

Cairo App Challenge Terms & Conditions

Definition

The Cairo Transport App Challenge is a multi-month process designed to increase awareness of transport challenges facing Egypt, engage multiple stakeholders and experts in the field of transport and urban development alongside a volunteer technology community in order to conceptualize and build technology applications to address pressing transport challenges.

The primary objective of this App Challenge is to address some of the transport and traffic issues in Cairo. An important secondary objective is to leverage the new information and communication technologies (ICT) - such as mobile phones, smartphones, GPS and remote-enabled devices – as well as the talent of Egyptian software developers and innovators to address economic and social issues.

Participation and Submissions

In the Cairo Transport App Challenge, developers will compete for 10 presentation slots to pitch their app live on stage on the final awards event, to take place on December 2012. In order to be eligible to compete, developers must create a working app, focusing on solving one of the Cairo transport related problems, as explained in the briefing.

The main Cairo Transport App Challenge consists of three phases: hack-at-home, online competition and AppCircus event.

1. Hack-at-home

Hack-at-home is a platform for supporting the app development process. It enables the creation of multi-disciplinary teams, online collaboration, and support from mentors and experts as well as peers. It is open and free for any app creator, i.e. developers, designers, marketeers, communicators, or just people with a good idea etc.

Registration for the Cairo App Challenge Hack-at-home will start on September 15, 2012 and will be open until October 29, 2012. During this period, participants can create teams if needed and present their initial app ideas to a their mentors in order to get valuable 360° feedback. Mentors and the community are available to provide support along the process to help on the app development. Prior to submitting their working app to the online competitions, app creators will be given another round of feedback on their app.

2. Online Competition

The Online Competition will start on Oct 29, 2012 and the deadline for submitting the apps is November 16, 2012. All apps that fulfill the requirements of the Cairo Transport App Challenge regardless of platform are eligible.

From November 19 until November 25, all the apps will be open for public voting and Jury evaluation. Nine apps selected by the Jury (to be announced) and the winner of the public vote will become the 10 finalist apps that will present in the AppCircus event in Cairo on Dec. 13.

Developers can submit their app directly to the Online Competition if they wish, independently of whether they participate in the hack-at-home process. However in this case they are not eligible to participate in the mentoring sessions and obtain valuable information from our mentors, for this reason we strongly recommend to register and participate to the Hack-at-home process.

3. AppCircus on Transport Cairo

On December 15, 2012 a physical event bringing together the local community of app creators, technologists, policy makers and urban innovators from Cairo will take place to present the top 10 apps of the Cairo Transport App Challenge. A winner will be selected that will be nominated to the Mobile Premier Awards in Barcelona on February 2013.

General rules for how to participate at the Hack-at-home:

- Participation to the Hack-at-home is FREE and open to any developer, startup or company.
- All registered participants have the right to use as frequent as they wish any of the public communication tools of the platform in order to interact with the mentors and the other users: forums, webinars, hangouts, posts and online discussions.
- Use of appropriate language on these channels is required (the organization reserves the right to ban users that use any kind of offensive language).
- Each participant has available three private sessions with the mentors: initial feedback on the draft app idea (approx. 20min), troubleshooting during the hack-at-home (estimated to 30min according to number participants and mentors) and final feedback on the submitted app (approx. 20min).
- Confidentiality of all information exchanged during private interactions with mentors is ensured.
- Most interactions on the hack-at-home platform will be done in English (Arabic can be an option according to the mentors' availability).

General rules for submission of apps at the online competition:

- Submissions and presentations to the online competition are FREE and open to any developer, startup or company.
- The competition is open **to apps running on any platform.**
- Applicants can submit more than one app. However only one app from each applicant can be chosen as a finalist.
- Applications must serve a transport related need for the city of Cairo as described in the briefing. The jury maintains the right to disqualify any app not following these conditions and criteria for participation.

- Selected applicants must send one representative to present the app live on stage on the award ceremony.
- The apps selected will have three minutes to pitch on stage.
- Apps are submitted on the Online Competition through the AppCircus platform at appcircus.com. [Terms and Conditions](#) of AppCircus apply.
- Candidates can submit more than one app.
- The pitches must be done in English.

Licensing and Code Sharing

We believe in giving participants the most freedom possible in licensing their work, balanced with the freedom of others to use and adapt technologies to their needs. We strongly suggest that all prototypes use Open source software and are licensed under an [OSI approved license](#). While you are free to choose any license, we recommend using one listed as “Licenses that are popular and widely used or with strong communities”.

Out of Scope Apps

Apps should address the stated problem statements. In particular, we cannot support the development of projects that are:

- Illegal in the US or country of the participants
- Primarily political, sectarian or religious in nature
- Discriminatory to any person or group of persons
- Related to weapons/ammunition, tobacco, or adult-oriented

Evaluation Criteria

- Addresses the problem statement and solves a real user’s needs
- Quality of user interface
- Technical and operational feasibility
- Economic and financial sustainability
- Creativity and innovation
- Team effort
- And public voting

Final award and prizes

10 teams/individuals with the most highly rated apps will be selected for the final round and will be asked to present their app for 3 minutes at the award event, which will take place in December 2012.

In this event, three top apps will be chosen as winners of the Cairo Transport App Challenge and will be awarded important cash prizes. Additionally, the 1st winner/top app will also be nominated to present its app at the prestigious Mobile World Congress to be held in Barcelona, Spain.