

# Mobi WIZ - TCS Mobile Apps Contest

## Participation Guidelines

[Register Here](#)

### Introduction

The proliferation of mobile devices and the growth in mobile capabilities make mobile enablement a high priority application for today's enterprises. Mobile devices with solutions and applications improve customer experience, simplify interactions, make processes quicker and more convenient, and empower us to make better decisions faster thereby improving productivity.

### Purpose of the Contest

The purpose of this contest is to create a mind share among students from leading technical institutes accredited by TCS about Mobile Capabilities and also to leverage the interest among students on Mobile Application development.

This would enable us to:

- Spot the bright students
- Provide students an opportunity to develop commercial mobile apps
- Provide an opportunity to showcase mobility offerings of TCS to the academic world

### Participation

'Vibrant Technocrats' from *institutes across India* are eligible for this contest. Registrations are invited from students in under graduate/ post graduate disciplines from *engineering* background with any specialization.

### Participation Guidelines

- Students will have to **register** on TCSL NexStep for taking part in the contest. A CT/ DT Reference # is mandatory for participating in the contest.
- Each team can have only **two** members.
- Each team should choose a team name and the team leader.
- After registration begins, all interested participants will be required to **register for the contest on Campus Commune**. This is apart from the registration process carried out on Next Step to get access to Campus Commune.
- During registration, the team leader should **Nominate** self as the Team Leader and then choose his/her team members. It is the responsibility of the team members to **Accept** the nomination/invitation.

- In case a team member rejects a nomination, the Team Leader will be able to send a new request to another registered member from same institute to join the particular team.
- The team will be formed only after all nominated members accept their nominations/invitations
- The Team Leader of each legitimate team will be our point of contact for any further communication with respect to the contest and will be responsible for updating the respective team members.
- The team can be from the same discipline or may be inter-disciplinary.
- Team members of a particular team have to be from same college/institute.
- Team members have to remain constant throughout this contest. Swapping of participants within teams is not allowed and will lead to disqualification of the respective teams from the contest.
- The infrastructure/software/s required for compiling code solutions shall be borne by the team or the institution they represent. TCS will not be liable for any damage to the institute's infrastructure which may be caused by participants from the institute during the contest.
- The teams shall select any one of the platforms (iOS, Android, Windows Phone) for developing the mobile application.
- Entries submitted after the last date for a particular round will not be considered for evaluation.
- The Grand Finale for the contest will be held in one of TCSL offices across India on a pre-determined date. You are advised to make own transport arrangements to and from the location of the Grand Finale. The expenses incurred towards travel to/from the location where Grand Finale is held, will not be reimbursed.
- Accommodation and travel from/to TCSL provided accommodation to the place where Grand Finale is held, will be arranged by TCSL.
- Plagiarism is strictly prohibited. Online search engines may be used as reference, but copy pasting directly from the internet is highly discouraged.

### **Eligibility Criteria**

Following is the eligibility criteria for participating in the contest:

- Candidates from pass-out batch 2015 and 2016
- Students in under graduate/ post graduate disciplines from *engineering* background with any specialization.
- Minimum age for participation is 18 years.

## Contest Structure

To bring out the best of a participant's creativity and innovation, while developing their very own mobile application, the contest will have three rounds.

- It is mandatory to finish all three rounds in the stipulated time frame to complete the contest.
- All rounds will be taken into consideration at the time of finalizing the winner for the contest.

The following stages explain the structure of the contest in detail:

### • Round 1: Online Quiz

The Online Quiz round shall be launched on the 'Campus Commune' platform, wherein **only Confirmed Team leads will have the access to take up the Quiz**. Team members can join their team leads and take up the quiz together.

- Duration: The quiz window will open from 8:00AM to 8:00PM on the Round 1 day.
- Number of questions: 60
- Number of Sections: 4 (15 questions per section)
- Score: In order to progress in the quiz, you will need to score more than the minimum set section cut off.
- Negative marking: Each wrong answer will carry a negative mark.

Students shall be evaluated on their awareness of the following topics:

- Section 1: Evolution of mobility
- Section 2: Mobile communication technology
- Section 3: Mobile application trends
- Section 4: iOS/Android code snippets

**The Online Quiz will carry sectional cut-offs. Teams who clear one section will alone move to the next section.**

- Bounty Points: 1000
- Number of teams to be short-listed: 50
- Round Type: Quiz
- Start Date: 30 Jan 2014 08:00 AM End Date: 30 Jan 2014 08:00 PM

### • Round 2: Idea Submission

The Idea Submission round requires the teams to conceptualize a consumer mobile application which addresses one or more needs of an end consumer

Top 50 teams from the first round will be shortlisted for this round.

The application shall cater to any one of the following fields or may be inter-disciplinary

- Entertainment
- Education
- Business
- Finance
- Media
- Social
- Health & Lifestyle
- Sports

The teams will be required to submit an executive summary of their mobile application in not more than 1000 words in a power point or PDF format.

The summary should be drafted to include the following points:

- Problem Statement
- Solution Specification
- Target Platform Suggested
- Target Consumers
- Uniqueness of the Application

No team should submit more than one application. In an event where the team submits more than one application, the second application submitted will be considered null and void and will not be considered for evaluation.

The idea will be evaluated on the Business Case, Originality, Diversity, and Applicability to the current scenario.

- Bounty Points: 2000
- Number of teams to be short-listed: 10
- Team lead has to upload the file for this round.
- Acceptable File formats are .pdf,.ppt,.pptx
- Maximum File Size: 2.0MB

Start Date: 04 Feb 2014 08:00 AM End Date: 16 Feb 2014 11:45 PM

- **Round 3 (Final): Application Demo and Presentation**

In the final round of the contest, candidates from the Top 10 teams will be required to present their Application to the jury from TCS. The finalists will have to visit the nearest TCS campus for the final presentation.

**Final round includes:**

- Demonstration of the application: 15 minutes
  - Teams shall bring either the executable/simulator version of their application for demonstration to evaluation panel.
  - Teams will be required to bring their own devices for the demonstration.

- The Application should not deviate from the idea submitted in Round 2. A team which is found to have deviated from the original idea submitted will be disqualified.
- Business presentation of the application: 20 minutes
  - The teams will be required to present their application to the jury and selected audience.
  - The presentation should be done with the help of a PPT.
  - Teams may use relevant videos and audios for the presentation.
- Q&A on business presentation: 10 minutes

The Winner application will be evaluated on the basis of:

- Relevance
  - Commercial value
  - Originality
  - Creativity
  - Ease of use
  - Customer focus
- Bounty Points: 3000
  - Number of teams to be short-listed: 3
  - Start Date: 26 Mar 2014 09:00 AM End Date: 26 Mar 2014 06:00 PM

### **Winners:**

Top 3 teams will receive exciting prizes and a provisional Offer Letter.

The winning team will also have an opportunity for an internship with the TCS Mobility team subject to the terms and conditions that govern the process.

### **Terms and Conditions**

By entering the contest, each team and its members thereof confirms and agrees to the following terms and conditions:

- The team and its members thereof acknowledges that the idea/application submitted will be an original work created solely by the team, and that the idea/application does not infringe on copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the idea/application.
- The application must not contain content where any person/s would be required to undertake actions that is inappropriate, indecent, obscene, violent, hateful, tortuous, defamatory, slanderous; that promotes racism or hatred against any group or individual or that promotes discrimination based on

race, sex, religion, nationality, disability, sexual orientation or age; or that is unlawful, in violation of or contrary to the laws or regulations in the state or province where the application is developed.

- The team and its members thereof is the sole author of the idea/application and that it is the team's original work.
- The team and its members thereof have not licensed or disposed of any rights in the idea/application that would conflict with any of TCS use (if any).
- Participants who have submitted their idea/application are either the copyright owners of the component parts of that work or are posting the work under license from a copyright owner or otherwise as permitted by law. TCS does not claim ownership rights in your works or other materials posted by you.
- For the sole purpose of enabling us to make your idea/application available through our portal you grant TCS a non-exclusive, royalty-free license to reproduce, distribute, re-format, store, prepare derivative works based on, and publicly display your content. You agree not to distribute any part of the portal other than your content in any medium other than as permitted in these Terms and Conditions.
- Display or publication of any entry on a TCS website does not indicate the entrant will be selected as a winner. TCS will not be required to pay any additional consideration or seek any additional approval in connection with such use.
- By entering this Contest, all entrants agree to release, discharge, and hold harmless TCS from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities. TCS assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries or entry forms; or alteration of entries or entry forms. TCS is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any email entry to be received on account of technical problems or traffic congestion on the Internet or at any website, human errors of any kind, or any combination thereof, including any injury or damage to entrants' or any other persons' computers related to or resulting from participation, uploading or downloading of any materials related to in this Contest.
- TCS reserves the right, at its sole discretion, to cancel or terminate the Contest, at any time it deems fit and proper. No claims or representations shall be entertained in this regard.
- TCS reserves the right to relax any of these restrictions if permitted by law before the start of the Qualification Round. A cash prize of equivalent value may be given where required by law, or at TCS's discretion.
- All contestants must have access to the Internet, a valid postal address, and a valid email address in order to enter the contest.
- TCS reserves the right to verify eligibility and to adjudicate on any dispute at any time. TCS will be the sole authority to decide the winners of the contest and decision of TCS will be final and binding on all the contestants.

## **Indemnifications**

You fully indemnify and hold us (Tata Consultancy Services Limited) harmless for and against all damages, losses, and costs that might be caused by:

- Your failure to comply with the terms of the above agreement
- Third party claim(s) of their rights and IPR being violated/effected by your article(s) submitted to us.