Table of Contents

What is the Mobile App Competition? ............................................ 1
Competition Timeline ................................................................. 2
Prizes and Awards ........................................................................ 2
Competition Rules......................................................................... 4
What is the Mobile App Competition?

The Mobile App Competition promotes student involvement in the popular and rapidly-growing field of mobile devices and apps. The purpose of the Mobile App Competition is to provide BYU students with:

- a forum to showcase the unique mobile apps they are creating and
- cash prizes in a variety of categories to reward them for their efforts.

Students will also be encouraged to develop and transform their ideas into practical business opportunities using the training and feedback offered during the competition.

All BYU and BYU Idaho students are invited to participate in the competition. The steps of involvement for the Mobile App Competition are as follows:

1. **Register your team**
   - The first step is to register your team on the Mobile App Competition website. Just access http://mobileapp.byu.edu, and click on the ‘Register’ tab in menu across the top of the page.

2. **Create your app**
   - The next step is to create your app. Each team may only submit one app to the competition, but you are allowed to submit an app that has versions for different mobile platforms (e.g., an iOS version and an Android version). Be sure to take advantage of the training session(s) that we offer.

3. **Submit your app**
   - Finally, be sure to submit your app(s) to an app market before the judging period (Nov 2-16) so that the judges have a chance to evaluate it. Teams may submit only one (1) app for the competition per accepted platform. All teams will notified on Monday, Nov 14 if they will be presenting at the final event on Friday, Nov 18.
MOBILE APP COMPETITION

ROLLINS CENTER

Competition Timeline

Kickoff Event

Sep 27
5:00pm
W408 TNRB

Training Session(s)

TBA

Judging Period

Nov 2-16

Final Event

Nov 18
6:00pm
TBA
Prizes and Awards

Thanks to the great donors of the Rollins Center, the Mobile App Competition is able to recognize top performers with cash prizes. The following graphic shows the breakdown of prizes and awards for the competition:

- **Grand Prize**
  This award will go to the app that represents the best combination of Judges Choice and Analytics Based performance. If no app fits these criteria, we reserve the right to split the grand prize, creating 1st/2nd/3rd places in the analytics and judged categories.

- **Analytics Category**
  These awards will go to the two apps that have the most daily unique users during the judging period.

- **Judged Category**
  These awards will go to the two apps that are picked as the judges’ favorites based on several subjective criteria including: quality of the user experience and interface design, quality of the implementation, quality of the business opportunity, usefulness of the app.

- **Audience Choice**
  This award will be based on audience voting at the final event. We want to see a large and raucous crowd at the finals to lead the cheer for the top apps. Be sure to invite all your friends and family to support you if your team is chosen to present.

Note: total of all prizes & awards (cash and goods) = $18,000
**Competition Rules**

The following set of eligibility guidelines have been established for the Mobile App Competition. All participating teams must satisfy these rules. If you or your team have any questions about any of these rules please stop by the Rollins Center (470 TNRB) or send an email outlining your question(s) to MobileApp@byu.edu.

- Teams may consist of up to four (4) undergraduate or graduate degree-seeking students of Brigham Young University (including BYU Idaho) who are part-time (minimum of six [6] credit hours), or full-time students and enrolled during some 2011 semester (Winter, Spring/Summer, and/or Fall 2011). You can involve non-students (or students from other institutions) in management and design aspects of your app, but only BYU students may compete and/or present in the competition.
- Student participants may **not** compete on more than one (1) team.
- The members of the competing team must control the majority of the intellectual property rights of the app submitted to the competition.
- The members of the competing team must account for the majority of the work and resources put into the creation and marketing of the app. You may use third-party frameworks if you have acquired appropriate licenses to use them.
- Only new, unique apps that have not already been uploaded online will be considered for the competition.
- Teams may submit only one (1) app for the competition, but they may have one version for each accepted operating system. The following operating systems are accepted for this competition:
  - iOS
  - Android
  - Windows Phone 7
  - Blackberry OS
- Apps submitted to the competition should acknowledge the Rollins Center somewhere in the app (the credits or info screen would be an ideal place to include such an acknowledgement). Winners of any prizes in the app competition should modify the next version of their app to include a statement of how their app did in the competition. We’re not going to be rigid about this point, but we would appreciate appropriate acknowledgement, such as “Award winning app from the 2011 Mobile App Competition sponsored by BYU’s Rollins Center for Entrepreneurship and Technology. We are grateful for the center’s encouragement and support.”
- Teams are required to implement an analytics tracking solution (e.g., Adobe/Omniture SiteCatalyst, Google Analytics, or Flurry) and provide the Rollins Center access to their analytics data. You will self-report daily unique visitors during the competition period, but we will carefully audit the top-placing apps by logging on to your account ourselves. Teams agree to keep their analytics data private and confidential at least until after the competition final event on Nov. 18 when winners are announced. Prize winners will also be required to provide verifiable download statistics from the web sites of the app marketplace web sites they use to distribute their app to the public. We will sit down with winners and log in to each marketplace web site and get download data directly from the marketplace to cross-verify the analytics data.
- All code used to develop official competition entries must be submitted for review. Judges will look at your code as part of the Judges Choice evaluation. Teams retain all rights to their app and code. The Rollins Center will treat source code like course work handed in as part of
taking a class at the university. It will remain private, but faculty (and judges acting on behalf of the faculty) may examine it.

- Any team found using plagiarized or unauthorized material will be disqualified at BYU’s discretion. For example, do not download non-public domain images and include them in your app. Using an open source library is not plagiarism if you follow the terms of the library’s license agreement, which usually involves giving credit to the open source author or project. Follow any applicable licensing terms carefully. If you use someone’s code, give credit via a comment in the source code and an appropriate acknowledgement in your info/credits screen.

- The Rollins Center reserves the right to disqualify or otherwise modify the ranking of a team’s performance if they feel it is in the best interest of the competition.

- The Rollins Center reserves the right to change and/or otherwise alter these rules at any time and for any reason.