

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 hand.**”
- The objective is to provide SWEEP and ADIS schools the opportunity to develop applications and solutions that will be beneficial to their communities and aide 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)

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 1: SMART SERVICES

- The challenge for the teams, under the Smart Services category, is to develop applied end-to-end telecommunications applications or solutions using SMART's platform of products and services, focusing on wireless broadband, to address specific problem, issue or need intended to a particular community or field of business (vertical industries).
- The applications must have a clearly defined:
 - Problem, issue, or need that is being addressed
 - Benefit for the chosen community or industry.
 - Local partner or collaborator (*can be supported by official documentation such as a MOA or a resolution or a contract*)
 - User/s or "client/s" of the application, which can be the local partner or collaborator or a community
- Possible local partners or collaborators:
 - Local Government Unit (LGU)
 - Recognized, local industry association / Local chambers of industry
 - Development councils at the regional, provincial, city or municipal level
 - Planning and development office at the provincial, city or municipal level
 - Commercial/Business firm
- The school must make the necessary provisions to ensure continuity of the project, should implementation be pursued.

ELIGIBILITY

- The 8th SWEEP Innovation and Excellence Awards is open to all SWEEP partner schools with a signed MOA as of August 15, 2011.
- To join, schools must form a team composed of:
 - One (1) Team Coach: The team coach is a full-time faculty member from the College of Engineering.

It is strongly urged that faculty from other disciplines, such as Marketing or Business or Management, be part of the team as additional coaches. This is because the proposal will be judged on two dimensions: Technical viability and Market potential.

- Team members: Members must be bona-fide students of the school. There is no limit to the number of members in a team however, it is strongly recommended that members include students from the lower years to ensure continuity of the application developed.

It is also strongly urged that students from other disciplines, such as Marketing or Business or Management, be included as members of the group. This is because the proposal will be judged on two dimensions: Technical viability and Market potential.

- One (1) Student Leader: The members must appoint a leader from amongst themselves.
 - One (1) Student Presenter: He/she will represent the team in the panel defense/judging. It is suggested that the member who has the best presentation skills be the one to do the presentation.
- A school can submit a maximum of 10 entries.

PROCESS

- Screening will undergo four stages, namely:

1. Submission of Entries

Teams are required to submit all three (3) documents:

- Official Entry Form
 - Contains the important details of the team
- Project Abstract
 - A concise business plan that clearly demonstrates *technopreneurship* – an enterprise that is both technically viable and has market potential. The business plan must show the application’s promise in terms of feasibility and marketing.
 - It is thus important to bring on board people who can provide Marketing or Business-related advice and expertise.
- Statement of Innovation
 - A document that guarantees non-infringement on the intellectual property rights of any third party and that the entry has not been entered in any other competition.

2. Project Concept panel defense during the regional road show (*Phase 1*)

Teams will defend their project concepts to a panel of judges selected by SMART, and will be judged based on:

- Market Potential
- Technical Viability
- Innovation
- Social Impact and Relevance

Please see separate sheet for detailed information on Project Concept panel defense

3. Short Listing

The top 10 will be selected from all entries that were presented during the regional road show. Team leaders behind the top 10 entries will be informed accordingly after the final leg of the road show. These 10 teams will move on to develop the

prototypes for their projects and improve their applications based on the comments, inputs and recommendations of the judges.

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

4. Final Judging (*Phase 2*)

The 10 shortlisted teams will exhibit their prototypes on the day/s of the 8th SWEEP Innovation & Excellence Awards. They will undergo final judging by defending their project to a panel of judges, selected by SMART, who will identify the top three winners.

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

Please see separate sheet for detailed information on Final Judging panel defense

PRIZES

Category 1: Smart Services

- The following cash prizes will be awarded to the winning teams:
 - First Place: Php500,000
 - Second Place: Php300,000
 - Third Place: Php150,000
- Merit prizes of Php30,000 each will be awarded to the rest of the shortlisted teams.
- Sharing scheme for the cash prizes:
 - 90%: Student members
 - 10%: Teacher-mentors
- Schools of the top three teams will receive the following amounts in the form of a grant:
 - First Place: Php500,000
 - Second Place: Php300,000
 - Third Place: Php150,000

- The grants that will be given to the schools of the winning teams should be used to fund further research and development and/or enhancement of the winning application. A proposal on how the fund will be used for this purpose must be submitted to SMART for evaluation.

Grant proposals should be submitted not later than 90 days after the conclusion of 8th SWEEP Innovation and Excellence Awards, otherwise grant will be forfeited.

INNOVATIONS PROGRAM / CENTER

It is highly recommended that the school set up an Innovations Program or Center that would incubate, develop and even market ideas of students and teachers. The Program would allow both undergraduate and graduate students and teachers to work on applied applications and innovations on a multi-year basis that could eventually become Venture Capital firms.

The Program or Center could be the school's hub for Research & Development and can be the arm that would partner with both the private and public sectors both here and abroad for development, usage and even funding of the applications developed by and/or through the Program or Center.

SCHEDULES

- The 8th SWEEP Innovation and Excellence Awards will be held on February 16 to 17, 2012. The venue will be announced at a later date.
- The deadline of submission of entries is on September 5, 2011. All three (3) documents: Official Entry Form, Project Abstract and Statement of Innovation 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 Smart Tower 1

6799 Ayala Avenue, 1226 Makati City

- Teams that submitted entries are advised to take note of the schedule* of regional presentations:

Date	Area
September 21 to 23, 2011	Metro Manila, South and North Luzon
September 26 to 27, 2011	Visayas
September 29 to 30, 2011	Mindanao

**Dates may change depending on the number of entries received per area*

- Announcement of the 10 finalists will be on September 26, 2011. SMART will inform the leader of the teams whose entries made it to the short list. Upon receiving the official notification, the finalists should already start preparing for the Final Judging.
- Submission of final, updated business plans of the 10 finalists will be on January 20, 2012, one week before the culmination of the 8th SWEEP Innovation and Excellence Awards.

8 th SWEEP Innovation and Excellence Awards Calendar of Activities	
Date	Activity
September 5, 2011	Deadline of submission of entries
September 21 to 23, 2011	Project Concept Panel Defense (Metro Manila, South and North Luzon Legs)
September 26 to 27, 2011	Project Concept Panel Defense (Visayas Leg)

September 29 to 30, 2011	Project Concept Panel Defense (Mindanao Leg)
October 5, 2011	Announcement of Ten Finalists
January 20, 2012	Deadline of Submission of final, updated entries of ten finalists
February 16 to 17, 2012	8 th SWEEP Innovation and Excellence Awards

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

PROJECT CONCEPT PANEL DEFENSE

- The presentation must follow the prescribed template for uniformity:
 - 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 logo or name
 - No animations
 - Use standard template provided by SMART

- The assigned 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 assigned presenter can also opt to bring his or her own laptop.

- Each team will be allowed only one presenter. He or she should be any one of the students whose names are indicated in the official entry form as team members. He or she should be at the venue at exactly 8:00 am.
- The order of presentation will be determined by drawing lots.
- 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 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).
- 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. The rest of the teams will be in a holding room and will be able to watch the presentation via live video feed. However, they will not be allowed to watch the Q&A.
- The criteria for judging will be as follows:

Smart Services

Technical Viability	30%
Market Potential	20%
Innovation	40%
Social Impact & Relevance	<u>10%</u>
Total	100%

- The following are the guide questions for each criterion:
 - Technical Viability

Is it do-able? Is the technology available?

Can it be optimized to work in SMART's network?

Are the parts readily available? Are they cost-effective?

Are there support systems in place?

- **Market Potential**

Is it replicable? Is it scalable?

Is it cost-effective? (Cost of resources: manpower, materials, time, marketing, etc.)

Is it marketable? Can it generate revenue?

Are there potential users?

- **Innovation**

Is the idea novel?

What are its outstanding characteristics?

Does it clearly illustrate value of wireless technology in the realization of the project?

- **Social Impact & Relevance**

Will it be used by the community?

Will it address a problem/issue/need of the community?

Will it have real benefits for the community?

Will it have an adverse effect on the environment?

FINAL JUDGING PANEL DEFENSE

- The 10 shortlisted teams will be responsible for shipping, setting up and showcasing their entry during the day/s of the 8th SWEEP 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 10 finalists must demonstrate their prototypes 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 10 finalists must follow the following guidelines during their demonstrations and final defense to the panel of judges:
 - Demonstration of prototypes to the panel of judges:
 - Judges will go around each of the booths of the 10 finalists at the exhibit area to evaluate the prototypes 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 the prototype. He or she should be any one of the students whose names are indicated in the official entry form as team members. 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 prototype.

 - Final defense to the panel of judges:
 - The presentation must use the same template as the project concept defense during the road shows and must follow the same 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

- ✓ No animations

- 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. He or she should be any one of the students whose names are indicated in the official entry form as team members.

- 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 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:

	Smart Services
Technical Viability	30%
Market Potential	20%
Innovation	40%
Social Impact & Relevance	<u>10%</u>
Total	100%

- The following are the guide questions for each criterion:

- ✓ Technical Viability

Is the prototype working?

Did the initial plan work? If not, what changes were done?

Was the application tested? If yes, are the results favorable?

Did it apply the platforms used for SMART's products and services?

Is it cost-effective to develop? What if it is scaled up?

Does it closely mimic intended real-life set up?

- ✓ Market Potential

Who is your target market?

How was the take-up/response of the test market to the application?

What is the value of your application to the end-user? Will your target market spend to avail of the application?

Will it generate revenue?

How much is your investment? When do you expect to recover it?

What is your projected total net revenue for 3 years and annual net revenue for 5 years?

✓ Innovation

Is the idea novel? Is it a new application of an existing solution?

What are its outstanding characteristics?

Is it practical?

✓ Social Impact & Relevance

Was it used by the target client? Was it used for its intended purpose?

What real benefits did the community gain from the application? Did it bring about an unforeseen benefit to the community?

Did it address a problem, issue, concern or need of the community?

How many people benefitted from the service?

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 24-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.