

## Submission Guidelines

The submission period starts on August 1st, 2017 and ends on September 15th, 2017. Participants are required to submit their full proposals during the submission period. The proposal should be in PDF format, no longer than 1 page, and should include the following within 1 page:

- App Name
- Author(s) names, affiliation, and contact email
- Application description (the idea), e.g., What problems does the app solve and why are they important? How does the app work? What are the key working mechanisms (system architecture, key challenges and solution, etc.)? What is the expected quality of experience?
- Innovation and/or uniqueness, e.g., What is the target user group? What are existing similar apps on the market and how does your app compare with them? How does your app make innovative usage of the mobile platform to meet users' needs? How many people would benefit? Why will they benefit from it? Are they willing to pay?

In addition, the following materials are required:

- A link to a short video (< 3 mins) which includes a marketing pitch and demo of the application on a real device. The video should be made available only to the jury during the judgment period (should not be made public).
- Binary build of the application and installation guide. For example, apk file for Android or appx file for Windows.
- If your application has a server component, submission of that server package is not required. But it is your responsibility to make sure the server is running and available during the judgment period, so application is functional during evaluation.

Submission of application proposals should be emailed to: [mobicom17appcontest@gmail.com](mailto:mobicom17appcontest@gmail.com) with subject line "Submission -- App Entry"

## Eligibility

By entering this contest, you agree to abide by the official rules stated in this document.

The contest is for novel and innovative mobile applications utilizing any computing architecture (stand-alone, client/server, client/proxy/server, peer-to-peer/ad-hoc, cloud/mobile, others). It is intended as a platform-neutral contest. Applications can be developed for any **truly mobile device** such as a smartphone, tablet, wearable, or a non-tethered AR/VR device. They can be built on any platform including Android, iOS, Windows, Blackberry OS 10, and HTML5. All applications must be demonstrated on real devices and on off-the-shelf operating systems, i.e., the phone should not be jailbroken or rooted. Network services that are part of the application should also embody real services, with no mock-up components.

Each mobile application created and submitted in this contest will be called an "entry". All entries will be screened for eligibility, and those which are innovative will be invited to enter the contest. All invited entries received will be judged using the winning criteria to determine qualification as finalists. A jury of

the finalists will further judge the entries after considering live demonstrations during the MobiCom 2017 conference before determining the three top winners.

You cannot enter the contest with an application that was already designated as winner in any other contest organized by any other third party. You cannot enter the contest with an application that is already in an app market such as Google Play, Apple App Store or Windows Phone Marketplace. Your entry must be your own original work and must not infringe or violate the privacy, intellectual property rights or other rights of any other person or entity. While we don't require the submission of the source code, we reserve the right to ask for it to verify whether the project is original and your own work. Your entry may not include any third-party trademarks (logos, names) or copyrighted materials (music, images, video, recognizable people) unless you have obtained permission to use the materials.

Entries should NOT contain, as determined by us, in our sole and absolute discretion, any content that:

- Is sexually explicit, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic.
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing) or a political agenda.
- Is obscene or offensive.
- Defames, misrepresents or contains disparaging remarks about other people or companies.
- Communicates messages or images inconsistent with the positive images and/or social good will to which we wish to associate; and/or violates any law. We reserve the right to reject any entry, in our sole and absolute discretion, that we determine does not meet the above criteria.

## **Evaluation Criteria**

### **1. Finalists**

After the close of the submission period, a panel of qualified judges will review all eligible entries received and will select up to ten (10) finalists. The finalists will be invited to attend the MobiCom 2017 conference to present their own application in front of "The Jury of the Final". If you are one of the finalists, we will notify you by September 22nd, 2017 . We will also publish the list of finalists on the competition website linked to by the MobiCom web site.

### **2. Selection of Winners**

The jury for the finalists will complete the judgment of the finalists' applications and will determine the top 3 winners, after live presentations by the finalists at MobiCom 2017. The winners will be announced shortly after the presentations.

### **3. Judging Criteria**

The selection criteria will include the following:

#### **3.1 Perceived Value & Importance**

The first step in building a great mobile application is identifying the need you seek to meet with your application. This could be a problem you wish to solve, a task your application will help mobile users do, or maybe a better, faster way to accomplish something for people on the go. A successful application will meet an important need and may be part of a sustainable business.

#### **3.2 Originality & Innovation**

How unique and original is your application idea? How well does your application compete against any competitors? How does your application make innovative usage of the mobile platform to meet users' needs?

### 3.3 Quality of User Experience

Does the application have clear user experience goals and well-defined user scenarios? How polished and visually appealing is your application's user interface? Is the user interface responsive? Are errors handled gracefully?

### 3.4 Definition and Business Viability

How does your application fit into a business model for meeting your users' needs? At the finals, does your live presentation convince the judges that you've got a great project and a clear market opportunity?

Disclaimer: The organizing committee is not responsible for entries that we do not receive, for any reason; nor for entries that we receive but are not decipherable, for any reason. In particular, we are not responsible for lost, corrupted, illegible or delayed entries or for network, computer, hardware or software failures of any kind which may restrict or delay the sending or receipt of your entry.