

# 2008 IMS Research Competition

## Guidelines for Proposal and Prototype Submissions

### General

- **Please refer to the rules**, especially regarding the submission of all required materials, the proposal submission deadline (January 30<sup>th</sup>), the prototype submission deadline (April 1<sup>st</sup>), and the presentation to the judges (April 9<sup>th</sup> & 10<sup>th</sup>).
- **All teams have a good chance of having a winning entry.** Even if you don't win, your participation and exposure to the process and judges are significant resume builders.
- **You are not disqualified if your prototype doesn't work well**, or is incomplete. The judging criteria will be followed closely. This document will provide guidance on the submission, presentation, and judging process.

### Application Categories

- (a) **Contextual Usage** – Any application or service that will leverage another application as well as act on the context of the situation (i.e. how services are used based on time and space). An example would be to tie weather and traffic route services together with a calendar appointment.
- (b) **Higher Education** - Any application or service that caters to the higher education market; integrating with services and applications used by the campus community such as calendars, class schedules, classroom technology, course materials, social networking, campus events and athletics.
- (c) **Innovation** – any other application, enabler, or service which falls outside of (a) and (b).

### Proposal Phase

#### Scoring Overview

- 33 1/3 points per criteria
- Proposal Phase Submissions which achieve a minimum cumulative score of 70 points will advance to the Prototype Phase
- See rules for additional information

#### Criteria

##### 1. Creativity

- Novelty of the application – is this application radically new or is it an enhancement of a current application?
- Is it already available on the internet? If so, how is this solution differentiated?
- How does the application leverage the IMS and enablers?

##### 2. Feasibility-to-Prototype (Prototype can be defined as a basic, working model.)

- Is it possible to develop a working prototype within the competition timeframe?
- Does the application require additional network elements or components outside the network?
- Does the application leverage the technology in the lab?
- Has the team demonstrated that they understand how to implement this in AT&T's network?

##### 3. Potential commercial viability

- Does the application have mass market appeal?

- 2+ million people
  - Application can target a single segment (identify segment(s))
- What is the potential uptake forecast (over 3 years)?
- How does the application align to AT&T's directions for this IMS competition?
  - Simplify daily life (e.g. navigation applications, mobile banking)
  - Provide entertainment (e.g. games)
  - Provide information on the go
  - Keep you in touch with your friends and family
- What business model could be used for commercial introduction? (pay per use, one time payment, advertising based, licensing, free of charge, etc?)
- Would the application pass the first step in the AT&T product development process?
  - Includes a high level business case, concept testing or research, and an analysis on device impact

## Prototype Phase

### Submission Guidelines

Your prototype submission should include the following:

- High level description of your project (start with your contest application)
- Business plan
- Use cases, including screen shots
- Call flows for use cases and any others which are notable
- Implementation details including devices, environments, platforms, and services used
- Well documented source code

### Scoring Overview

- 20 points for Commercial Viability criteria, 10 points for each remaining 6 criteria (60) plus 20 points for the presentation = 100 point potential total
- The Prototype Phase Submission with the highest cumulative score in each Category will be declared the first place winner in that Category.
- The Prototype Phase Submission with the second highest cumulative score in each Category will be declared the second place winner in that Category.
- See rules for additional information.

### Criteria

1. **Commercial viability (includes business plan, market research and analysis, pricing and business model(s))**
  - Business case for 3 years (Introduction model for adoption, development and introduction cost estimates, revenue estimates, market analysis ( identify macro or micro trends that impact /aid introduction), pricing strategy, detailed segmentation, scalability, and exit strategy)
2. **Leveraged use of IMS-based network resources as well as optional use of any custom hardware (includes voice, video, messaging, web)**
  - How does the application utilize the IMS core, enablers and SIP application server in the lab?
  - Does the application use at least one of the enablers in the GT lab?
3. **User interface/experience (includes potential use on multiple platforms)**
  - The client should be simple, intuitive and easy to navigate. Potentially be easy to port the client on different phone platforms.

- 4. Leverage of community and collaboration features and services (functionality involving three or more parties)**
  - Real time or offline social networking sites and other collaborative features need to be leveraged.
- 5. Leverage of personalization features and services**
  - The application should provide an avenue for personalizing the service.
- 6. Adherence to standards (especially those of 3GPP, OMA and IETF)**
  - The application should utilize those standards and not use proprietary protocols for communicating with the servers.
  - Teams may develop their own protocols if a protocol does not exist or if existing protocols limit the development of the application. Please document the background for such decisions.
  - Development of a protocol or an enabler alone is not a valid entry.
- 7. Completeness of the prototype (how much of the planned functionality was implemented and demonstrated)**
  - The prototype should be demonstrated and a proof concept should be easily generated from the application prototype.
- 8. Presentation of the prototype by one or more team members to the panel of judges**
  - Prepare a printed slide deck with handouts, 2 slides per page (10 copies minimum).
  - You will have only 20 minutes to present your slides and demonstrate your prototype.
  - Presentations should address each judging criteria. Include a description of what you did for each criterion, what you learned, and how you would position your idea going forward.
  - You can be impressive by showing a successful prototype. Additionally you can share what you've learned, including any hurdles you faced.
  - If your demo doesn't work, or if you can't show your use cases, show a detailed mock-up of screen shots for a complete use case in order to capture some of the prototype criteria points.
  - One team member will be required to give the presentation to the panel of judges; however, all members are encouraged to participate, especially in their particular contribution area.

**All participants are encouraged to attend the showcase/awards ceremony the evening of April 20<sup>th</sup>.** All teams will be given a space to show their presentation and demonstrate their prototypes to the public.