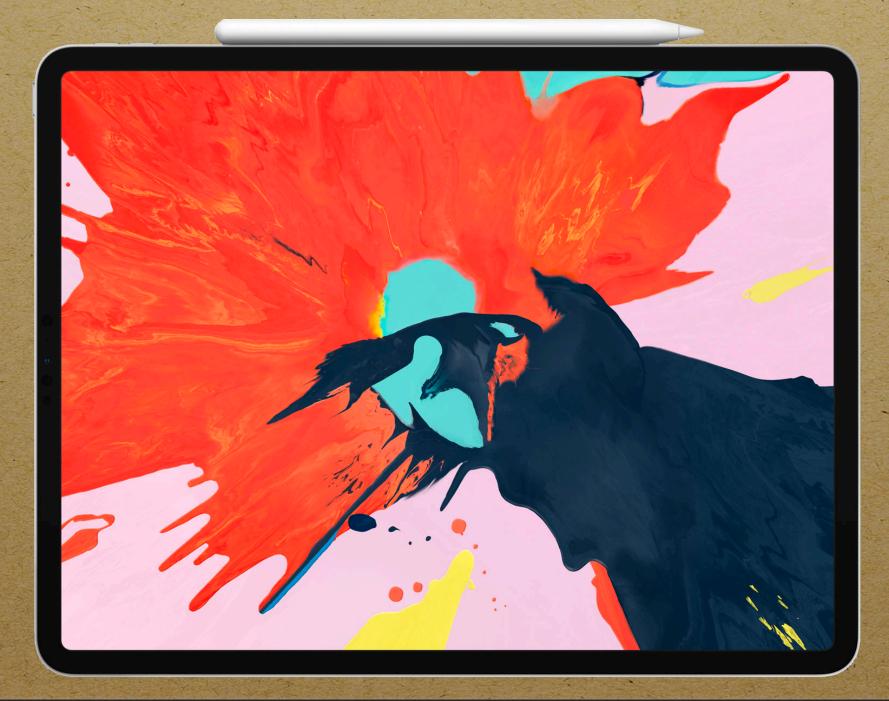
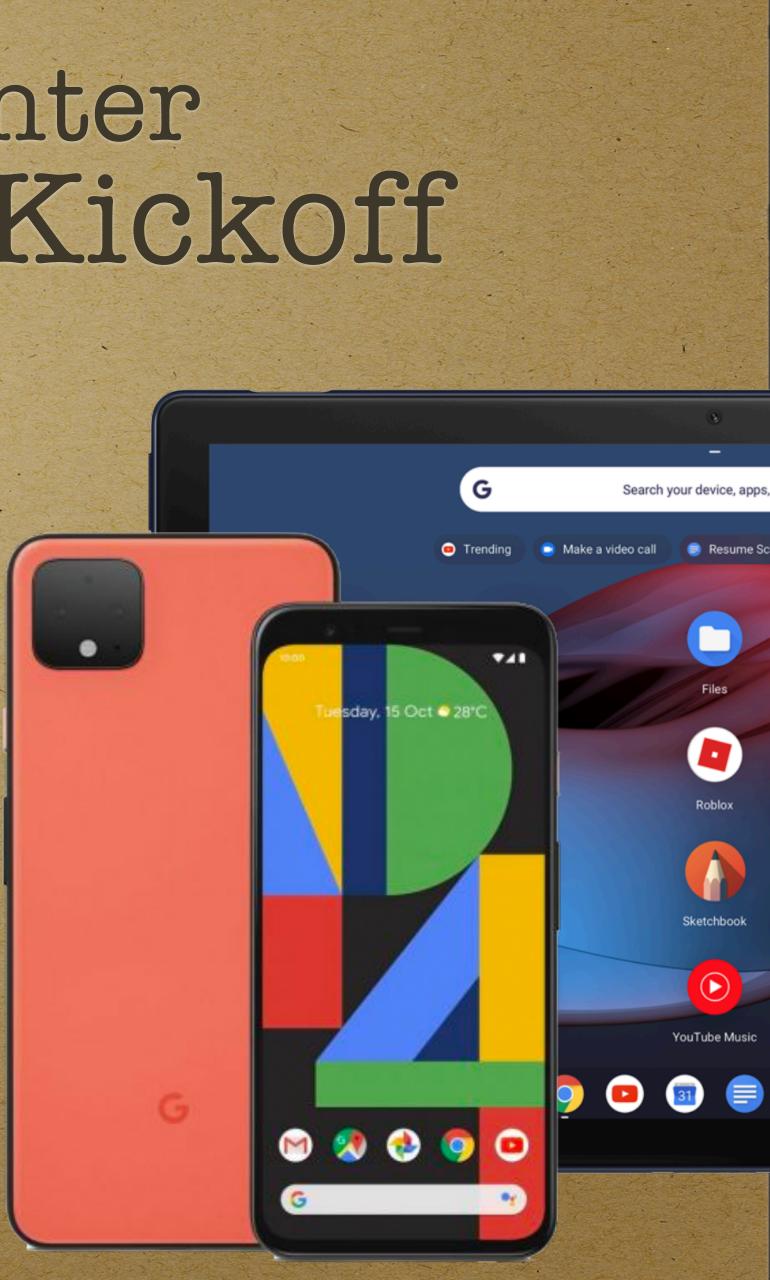
#### 11th Annual Rollins Center BYU App Competition Kickoff







## **Competition Details**

### Visit https://appcomp.byu.edu

# But first, a word from our sponsors...

## https://www.youtube.com/ watch?v=Sj-6gXUXyjg

### **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. 17–Mar. 2, 2020)

## Prizes: \$15,000 Total

event

winners

- \$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

• See <a href="https://appcomp.byu.edu">https://appcomp.byu.edu</a> to see award amounts for past

### Schedule

Register by Thursday, February 1, 2020
Submit app by 4pm Tuesday, March 3, 2020
Analytics judging period is February 17–March 2
Final event 3pm Friday, March 6, W408 TNRB

#### Resources

- Developers, and others
- Many online sites that teach app development:
  - iTunesU
  - Pluralsight
  - Lynda

...

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• Is anyone here looking for team members?

• Campus clubs include CocoaHeads, AIS, ACM, UXD, BYU

# 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 2019-20 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 (9/3/19) 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)

- have a version for multiple platforms
- The following platforms are accepted in this competition:
  - iOS/tvOS/watchOS
  - Android ecosystem
  - Web app
  - Virtual assistants (e.g. Amazon Alexa)
  - Smart watches
  - Wearable devices (e.g. fitness trackers)
  - listed here)

• You may submit only one app for the competition, but you may

• Similar platforms (talk with us if you want to do something not

# Rules (4 of 5)

(see <a href="https://appcomp.byu.edu">https://appcomp.byu.edu</a> for details)

**Google Analytics or Firebase** • You must keep your analytics data confidential until after the final event in March

- Please acknowledge the Rollins Center somewhere in the app
- To compete on analytics dimension, implement a solution like
  - Analytics will be self-reported, but audited for finalists

# 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 <a href="https://appcomp.byu.edu">https://appcomp.byu.edu</a> for the official version of the rules



#### For other questions email BYUAppComp@gmail.com



# Resources Available at the Rollins Center

• Networking and events

Competitions

Business Model Competition (submission deadline Jan. 26)
Miller New Venture Challenge (April 3) — \$150,000+ in prizes!
Think big! Past App Competition participants have been winners in this competition

Mentoring services
Stop by 470 TNRB
Set up an advisement session: <u>https://rollinscenter.youcanbook.me</u>

# Thanks for coming Good luck everyone!







