



# App Competition

## Sponsored by LemonApp

### Summary

Have you got a great app idea that leverages either existing or emerging technologies to fix real world problems? We want to hear from you! Let us bring your ideas to life!

### Competition Details

#### Categories

Students – Must provide valid student identification. Can submit as an individual or team

Start-ups – Submit as an individual or team if you are not a student but have a start-up app idea and do not have an existing business or meet the criteria of “start-up” status (e.g. less than 5 years old)

Organisations – Submit as an individual or team. A valid ABN must be provided.

#### Awards

- 1<sup>st</sup> place - Full product design and prototype (\$20K value), commercial concept creation (\$15K value) and a \$5000 credit on development.
- 2<sup>nd</sup> place – 50% credit (\$10,000) on product design and prototype (\$12,500 value)
- 3<sup>rd</sup> place - 25% credit (\$5000) on product design and prototype for the winner

All submissions will also receive 1x entry into our raffle draw for a \$250 Crown Perth Gift Card.

Winners will be chosen for all 3 categories above - up to 9 winners. Minimum criteria for concept and viability must be met for selections to be made.

Winners will be announced on Day 2 of the conference.



## Criteria

The adjudicators will review submissions based on the following criteria:

- Overall concept/Idea and quality of description
- Understanding of the target market
- Matching of product/solution to customer needs
- Articulation of vision, goals, objectives etc.
- Viability/feasibility
- Quality and extent of the use of analytics and data science to improve insights and add value
- Innovative value
- Social, community, business, industry, or economic impact

## Procedure

How to enter:

[Click here to complete the form and submit your idea.](#)

**NOTE:** Your information is safe with us. All submissions will be covered by a non-disclosure and confidentiality statement and will not be shared with any third parties. Your intellectual property is covered under Australian Copyright Law.

**Submission deadline: Sunday 19 June 2022 at 11:59 pm**

