Entry requirements – General entry – Teacher Guidance

Modules > Pitch and Competition > Competition > General entry

To submit a general entry to the Apps for Good competition each team will need to pull together key information from their project. All deliverables to Apps for Good should be submitted via the competition entry form! All competition entries must be submitted to Apps for Good, no later than **midnight GMT, Tuesday 29th April 2014.** (see *Competition entry form guidance* for practicalities)

The general entry to the competition will consist of four parts. The first three parts are compulsory . The fourth part is optional, but will be considered for tie-breaking.

1. **Pitch presentation (mandatory)**
   Including:
   - Problem question
   - Key insight statements
   - Mini elevator pitch
   - User profiles
   - Competitors or alternative solutions
   - MVP user stories and feature chosen
   - Key wireframes
   - Feasibility
   - Business case
   - Marketing strategy

   Please follow the structure provided in the *2014 Competition Entry presentation - template*.

   Your student's presentation will need to be an **MS Powerpoint** or a **PDF file**.
   If they are using OpenOffice, Keynote, Prezi or any other presentation software, please export the presentation into a PDF file before uploading.

   Upload the presentation to the digital publishing site **SlideShare.net**. If you cannot access SlideShare use Scribd.com, Issuu.com or any other digital publishing platform that allows you to upload the presentation and to share the weblink of the pitch presentation, with Apps for Good.

2. **60 sec elevator pitch video (mandatory)**
   Describe the elevator pitch scenario to your students:
   You've just stepped into an elevator with a VIP or celebrity who could invest in your app. You have one minute on the way up to convince them. How would you pitch your app? You can build on the structure of your *mini-elevator pitch* you have been practicing all along during the course (especially during scoping). Now is the time to create your final pitch that will convince the world how great your product is.

   The video can be as simple as your team talking into a camera phone but **you have to ensure the judges can hear and see your pitch.** Thus, your students should:
   - Speak loudly and clearly towards the camera
   - Limit the level of background noise, film in a quiet room
   - Film in landscape mode, never in portrait

Each video should be uploaded to a video file sharing site, such as YouTube.com, Vimeo.com or any other video file sharing site that allows you to upload your video file and to share the weblink of your elevator pitch video with Apps for Good.

3. **Wireframes (mandatory)**
During the course your students will have created wireframes and a flow of their app in a wireframing tool like Balsamiq or other tools like Lucidchart. For each of these tools, the **complete wireframes must be exported as a PDF** and the wireframes uploaded to a digital publishing platform like SlideShare, Scribd or Issuu, just as with the pitch presentation. Share the weblink of your wireframes with Apps for Good. **Please note that if you do not submit all 3 mandatory elements for the thematic track, you will not be considered for short-listing.**

4. **Optional, for tie-breaking: mobile, web or social app**
Additionally, and as an option for the general entry in 2014, your students can submit any mobile, social or web app they have created. Please note that this is optional, but in the case of a tie-break, judges will look at these prototypes for choosing finalists and winners. Thus, if your students have created functioning AppInventor prototypes, we highly encourage them to also submit these to their general entry.

Like for all other parts of their entry, students need to share a weblink/ URL of their app with us.

Here is guidance on how to share apps built with AppInventor or AppShed, since we know that many teams have specifically been working with these building block tools:

- **AppShed**
1) Using the 'Share function' within AppShed, obtain a 'WebApp' link
2) Copy this link and paste it straight into your competition entry form

- **AppInventor**
1) To share your finished app produce an application package (.apk file):
   Click the 'Build' tab at the top of the screen and choose the option 'App (save to my computer)': download the app to your computer as an .apk file.
2) Find the .apk file in your computer's download folder and upload it to a public website. This could be:
   a. Google Play
      (http://beta.appinventor.mit.edu/learn/reference/other/appstoplay.html)
   b. public link on Dropbox.com
   c. public link on Google Drive
   d. Any other online document sharing site, that stores .apk files and allows you to share them via a weblink.

If your students have programmed your product as a web, mobile or social app in any programming language **please enter them to technical entry as well**. We will consider their technical prototype for both their general and technical entry submissions. (see entry requirements for technical entries)