

10th Annual Rollins Center BYU App Competition Kickoff



Competition Details

Visit <https://appcomp.byu.edu>

Competition Dimensions

- App construction and utility
 - Quality of implementation, usefulness, business opportunity
- Design
 - Quality of UX/UI design
- Analytics
 - Downloads, daily unique users during judging period (Feb. 18–Mar. 4, 2019)

Prizes

- \$14,500 to be awarded to finalists as the judges determine
- We will award one \$2,500 cash prize to one team that reaches at least 50,000 downloads during the judging period
- \$500 to be awarded based on audience member votes at the final event
- See <https://appcomp.byu.edu> to see award amounts for past winners

Schedule

- Register by Thursday, January 31, 2019
- Submit app by 4pm Tuesday, March 5, 2019
- Analytics judging period is February 18–March 4
- Final event 3pm Friday, March 8, W408 TNRB

Resources

- Campus clubs include CocoaHeads, AIS, ACM, UXD, BYU Developers, and others
- Many online sites that teach app development:
 - iTunesU
 - Pluralsight
 - Lynda
 - ...
- Is anyone here looking for team members?

Rules (1 of 5)

- Up to 4 team members, each an ungrad or grad degree-seeking student registered at least 6 hours during any semester / term in 2018-19 at BYU
- You can involve non-students or students from other institutions, but only BYU students may compete and / or present in the competition
 - (Prize money only goes to BYU students)
- You can only compete on 1 team

Rules (2 of 5)

- Students on the competing team must:
 1. Control the majority of the intellectual property rights of the app submitted to the competition (you must tell us if there is an IP dispute)
 2. Account for the majority of the work and resources put into the app
- You may use 3rd-party frameworks if you comply with their license agreements
- Only new, unique apps that have not already been distributed prior to this school year (9/4/18) will be considered
 - We might consider exceptions in the case of *very limited* prior distribution
 - **Don't assume!** Talk to us if this might be an issue for your app

Rules (3 of 5)

- You may submit only one app for the competition, but you may have a version for multiple platforms
- The following platforms are accepted in this competition:
 - iOS / tvOS / watchOS
 - Android ecosystem
 - Mobile-friendly web app
 - Virtual assistants (e.g. Amazon Alexa)
 - Smart watches
 - Wearable devices (e.g. fitness trackers)
 - Similar platforms (talk with us if you want to do something not listed here)

Rules (4 of 5)

- Please acknowledge the Rollins Center somewhere in the app (see appcomp.byu.edu for details)
- To compete on analytics dimension, implement a solution like Flurry or Google Analytics
 - Analytics will be self-reported, but audited for finalists
 - You must keep your analytics data confidential until after the final event in March

Rules (5 of 5)

- All code must be submitted for review by judges
- Teams using plagiarized or unauthorized materials will be disqualified at BYU's discretion
- We reserve the right to disqualify teams or otherwise modify awards given if we decide it is in the competition's best interest
- We reserve the right to change competition rules at any time and for any reason
- See <https://appcomp.byu.edu> for the official version of the rules

Q & A

For other questions email
BYUAppComp@gmail.com

Resources Available at the Rollins Center

- Networking and events
- Competitions
 - Business Model Competition (Jan. 24)
 - Miller New Venture Challenge (April 12)
 - Think big! Past App Competition participants have been winners in this competition
- Venture mentoring services
 - Stop by 470 TNRB
 - Set up an advisement session: <https://rollinscenter.youcanbook.me>

Thanks for coming
Good luck everyone!



<https://appcomp.byu.edu>

BYUAppComp@gmail.com

