

# 2021 Microsoft Imagine Cup Junior

## Official Rules

### 1. SPONSOR

These Official Rules ("Rules") govern the operation of the Microsoft Imagine Cup Junior Contest ("Contest"). Microsoft Corporation, located at One Microsoft Way, Redmond, WA, 98052, USA, is the Contest sponsor ("Sponsor").

### 2. DEFINITIONS

In these Rules, "Microsoft", "we", "our", and "us" refer to Sponsor and "you" and "yourself" refers to a Contest participant, or the parent/legal guardian of any Contest entrant who has not reached the age of majority to contractually obligate themselves in their legal place of residence. By entering you (or your parent/legal guardian if you are not the age of majority in your legal place of residence) agree to be bound by these Rules.

### 3. CONTEST DESCRIPTION:

Imagine Cup Junior is a skill-based Contest. The goal of the competition is to create excitement and energy among students and educators by giving them the opportunity to use Artificial Intelligence to solve real-world problems. During this Contest, educators, instructors, parents and/or guardians will provide students with access to educational materials, which teams of students will use to gain insight into "Artificial Intelligence for Good". Students will use what they learn to research a real-world problem of their choosing, and then work as an individual or in a team to formulate a solution to that problem which showcases their understanding of Artificial Intelligence. This Contest will run in parallel across three (3) regions: ASIA, EMEA, and Americas, with ten (10) winning student teams in total across the three regions.

Each AI for Good concept that teams create and submit in the Contest will be called an "entry." All eligible entries received will be judged using the criteria described below to determine the winners of the prizes described below.

### 4. ENTRY PERIOD

This Contest submission period starts at TBC Greenwich Mean Time (GMT) on TBC ends at TBC ("Entry Period"). Entries must be received during the Entry Period to be eligible.

### 5. ELIGIBILITY

This is a closed promotion open only to the educators, instructors, parents and/or guardians of students where such students are between thirteen (13) and eighteen (18) years of age. To participate, the institution must have registered for the Contest either via an educator, instructor, parent and/or guardian. In addition, to be eligible, you must meet the following requirements at the time of entry (submission):

- (“Team Leaders”) You are an educator, instructor, advisor and/or other leader 18 years of age or older for an educational institution or club as of January 1, 2021, or a parent and/or guardian of a student at an educational institution or club as of January 1, 2021, in one of the following geographic regions:
  - ASIA (See Appendix 1 for breakdown of eligible countries)
  - EMEA (See Appendix 1 for breakdown of eligible countries)
  - AMERICAS (See Appendix 1 for breakdown of eligible countries)
- (“Team Member/(s)”) Each Team Member must be between thirteen (13) and eighteen (18) years of age at time of registration, a legal resident of an eligible country and actively enrolled at their applicable institution
- **NOTE:** If a Team Member is thirteen (13) years of age or older but has not reached the age of majority in their legal place of residence, then they must have the written consent of their parent/legal guardian to participate in this Contest.

Persons involved in the execution or administration of this promotion, or the their family members (parents, children, siblings, spouse/domestic partners, or individuals residing in the same household) are not eligible. This Contest is void in, and for the permanent residents of, Cuba, Iran, North Korea, Sudan, Syria, Region of Crimea, and where prohibited by law.

## 6. HOW TO ENTER

To enter the Contest, the Team Leader must take the following steps:

- Form teams that includes a minimum of one (1) student and maximum of six (6) students from the same educational institution or club.
- Each Team Leader must register at [www.imaginecup.com/junior](http://www.imaginecup.com/junior). Each student may only be a member of one (1) team. The Team Leader will guide and instruct the Team Member’s and will submit the entries for each of their student teams.
- Except for personally identifying information (“PII”) contained within a video submission, the Team Leader will not provide any-individual Team Member’s personally identifying information (“PII”) in the information/submissions they provide to Microsoft as part of Imagine Cup Junior program. The Team Leader will only provide individual Team Member’s PII within a video pitch after notifying Team Members that their PII will be submitted to Microsoft in connection with the Contest and used for the purposes described in this agreement
- The personal data of the Team Leader and any other adult involved will be handled in accordance with the [Microsoft Privacy Statement](#).
- The Team Leader will collect consent from each Team Member’s parents and/or guardians before any prize is awarded to winning students.
- Follow the instructions at [www.imaginecup.com/junior](http://www.imaginecup.com/junior) to access the Artificial Intelligence lesson resources and challenge kits enabling educators to support students in developing an AI for Good concept.
- Team’s may, but are not required to, leverage the additional project resources using “Wick editor” to bring students’ AI concept to life as an additional Contest entry.
- The Team Leader must complete the official entry form located at: [www.imaginecup.com/junior](http://www.imaginecup.com/junior) and submit the following required documents:

- A Project Document explaining the team’s project using the submission template.
- A video link of the Team Members pitching their project (maximum length 2 minutes) sharing the team name, school and country.
- An additional submission using the Wick Editor platform (optional).
  - The [Wick Editor](#) is a free, open-source tool for creating games, animations, and everything in-between. As part of Imagine Cup Jr, Microsoft has partnered with Wick to give students the ability to enhance their code with artificial intelligence. Using video, image, and text analysis, the Wick Editor enables a connection to Azure Cognitive Services to help students make their games and animations even more fun to interact with.

By completing the registration and submitting your materials, you agree that your project follows these rules, including the requirements set forth below, and acknowledge that Sponsor, in its sole discretion, may remove your project and disqualify you from the Contest if it determines, in its sole discretion, that your project fails to conform to these Rules or any applicable requirements, guidelines or restrictions.

While a Team Leader may lead multiple teams, we will only accept one (1) entry per unique student team, with each Team Member only serving as a member of one (1) team.

We are not responsible for entries that we do not receive during the Contest submission period, regardless of reason or fault, or for entries that we receive but are not reasonably decipherable for any reason.

We will automatically disqualify any Contest entries which are: incomplete or illegible, or exceed the entry limit described above.

## 7. ELIGIBLE ENTRY

In order to be eligible for entry into the Contest, an entry must meet the following content/technical requirements:

- Project Submission
  - Must be a PowerPoint presentation no longer than ten (10) slides containing:
    - Title Page/Title Slide and Table of Contents
    - A short description of the character and magnitude of the real-world problem the team chose
    - A description of the team’s research phase, including Details of interviews or research conducted by the team
    - A list of resources the team used that aided in their understanding of the problem and that helped in the development of the solution
    - A description of how the project idea is ethical taking into consideration:
      - Fairness
      - Reliability and Safety
      - Privacy
      - Inclusiveness
      - Transparency
      - Accountability
    - A description of the development of the solution and how the solution engages with and addresses the chosen problem, and why such a product or action is needed
    - A description of the solution and its use of Artificial Intelligence (what form it takes and how it effectively leverages AI to engage the real-world problem)
  - The submission must fall into one of these AI for Good categories:

- AI for Earth
- AI for Humanitarian Action
- AI for Accessibility
- AI for Cultural Heritage
- AI for Health
- A solution included in a submission may address the applicable AI for Good in one of the following ways (by way of example only):
  - it may create or improve a solution that might lead to solving or addressing the real-world problem
  - it may create or improve a service that already addresses the real-world problem
  - it may communicate a message to an authentic audience responsible for addressing the real-world problem, or its consequences.
- In addition, a video of maximum 2 minutes length detailing:
  - Team name, school and country
  - Which AI for Good initiative they chose (Accessibility/Cultural Heritage/Earth/Health/Humanitarian Action)
  - What problem they wanted to solve
  - What the team's concept is
  - What the team learned as part of their involvement

In addition:

- Your entry must be the Team Member's original work, and any video submission must be solely the work of the Team Members, including but not limited to, the actual filming, editing, graphic design, etc. of the video.
- Your entry cannot have been selected as a winner in any other contest provided by Microsoft or any other entity;
- You must have obtained any and all consents, approvals, or licenses required for you to submit your entry or any content contained therein;
- To the extent that your entry requires the submission of user-generated content such as software, photos, videos, music, artwork, essays, etc., entrants warrant that their entry is their original work, has not been copied from others without permission or necessary rights, and does not violate the privacy, intellectual property rights, or other rights of any other person or entity. You may include Microsoft trademarks, logos, and designs, for which Microsoft grants you a limited license to use for the sole purposes of submitting an entry into this Contest;
- Your entry may NOT contain, as determined by us in our sole and absolute discretion, any content that is obscene or offensive, violent, defamatory, disparaging or illegal, or that promotes alcohol, illegal drugs, tobacco or a particular political agenda, or that communicates messages that may reflect negatively on the goodwill of Microsoft.

We reserve the right to reject any entry, in our sole and absolute discretion, that we determine does not meet the above criteria.

## 8. USE OF YOUR ENTRY

All personal data of Team Members you provide in connection with this Contest will be used by Microsoft and/or its agents and prize fulfillers acting on Microsoft's behalf only for the administration, operation and marketing of this Contest and otherwise in accordance with the [Microsoft Privacy Statement](#).

We claim no ownership rights in or to your Contest entry. However, by submitting an entry, you grant us an irrevocable, royalty-free, worldwide right and license to use, review, assess, test and otherwise analyze your entry

and all its content in connection with this Contest and use your entry in any media whatsoever now known or later invented for any non-commercial or commercial purpose, including, but not limited to, the marketing, sale or promotion of Microsoft products or services, without further permission from you. You will not receive any compensation or credit for use of your entry, other than what is described in these Rules and you agree to sign any necessary documentation that may be required for us and our designees to make use of the rights you granted above.

By entering your submission you agree to it being made available to Microsoft employees outside of the judging pool to recognize projects within their region for additional marketing purposes.

By entering, you acknowledge that we may have developed or commissioned materials similar or identical to your entry and you waive any claims resulting from any similarities to your entry. Further you understand that we will not restrict work assignments of representatives who have had access to your entry and you agree that use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us under this agreement or copyright or trade secret law.

Your entry may be posted on a public website. We are not responsible for any unauthorized use of your entry by visitors to this website. We are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.

## 9. WINNER SELECTION AND NOTIFICATION

On or around the close of the Entry Period, a panel of judges will review all eligible entries received in each category and select winners of the Contest prizes described below based upon judging criteria described below.

## 10. JUDGING CRITERIA

	Low Impact	Medium Impact	High Impact
<b>Innovation:</b> How original is the idea, compared to other submissions, or other uses of AI that already exist?	The AI idea is not innovative at all. It is already in existence and widely used.  (4)	The AI idea shows some innovation and brings some new concepts to the field of AI.  (8)	The AI idea is exceptionally innovative, and is likely to be a new idea, or a significant contribution to the field.  (12)
<b>Buildability:</b> How realistic is it that this concept could be built in the next ten years?	It is very unlikely that this AI idea could ever be built.  (4)	This AI idea has some potential to be built now, or in the next ten years.  (8)	This AI idea could be absolutely be built now, or in the next ten years.  (12)
<b>Use of Microsoft technology:</b> How has the idea leveraged Microsoft AI and cognitive services?	The AI idea does not take into account existing Microsoft services  (4)	The AI idea leverages some existing Microsoft services and articulates how these apply  (8)	The AI idea has been built out aligned to existing Microsoft services and clearly articulates how these would be leveraged  (12)

<p><b>Potential for Impact:</b> Does the idea have potential for scale, either by impacting people or the environment in a powerful way?</p>	<p>The potential for people / environmental impact is minimal because the AI idea is not scalable.</p> <p>(4)</p>	<p>There is potential for impact for people / environment because the AI idea is somewhat scalable.</p> <p>(8)</p>	<p>There is potential for impact for people/environment because the AI idea is definitely scalable.</p> <p>(12)</p>
<p><b>Presentation of the idea:</b> How effectively and creatively has the team presented the idea? Did the team bring the project to life?</p>	<p>The AI idea was presented in a way that is difficult to understand, or in a way that lacked creativity.</p> <p>(4)</p>	<p>The AI idea was presented in a clear way, and/or a creative way with visuals.</p> <p>(8)</p>	<p>The AI idea was presented with exceptional clarity and/or creativity, with clear visuals to demonstrate how it will work</p> <p>(12)</p>
<p><b>Ethical score:</b> How well does this idea meet the Microsoft AI principles? How have they considered all 6 within their concept: <b>Fairness, Inclusiveness, Reliability and Safety, Privacy and Security, Transparency and Accountability</b></p>	<p>The AI idea considers some of the AI principles, but not all, or if covers all but not in enough depth</p> <p>(4)</p>	<p>The AI idea has considered the AI principles, and there is a potential for the concept to be ethical</p> <p>(8)</p>	<p>The AI idea very effectively addresses the AI principles and there is clear potential for this to be created in an ethical way.</p> <p>(12)</p>

In the event of a tie between any eligible entries, an additional judge will break the tie based on the judging criteria described above. The decisions of the judges are final and binding. If we do not receive a sufficient number of entries meeting the criteria set forth in these Rules, we may, at our discretion, select fewer winners than the number indicated below.

Winners or, in the case of entrants below the legal age of consent, their parent or legal guardians, will be notified via the contact information provided during entry no more than seven (7) days following completion of the judging process with prize claim instructions, including submission deadlines. If a selected winner cannot be contacted, is ineligible, fails to claim a prize or fails to return any forms, the selected winner will forfeit their prize and, time permitting, an alternate winner will be selected. If you are a potential winner and you are 13 years of age or older, but have not reached the age of majority in your legal place of residence, we may require your parent/legal guardian to sign all required forms on your behalf. This process will be repeated no more than three (3) times, as needed. If, after three (3) attempts to select an alternate winner, any unclaimed prizes remain, these prizes will remain unawarded.

## 11. PRIZES

The following prizes will be awarded:

**10 teams in total from across the specified regions (ASIA, EMEA and Americas): various merchandise items and a trophy which, in together, will not exceed the value of \$300 per student in a group of max no more than six Team Members.**

We will only award one (1) prize per Team Member. Team Leaders are not eligible for any prizes. No more than the number of prizes set forth above will be awarded. No substitution, transfer, or assignment of any prize is permitted, except that Microsoft reserves the right to substitute a prize of equal or lesser value in the event the offered prize is unavailable. Prizes are awarded "AS IS" with no warranty of any kind, either express or implied, including but not limited to, the implied warranties or merchantability, fitness for a particular purpose, or non-

infringement. Prizes will be sent no later than twenty-eight (28) days after winner selection. Prize winners may be required to complete and return prize claim and / or tax forms ("Forms") within the deadline stated in the winner notification. Taxes on the prize, if any, are the sole responsibility of the winner, who is advised to seek independent counsel regarding the tax implications of accepting a prize. By accepting a prize, you agree that Microsoft may use your entry, name, image and hometown online and in print, or in any other media, in connection with this Contest without payment or compensation to you, except where prohibited by law.

## **12. ODDS**

The odds of winning are based on the number of eligible entries received.

## **13. GENERAL CONDITIONS AND RELEASE OF LIABILITY**

To the extent allowed by law, by participating in the Contest you agree to release and hold harmless Microsoft and its respective parents, partners, subsidiaries, affiliates, employees, and agents from any and all liability or any injury, loss, or damage of any kind arising in connection with this Contest or any prize won.

All local laws apply. Any decision of Microsoft is final and binding.

We reserve the right to cancel, change, or suspend this Contest for any reason, including cheating, technology failure, catastrophe, war, or any other unforeseen or unexpected event that affects the integrity of this Contest, whether human or mechanical. If the integrity of the Contest cannot be restored, we may select winners from among all eligible entries received before we cancelled, changed or suspended the Contest.

If you attempt, or we have strong reason to suspect that you have attempted, to compromise the integrity or the legitimate operation of this Contest by cheating, hacking, creating a bot or other automated program, or by committing fraud in any way, we may seek damages from you to the full extent of the law and you may be banned from participation in future Microsoft promotions.

## **14. GOVERNING LAW**

This Contest will be governed by the laws of the State of Washington, and you consent to the exclusive jurisdiction and venue of the courts of the State of Washington for any disputes arising out of this Contest.

## **15. WINNERS LIST**

We will post the names of winners online at <http://www.imaginecup.com/junior>. This list will remain posted for at least 30 days following winner announcement.

**APPENDIX 1**  
**DEFINITION OF REGIONS**

<b>AMERICAS</b>	<b>ASIA</b>	<b>EMEA</b>
Antigua and Barbuda	Armenia	Andorra
Anguilla	Australia	United Arab Emirates
Argentina	Bangladesh	Afghanistan
American Samoa	Brunei	Albania
Aruba	Bhutan	Angola
Barbados	China	Austria
Saint Barthélemy	Cocos (Keeling) Islands	Åland Islands
Bermuda	Cook Islands	Azerbaijan
Bolivia	Christmas Island	Bosnia and Herzegovina
Bonaire	Fiji	Belgium
Brazil	Micronesia	Burkina Faso
Bahamas	Hong Kong	Bulgaria
Belize	Heard Island and McDonald Islands	Bahrain
Canada	Indonesia	Burundi
Chile	India	Benin
Colombia	Japan	Bouvet Island
Costa Rica	Cambodia	Botswana
Curaçao	Kiribati	Belarus
Dominica	Korea	Congo (DRC)
Dominican Republic	Laos	Central African Republic
Ecuador	Sri Lanka	Congo
Falkland Islands	Marshall Islands	Switzerland
Grenada	Myanmar	Côte d'Ivoire

<b>AMERICAS</b>	<b>ASIA</b>	<b>EMEA</b>
French Guiana	Mongolia	Cameroon
Guadeloupe	Macao SAR	Cape Verde
Southern Georgia and Sandwich Isles	Northern Mariana Islands	Cyprus
Guatemala	Maldives	Czech Republic
Guam	Malaysia	Germany
Guyana	New Caledonia	Djibouti
Honduras	Norfolk Island	Denmark
Haiti	Nepal	Algeria
Jamaica	Nauru	Estonia
Saint Kitts and Nevis	Niue	Egypt
Cayman Islands	New Zealand	Western Sahara
Saint Lucia	French Polynesia	Eritrea
Saint Martin	Papua New Guinea	Spain
Martinique	Philippines	Ethiopia
Montserrat	Palau	Finland
Mexico	Singapore	Faroe Islands
Nicaragua	Solomon Islands	France
Panama	Saint Helena	Gabon
Peru	Thailand	United Kingdom
Pitcairn Islands	Tokelau	Georgia
Puerto Rico	Timor-Leste	Guernsey
Paraguay	Tonga	Ghana
Suriname	Tuvalu	Gibraltar
El Salvador	Taiwan	Greenland
Saint Maarten	Vietnam	Gambia

<b>AMERICAS</b>	<b>ASIA</b>	<b>EMEA</b>
Turks and Caicos Islands	Vanuatu	Guinea
Trinidad and Tobago	Wallis and Futuna	Equatorial Guinea
US Minor Outlying Islands	Samoa	Greece
United States		Guinea-Bissau
Uruguay		Croatia
Saint Vincent and the Grenadines		Hungary
Venezuela		Ireland
British Virgin Islands		Israel
US Virgin Islands		Isle of Man
		British Indian Ocean Territory
		Iraq
		Iceland
		Italy
		Jersey
		Jordan
		Kenya
		Kyrgyzstan
		Comoros
		Kuwait
		Kazakhstan
		Lebanon
		Liechtenstein
		Liberia
		Lesotho
		Lithuania
		Luxembourg

AMERICAS	ASIA	EMEA
		Latvia
		Libya
		Morocco
		Monaco
		Moldova
		Montenegro
		Madagascar
		Macedonia (FYROM)
		Mali
		Mauritania
		Malta
		Mauritius
		Malawi
		Mozambique
		Namibia
		Niger
		Nigeria
		Netherlands
		Norway
		Oman
		Pakistan
		Poland
		Palestinian Authority
		Portugal
		Qatar
		Reunion

AMERICAS	ASIA	EMEA
		Romania
		Serbia
		Russia
		Rwanda
		Saudi Arabia
		Seychelles
		Sweden
		Slovenia
		Svalbard
		Slovakia
		Sierra Leone
		San Marino
		Senegal
		Somalia
		São Tomé and Príncipe
		Swaziland
		Chad
		French Southern and Antarctic Lands
		Togo
		Tajikistan
		Turkmenistan
		Tunisia
		Turkey
		Tanzania
		Ukraine

<b>AMERICAS</b>	<b>ASIA</b>	<b>EMEA</b>
		Uganda
		Uzbekistan
		Holy See (Vatican City)
		Kosovo
		Yemen
		Mayotte
		South Africa
		Zambia
		Zimbabwe