENCE AWARDS

THEME

- The theme for the 8th SWEEP Innovation and Excellence Awards is “**Innovation in the palm of your hands.**”
- The objective is to provide SWEEP and ADIS schools the opportunity to develop applications and solutions that will be beneficial to their communities and aid in the synergy of other vertical industry¹.
- Smart recognizes the emerging field of mobile applications development as a key strategic area of innovations paving the way to create a new category for this year’s competition.
- There will be two categories:
 1. **Smart Services:** (Open to SWEEP Schools)
End-to-end solution² related to:
 - Utilities (Power, Water, Transportation)
 - Healthcare
 - Environmental
 - Agriculture and Fisheries
 - Enterprise Applications
 - Combination of focus areas
 2. **Smart Mobile Apps:** (Open to SWEEP and to ADIS Schools)
Sub-Categories:
 1. **Games and Entertainment** – apps that bring out your creativity and show off the coolest multimedia features.
 2. **Productivity Apps** - apps that make your life easier, and help you to be more efficient, such as utilities, business, or personal finance applications

1. Vertical Industry is a particular/specific industry or a group of similar businesses that engages in trade based on specific and specialized needs. Example of which are: Financial, Food and beverage, Energy, Transportation, Telecommunications, Healthcare etc.

2. End-to-end Solution: The solution should not be confined to wireless connectivity only. An example of which is that the solution have a device, possibly a transceiver, and central receiver. The device can be multiple and able to send sms to both mobile phone and the central receiver. The central receiver will act as the repository of all the transaction of all the devices, in which reports can be generated for monitoring purposes.

DIRECTIONS FOR APPLICATIONS DEVELOPMENT

Category 2: SMART MOBILE APPS

- This category challenges students to explore their creativity and skills and unleash their ideas and technical talent to create cutting edge mobile applications using **Android 2.2** as the platform.

ELIGIBILITY and TEAM COMPOSITION

- The 8th SWEEP Innovation and Excellence Awards is open to all SWEEP and ADIS partner schools with a signed MOA as of August 15, 2010.
- To join, schools must form a team composed of:
 - One (1) Team Coach
 - ✓ The team coach is a full-time faculty member from the IT or ECE Department.
 - Team members
 - ✓ Members must be bona-fide students of the school. There is no limit to the number of members in a team.
 - ✓ Once a team has registered, the team may not add, remove, or substitute members or otherwise change the composition of the team for the duration of the contest.
 - One (1) Student Leader
 - ✓ The members must appoint a leader from amongst themselves who'll act as their spoke person.
- Teams are required to submit all three (3) documents namely:
 - Official Entry Form
 - ✓ Contains the important details of the team
 - Application Abstract
 - ✓ Name and description of the proposed application
 - Statement of Originality
 - ✓ A document that guarantees non-infringement on the intellectual property rights of any third party, person or company.

MECHANICS

- The contest is open only to applications that have not been made publicly available, through the Android Market or other similar venue, and not an entry into any other competition or contest.
- Similarly, updated versions of existing applications are ineligible for this contest.
- The language to be used is either Filipino or English language only.
- The entry should not contain any material that is abusive, threatening, obscene, profane or otherwise offensive or in violation of any applicable laws or government regulations.
- The entry should not contain any software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment.
- The contest is divided to two (2) sub-categories, which are:
 - Games and Entertainment
 - Productivity Apps
- Each school is **mandated to have at least 1 entry for each sub-category** and can have a **maximum of 2 entries per sub-category**.
- Criteria for judging are as follows:
 - Games and Entertainment
 - ✓ Entertainment Value / User Experience (40%)
 - ✓ Technical Execution (30%)
 - ✓ Innovation & Design (20%)
 - ✓ Market Potential (10%)
 - Productivity Apps
 - ✓ Market Potential (40%)
 - ✓ Technical Execution (30%)
 - ✓ Innovation & Design (20%)
 - ✓ User Experience (10%)
- A User's Choice Award will be given to the application who'll will gather the most number of downloads during the period **December 15, 2011 to January 15, 2012**.
 - Downloads should be of unique mobile number.
- Entries found to be in violation of the Mechanics and Submission Requirements shall be considered ineligible for the contest.

SELECTION PROCESS

- Screening will undergo the following stages, namely:
 1. Submission of Entries
 - All teams must submit all the necessary documents by **November 18, 2011**.
 - All entries, full version, should be submitted/uploaded to Smart Appstore by **December 9, 2011**.
 - Entries would still be allowed to be modified or upgraded if submitted/uploaded to the Smart Appstore before December 9, 2011.

***The URL for the Smart AppStore will be posted on the SWEEP website.**

2. Short Listing
 - The top 3 entries from each sub-category will be selected from all entries that were uploaded in the Smart Appstore
 - Team leaders behind the top 3 from each sub-category, will be informed accordingly after the shortlisting.
 - The 6 teams will move on to the finals to showcase their application during the awards night.

All decisions of judges are final. Scores will not be made public.

3. Final Judging
 - The 6 shortlisted teams will exhibit their application on the day/s of the 8th SWEEP Innovation & Excellence Awards.
 - They will undergo final judging via defense to a panel of judges, selected by SMART, who will identify the winners.
 - **It is possible to declare a non-winner if the application does not achieve a score of at least 90% based on the criteria for judging.**
 - All decisions of judges are final. Scores will not be made public.

PRIZES

Category 2: Smart Mobile Apps

- The following cash prizes will be awarded to the winning teams per sub-category:
 - Winner: Php100,000
 - Merit Prize for each Finalist (2): Php25,000

- User's Choice Award: Php 10,000
- Sharing scheme for the cash prizes:
 - 95%: Student members
 - 5%: Teacher-mentors

SCHEDULES

- The 8th SWEEP Innovation and Excellence Awards will be held on **February 16 & 17, 2012**. The venue will be announced at a later date.
- The deadline of submission of entries is on or before **5PM of November 18, 2011**. All three (3) documents: Official Entry Form, Application Abstract and Statement of Originality must be duly accomplished and received by Smart Communications, Inc. Public Affairs Group for an entry to be considered official. Receipt of the documents will be confirmed by SMART to the Team Leader via email. These can be submitted via personal delivery, courier or postal mail to:

SWEEP Innovation and Excellence Awards
 c/o Public Affairs
 (Attn: Mr. Deivid Rioferio)
 8F SmartTower 1
 6799 Ayala Avenue, 1226 Makati City

- Announcement of the six (6) finalists will be on **February 3, 2012**. SMART will inform the leader of the teams whose entries made it to the finals.

8 th SWEEP Innovation and Excellence Awards Calendar of Activities	
Date	Activity
5pm of November 18, 2011	Deadline of submission of entries
December 9, 2011	Deadline of uploading of entries to Smart Appstore
December 15, 2011 to January 15, 2012	Voting/download period for User's Choice Award
February 3, 2012	Announcement of SixFinalists
February 16 & 17, 2011	8 th SWEEP Innovation and Excellence Awards

**Dates are subject to change. Any change will be communicated accordingly.*

- The following are the guide questions for each criterion:

Sub-Category I: Games and Entertainment

○ **Entertainment Value / User Experience**

- ✓ *Is it engaging?*
- ✓ *Can it be adopted across multiple audiences?*
- ✓ *Can it impress your target audience?*
- ✓ *Does the app work regardless of input options?*
- ✓ *Is it easy to navigate and use?*
- ✓ *Is the application compelling and essential, such as a game the user just can't put down or a utility she can't live without?*

○ **Technical Execution**

- ✓ *What is the core game play?*
- ✓ *What is the difficulty curve?*
- ✓ *Does the app load fast or have fast start up time?*
- ✓ *Is it easily adaptable to other displays and units with minimal or no recoding effort?*
- ✓ *Does it use the hardware efficiently?*
- ✓ *How stable is the app?*
- ✓ *Does the application take advantage of Android's unique and compelling features, such as built-in location-based services, accelerometer, and always-on networking?*

○ **Innovation & Design**

- ✓ *Does the application approach a new problem, or look at an old problem in a new way?*
- ✓ *Does the application introduce a great new idea?*
- ✓ *What are its outstanding characteristics?*
- ✓ *Does it have the opportunity to integrate with other apps?*
- ✓ *Is the graphics optimized for mobile device?*
- ✓ *Are the text/Instructions/scores, clearly legible?*
- ✓ *Are the buttons large enough to use on touch screen?*
- ✓ *Does it have unusual things used?*
- ✓ *Does it maximize the technology being used?*

○ **Market Potential**

- ✓ *Is the application economically viable?*
- ✓ *Is it marketable?*

Sub-Category II: Productivity Apps

○ Market Potential

- ✓ *Is the application economically viable?*
- ✓ *Is it marketable?*
- ✓ *Are there potential users?*
- ✓ *How useful your application will be?*

○ Technical Execution

- ✓ *Does the app loads fast or have fast start up time?*
- ✓ *Is it easily adaptable to other displays and units with minimal or no recoding effort?*
- ✓ *Does it use the hardware efficiently?*
- ✓ *How stable is the app?*
- ✓ *Does the application take advantage of Android's unique and compelling features, such as built-in location-based services, accelerometer, and always-on networking?*

○ Innovation & Design

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○ User Experience

- ✓ *Can it be adopted across multiple audiences?*
- ✓ *Can it impress your target audience?*
- ✓ *Does the app works regardless of input options?*
- ✓ *Is it easy to navigate and use?*
- ✓ *Is the application compelling and essential?*

FINAL JUDGING PANEL DEFENSE

- The 6shortlisted teams will be responsible for shipping, setting up and showcasing their entry during the day/s of the 8thSWEEP Innovation and Excellence Awards. SMART reserves the right to postpone or to change the time and the venue of the exhibit and awarding ceremony.
- The 6finalistsmust demonstrate the final version of their application as well as undergo a final defense before a panel of judges selected by SMART. This means that teams must have their working models ready by this time. Evaluation of their entries will continue during the event itself, where they will be asked to exhibit and explain their working models to the public.
- The 6finalists must follow the following guidelines during their demonstrations and final defense to the panel of judges:
 - Demonstration of the application to the panel of judges:
 - Judges will go around each of the booths of the 6finalists at the exhibit area to evaluate the applications and conduct initial Q&A.
 - The booths will be assigned by SMART to the finalists.
 - Each team will be allowed only one presenter. He or she will be given ample time to demonstrate and explain their application. He or she should be the team leader of the team.If needed, team members are also allowed to answer question from the judges. Only the faculty mentor is strictly prohibited from answering questions regarding the application.
 - Final defense to the panel of judges:
 - The presentation must follow these guidelines:
 - ✓ Font : Arial
 - ✓ 6 x 6 rule (not more than 6 lines per slides/around 6 words per line)
 - ✓ 10-15-30 rule (10 slides, 15 minutes presentation max, 30 font size)
 - ✓ No school name or logo
 - The presenter will be provided the following:
 - ✓ Projector
 - ✓ Screen
 - ✓ Microphone
 - ✓ Laptop with following specs:
 - 1GB RAM

- Core 2 Duo
- 80GB hard disk
- Windows XP SP3

- Each presenter must ensure that the presentation is saved in a thumb drive and will run on the specified equipment. The presenter can also opt to bring his or her own laptop.
- Each team will be allowed only one presenter, which is the team leader.
- Each presenter must start by stating his or her name and the project title.
- Each presenter is given five (5) minutes to load his or her presentation or set up his or her laptop, fifteen (15) minutes to explain and demonstrate the entry and ten (10) minutes to answer questions during the Q&A. Time, if not fully consumed, may not be carried over from any previous segment (i.e., if a presentation finishes in ten (10) minutes, Q&A will remain at ten (10) minutes and not be extended to fifteen (15) minutes).
- All presentations will be made before a panel of judges. Only the scheduled presenter and his or her team will be allowed inside the judging room. Team members are STRICTLY PROHIBITED from coaching their designated presenter during the presentation, but may answer questions only upon the request of the judges.
- The criteria for judging will be as follows:

Sub-Category I: Games and Entertainment

✓ Entertainment Value / User Experience	40%
✓ Technical Execution	30%
✓ Innovation & Design	20%
✓ Market Potential	<u>10%</u>
Total:	100%

Sub-Category II: Productivity Apps

✓ Market Potential	40%
✓ Technical Execution	30%
✓ Innovation & Design	20%
✓ User Experience	<u>10%</u>
Total:	100%

- ✓ The following are the guide questions for each criterion:

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- **Technical Execution**

- ✓ *What is the core game play?*
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- **Innovation & Design**

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- **User Experience**

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- ✓ *Is it easy to navigate and use?*
- ✓ *Is the application compelling and essential?*

INTELLECTUAL PROPERTY

Upon acceptance of an entry, SMART becomes its co-owner, and such entry may not be commercially exploited without the written consent of SMART. However, after a 6-month period following the first public disclosure of the entry and provided that SMART has not initiated the commercial exploitation and formal Intellectual Property Rights (IPR) protection of said entry, ownership of the IPR over the same shall be consolidated back into the school and/or participant(s), as applicable. Such failure of SMART to commercially exploit and formally protect the IPR of the entry shall automatically operate as waiver of its rights thereon granted through participation and in the mechanics of this competition. In the event that SMART or any of member of the PLDT Group chooses to market any of the entries as a commercial product, SMART and the designer/s of the application will enter into a revenue-sharing contract.

The student/faculty team warrants that the entry is their original idea, has not been entered in any other competition, and does not infringe on the intellectual property rights of any third party. Wireless service applications that are already in commercial production may not be entered. With the exception of patented inventions and inventions covered by a pending patent application, entries must not have been publicly disclosed prior to submission and shall be maintained in confidence by the entrant and by SMART until the Exhibit and Award Ceremony. However, SMART shall not be liable to any participant for commercializing ideas that have been independently developed by SMART but are similar in concept to submitted entries.

WAIVER

- Participants agree to abide by the terms of these Official Rules and by the decisions of SMART and/or the judges, which are final and binding on all matters pertaining to this contest. By joining the contest, the participants agree to waive any right to claim ambiguity or error in these Official Mechanics. Except where prohibited by law, the winners consent to the use of their name and/or likeness by SMART for advertising and publicity purposes without compensation.
- Each participant agrees that SMART and its parent company, agents, representatives, affiliates, and employees will have no liability whatsoever for any injuries, losses, or damages of any kind resulting from his participation in the contest, or resulting from the acceptance, possession, or use of these prizes, nor in any way are responsible for any warranty, representation, or guaranty, express or implied, in fact or in law, relative to any prize, including but not limited to the quality, condition, or fitness.

- Each participant agrees that SMART and its parent company, agents, representatives, subsidiaries, affiliates, and employees will have no liability whatsoever for any injury, loss, or damages of any kind resulting from the use of the entry, unless such entry has been formally offered by SMART to the public as a service or a product. Each participant warrants that it holds the necessary intellectual property right(s) over the entry, undertakes sole responsibility for any adverse or infringement claim(s) thereon, and further holds Smart, its directors, officers, employees, agents, parent company subsidiaries and affiliates free from any liability arising out of such adverse or infringement claim(s) including claim(s) for damages.
- SMART assumes no responsibility for any problems or technical malfunction of any telephone network or lines, computer systems, servers, software, Internet service providers, or e-mail systems; failure of any entry to be received on account of technical problems or incomplete, late, lost, damaged, illegible, misdirected, or postage-due mail; or any combination thereof, including damage to participants' or anyone else's computer equipment related to or resulting from participation or downloading of any materials in this contest.
- Any attempt by a participant to deliberately damage any website or undermine the legitimate operation of this contest is a violation of criminal and civil laws, and should such an attempt be made, SMART reserves the right to seek damages from any such participant to the fullest extent permitted by law.