

Accenture Digital Hackathon

INTRODUCTION

Innovative, high-tech, international. This is the nature of the work we do at Accenture. Use your talent, passion, and determination to participate at a high-tech event that will feature all of the latest digital trends.

Accenture Digital, the growth platform of AMEBV – Dubai Creative Clusters Branch., is launching the first edition of the Global Connected Hackathon which is to be held simultaneously in Rome, London, Istanbul, Dubai, Bangalore, Shanghai, Manila, Singapore, Mexico City, Chicago, Monterrey and Sao Paulo and will be open to creative designers, developers and marketing experts, for both students and recent graduates.

The goal of this challenge is to prototype ideas, products and services that are able to create social and economic value for the community by hacking everyday objects and using open data, open-source libraries, public APIs, frameworks for fast prototyping and software development, microcontrollers, sensors, and other hardware (e.g. 3D printers, beacons, wearables, etc.).

The event will be promoted across a range of channels, including press release, on the organization's social-media account and university web portals. The official web site for the event will be: <http://www.accenture.ae/DigitalHackathon>

This 24-hour marathon will provide an opportunity for brilliant young talents to create their works with the help of Accenture mentors and experts, who—together with the panel of judges (see below)—will be on hand throughout the day, while also experiencing the unforgettable thrill of coming together with peers who share the same passion for digital technology and innovation.

The hackathon is open to both teams (three to five people) and individuals. Individuals who sign up may then form teams on site, either on their own or with the help of the event organizers. The three teams of each country that impress the judges most will then be awarded with prize vouchers.

The first teams in each country will then be invited to compete head to head against the winners from the other countries in order to determine the best team overall!

Accenture Global Connected Hackathon is not a “promotional prize contest. . It concerns the presentation of business or industrial projects or studies in which the rewards granted to the authors of the projects selected are in the form of payment for services or represent recognition of individual merit or encouragement in the interest of the community.

Be yourself. Make a difference

GENERAL REGULATIONS FOR THE HACKATHON IN Dubai, NOVEMBER 11-12, 2017

(Part I)

1. Objectives of Global Connected Accenture Digital Hackathon

Accenture Digital, the growth platform of AMEBV – Dubai Creative Clusters Branch is launching the xxx edition of Global Connected Hackathon, a 24 hour, non-stop marathon to be held on November 11-12, 2017 at Accenture’s Digital Acceleration Center (Building 2, Dubai Internet City) and simultaneously in the following cities:: London, Istanbul, Dubai, Bangalore, Shanghai, Manila, Singapore, Mexico City, Chicago, Monterrey and Sao Paolo

At this event, young developers, designers and marketing experts—both students and recent university graduates—will be asked to find digital solutions to the various needs that will be presented during the briefing on the first day.

Participation in the hackathon is free of charge.

2. Date and place for the event

The hackathon is to be held on the days of November 11-12, 2017, at the Accenture Digital Acceleration Center in Dubai Internet City Building 2 and simultaneously in the following cities:: London, Istanbul, Dubai, Bangalore, Shanghai, Manila, Singapore, Mexico City, Chicago, Monterrey, Sao Paulo.

Accenture reserves the right to change the days, time and location of the event due to technical or organizational needs by announcing such changes on the event's official web site, which is www.accenture.ae/DigitalHackathon.

3. Participants

- The hackathon is open to those who are interested in technology and innovation and have an interesting project or other idea to develop within the scope of the challenges proposed (see section 5). The event is open to students or recent university graduates of the following categories:
 - Developers
 - Designers
 - Marketing Specialist
- Participation in the hackathon is open to individuals aged 18 or older;
- No employees or other collaborators of companies belonging to the Accenture group may compete in the Dubai hackathon.

4. Requirements for acceptance and rules of participation

- Registering for the hackathon is entirely free of charge and is open only to existing teams of 3 to 5 people and to individuals who will then be able to form teams at the event, either on their own or with the help of the event organizers.
- Teams and individuals wishing to sign up for the hackathon must complete the online registration form at www.accenture.ae/DigitalHackathon, indicating the personal details of the individual or of each team member. Each individual participant or team member must accept the event regulations and grant consent for the handling of their personal information and for the use by Accenture of video and other images prior to completing the online registration.
- The members of each team are to ensure that the personal information provided upon registration online is true and accurate and must unconditionally accept any and all decisions made by Hackathon organizers with regard to event organization. The personal details provided for each member will be verified for all teams admitted to the competition prior to the start of the event.
- The admission of teams or individuals to the competition is on a first-come, first-served basis and is to be limited to no more than 50 people per city or as is compatible with the organizational and logistical needs of Accenture. In the event that more than 50 people have submitted applications, Accenture will select those teams whose individual members best meet the organization's current recruiting needs.

- The teams competing must include a mix of developers, designers and marketing specialists. Event participants may be members of just one team.
- Each team must be given a name as chosen by its members. Team names must not be connected in any way with the names of companies or registered trademarks or use expressions that incite violence or are discriminatory, obscene, or represent any form of defamation. Failure to comply will result in disqualification.
- If information provided during online registration is found to be incomplete and/or inaccurate, even if related to just one team member, the entire team concerned will be excluded from the competition.
- Teams may not be changed once the competition has begun, and should even just one member of a team leave the competition, the entire team will be rendered ineligible.
- The members of each team undertake not to present projects that have previously been submitted to other initiatives or projects that have been presented at previous editions of the Accenture hackathon.
- By accepting these Regulations and participating in the hackathon, each participant undertakes, for the entire duration of the competition, to make use of the facilities in which the competition is to be held and any materials and equipment provided by Accenture with the utmost care and diligence and to comply fully with the rules of conduct and safety established by Accenture. Event participants will be held liable for any damage caused to people or property.
- Hackathon participants hereby acknowledge that event participation is free of charge and that participation does not entail any right to compensation of any kind or to reimbursement of any expenses incurred.

5. Topics to be developed

The topic to be addressed by the teams admitted, throughout the continuous 24-hour duration of the competition, is **Connecting Minds for an Inclusive Future**, i.e. the power of relationships and collaboration to create a better world. Participants will be asked to use digital technologies in creative, innovative ways to benefit people and the environment with a view to offering solutions in a range of fields. The goal of this challenge is to create prototypes of products, services and ideas that are able to generate social and economic value for the community by hacking common objects and using open data, open-source libraries, public APIs, frameworks for fast prototyping and software development, microcontrollers, sensors, and other hardware (e.g. 3D printers, beacons, wearables, etc.).

6. The panel of judges

Composition

The projects executed by the teams for the competition will be evaluated by a panel of expert judges, some of which will be members of Accenture senior management, along with other authoritative figures from the world of high-tech and innovation. (For more information, see section 11.3.)

Judging

The final decisions of the judges are to be based on the following parameters: Concept, Design, Development, and Presentation. The panel will assign a score to each parameter, which will then determine the ranking of each participating team.

The winners of each local hackathon will be the three teams with the highest total scores. In the event of a tie, subsequent votes will be held until the three winning teams have been selected. (For more information, see section 11.3.)

The first teams in each country will then be invited to compete head to head against the winners from the other country in order to determine the best team overall.

7. Prizes

Local winning teams will be awarded the following prizes by the panel of jurors:

- **1st place team: a prize of an amount of €500 for each team member**
- **2nd place team: a prize of an amount of €300 for each team member**
- **3rd place team: a prize of an amount of €200 for each team member**

The first team of each country will present its project to all the jurors of the same region in Video Conference. There will be three different Regions:

- Americas (Chicago, Mexico City, Sao Paolo, Monterrey)
- Europe and Middle East (Rome, Istanbul, Dubai, London)
- Asia (Bangalore, Singapore, Manila, Shanghai)

Each regional winning team will be awarded the following prize by the panel of jurors:

- **1st place team: 1 voucher in the amount of €1000 for each team member**

The first team of each region will present its project worldwide and the Global Winner among the three finalists will be decided by all the jurors.

Global Winner team will be awarded the following prize:

- **1st place team: 1 voucher in the amount of €2000 for each team member**

The vouchers may only be used to purchase technology products. .

8. Intellectual property rights, guarantees, release of responsibility and data privacy

By participating in the hackathon and accepting these Regulations, each participant hereby:

- declares that each prototype or mock-up presented is an original work and in no way infringes or misappropriates, in whole or in part, the intellectual or industrial property rights of others and fully releases and indemnifies AMEBV – Dubai Clusters Branch and its partners from and all responsibility, liability, or request for compensation for damages that may arise in relation to the intellectual or industrial property rights of others;
- acknowledges that each prototype or mock-up presented is the property of the team, and that the participant is responsible for ensuring such rights of ownership, intellectual property and originality within the limits of the law (e.g. filing of patents and other such registrations as appropriate) with respect to each prototype or mock-up is allocated in respect of the team and each individual or participant in the team, as necessary;
- licenses such rights, title and interest as he/she may have (if any) for use of the prototype or mock-up image and/or representation on any media whatsoever, now known or hereafter devised, to AMEBV- Dubai Creative Clusters Branch and its partners and acknowledges and agrees that any publication by AMEB – Dubai Creative Clusters Branch of the prototype or mock-up on any media now known or hereafter devised will result in the same being visible to the public and that AMEBV – Dubai Creative Clusters Branch assumes no responsibility for any use and/or abuse of the idea and/or any development of the idea and/or related project by any party coming into contact with said idea online or on social media and hereby waives any right to demand compensation for damages from AMEBV – Dubai Creative Clusters Branch. for any reason.
- grants to AMEBV- Dubai Creative Clusters Branch. and its partners and agents the right to take still photographs of him/her, to film him/her, and to record his/her voice, in each case in connection with the participation in the UAE hackthon;

- agrees that all photographs, film, audio or other recording, still or moving, taken of him/her (together, the "Content") by AMEBV- Dubai Creative Clusters Branch or its partners or by any of their agents may be used by or on behalf of AMEBV- Dubai Creative Clusters Branch in any media throughout the world in connection with the Accenture Digital Hackathon or for any reasonably incidental purpose (the "Purpose");
- grants to AMEBV- Dubai Creative Clusters Branch or its partners and their agents the right to edit, alter, delete and dub the Content as it sees fit, in its sole discretion;
- agrees that any copyright or other intellectual property rights or rights of a similar nature (if any) whether registered or unregistered and which exist anywhere in the world in the Content shall belong to and vest in the photographer or videographer (as relevant) and you release and discharge the photographer, videographer and his/her assignees or licensees from any liability by virtue of any uses of the Content, including any claims for invasion of privacy;
- irrevocably waives any right to inspect or approve any use of the Content, and any moral rights, image rights, performers' rights or similar rights worldwide that may subsist in respect of the Content or otherwise belong to him/her; and
- releases from any liability and undertakes not to prosecute or to institute proceedings, claims or demands for any remuneration, or otherwise, against AMEBV- Dubai Creative Clusters Branch or its partners and their agents in respect of any use of the Content;
- agrees to and consents to the collection, processing, transfer and otherwise use of his/her personal data shared with AMEBV- Dubai Creative Clusters Branch or its partners and their agents in relation to the Purpose, including the transfer of personal data outside of the UAE. AMEBV- Dubai Creative Clusters Branch agrees to follow generally acknowledged international data security principles when collecting, processing, transferring and otherwise using the participant's personal data in relation to the Purpose. For the purposes of these rules and the Purpose, personal data shall include any information provided by the participant to AMEBV- Dubai Creative Clusters Branch or its partners and their agents at the participant's registration for the hackathon, as well as during the course of the hackathon event.
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EVENT PARTICIPATION

(Part II)

9. REGISTRATION

Registration for participation in the hackathon is to take place online by providing all necessary information using the form that can be found at ww.accenture.ae/DigitalHackathon, by accepting these regulations Registration will begin on October xx, 2017, at xx and end on November xx, 2017, at xx

Any applications submitted with incomplete or inaccurate information will result in the team being disqualified from participation in the hackathon. Accenture rulings in this regard are final.

Registration does not ensure participation in the hackathon.

10. CONFIRMATION OF PARTICIPATION

The teams or individuals selected in accordance with the General Regulations above will receive official confirmation of their acceptance to the hackathon sent to the e-mail address provided at the time of registration.

This official notification will also provide details on the initiative and all information needed in order to come to the location in which the competition is to be held.

11. HACKATHON: THE EVENT

11.1 The competition

The hackathon will begin at 9:00am on November 11, 2017 with the accreditation of the teams selected and will come to a close at 4:00pm on November 12, 2017

The competition proper is scheduled to begin at 11:00am on November 11, 2017, and prototypes or mock-ups are to be turned in by no later than 11:00am on November 12, 2017.

All teams will have access to a group of mentors, selected by Accenture, who will observe and assist the teams in defining the project and will support them throughout the 24 hours of the competition as they work to produce the prototype or mock-up.

Without prejudice to the provisions of section 4 of the General Regulations above, should even just one member of a team decide to leave the competition prior to 11:00am on November 12, 2017, the prototype or mock-up produced will not be evaluated by the judges, and the team will automatically be disqualified from the competition.

At the end of the 24-hour competition phase, each team must present the output of their efforts in accordance with the instructions provided by Accenture.

Hackathon organizers will provide all participants with Wi-Fi connections free of charge. Each participant must provide their own computer or other device for the design and development of the project.

11.2 Presentation of product

At the end of the 24-hour period, each team will present their work for evaluation by the judges. (For more information, see section 11.3.)

11.3 Project evaluation and selection of winners

The judges will evaluate all of the works presented by the team based on the following 4 parameters:

- Concept
- Design
- Development
- Presentation

Evaluation process:

- Step 1
Each team will be invited to give a presentation of no more than 3 minutes to show the panel the work they have produced. A projector will be provided for this purpose. At the conclusion of the presentation, each judge will assign a score, not shown to the other judges, and the sum of the scores of the entire panel will determine the final rankings.
- Step 2
Once the final rankings have been determined, the top 3 positions will be announced.
- Step 3
Award ceremony for the top 3 teams.

The first teams in each country will then be invited to compete head to head against the winners from the other countries in order to determine the best team overall!

All projects handed in, regardless of ranking, will be analyzed again by the competent areas of Accenture to determine their feasibility and how well they are aligned with Accenture strategies. Should Accenture then be interested in further developing a project presented during the hackathon, the related team may be contacted for more information and to discuss potential forms of collaboration.

FINAL COMMENTS

Participation in the hackathon is subject to acceptance and observance of the rules established in these Regulations, which all participants have accepted upon submitting their applications, and to authorizing Accenture to handle personal data and to make use of the video and other images produced during the event.

Participants who fail to comply with the provisions of these Regulations will be removed from the event, as will those who hinder and/or seek to compromise the proper functioning of the judging process or the outcome of the event as a whole by way of fraudulent or other prohibited conduct.

These Regulations apply solely to participants of the hackathon to be held in Dubai on November 11-12, 2017

In addition to the above, participants undertake to observe the following simple rules of conduct:

- respect the other participants;
- do not use expressions that incite violence or forms of discrimination, obscenity, or defamation;
- avoid content that is offensive, vulgar, defamatory, or that violates privacy or is otherwise against applicable law, as well as advertising content or content that concerns political or religious views or other such ideologies;
- avoid developing applications that are clearly off topic compared to the assigned challenge;
- do not violate copyrights, trademarks, or other such rights;
- observe data-protection legislation of the country in which the participant is participating;
- do not receive outside assistance by way of e-mail or other forms of messaging.

I am over the legal age of majority in the jurisdiction in which I will be competing. I have read and agree to the terms and conditions of the hackathon regulation.

I am at least 18 years of age, but younger than the legal age of majority in the jurisdiction in which I will be competing. A parent (or where legally required, my father) or immediate next of kin or legal guardian has read and agrees to the terms and conditions of the hackathon regulation.

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