DISRUPT-IT CHALLENGE

INNOVATE · TRANSFORM

ABOUT THE CHALLENGE

The **DISRUPT IT CHALLENGE** is a unique digital-based research and design team challenge open to all tertiary education students in Malaysia. It encourages up-and-coming tech-preneurs to utilise technology and creativity in creating game-changing business ideas that address issues faced by industries and are aligned to areas of interests such as affordable and clean energy; industry, innovation and infrastructure; and sustainable cities and communities.

The competition focuses on the next great tech solution that is developed by a new generation of tech innovators. Ten finalists' teams will be chosen from the submissions and in return, these finalists will receive mentorship from industry experts as well as attend workshops and seminars. They will also receive insider advice on how to write business proposals and produce prototypes based on their plans.

THE CHALLENGE:

- To identify a specific problem within industries and derive at a commercially viable solution that "disrupts" and innovates.
- Explain the specific "disruptive" impact of the idea on market, societal impact and sustainability.
- Research, analyse and design a solution using technology that best represents the idea and bring forth a positive change for society as a whole.
- The project must be aligned to areas of interests such as affordable and clean energy; industry, innovation and infrastructure; and sustainable cities and communities.

SPONSORS

OUR PARTNERS

- The DISRUPT IT CHALLENGE is sponsored by Prestariang Berhad and MaGIC (Malaysian Global Innovation & Creativity Centre).

- The competition is jointly organised by UNIMY, Taylor's University, UNISZA, UiTM and MMU.

PARTICIPANTS REQUIREMENTS

REQUIREMENTS FOR THE CHALLENGE

PROJECT SCOPE
- Each team is required to propose a tech-based project with a "disruptiveness" angle to it that addresses issues faced by industries and are aligned to areas of interests such as affordable and clean energy; industry, innovation and infrastructure; and sustainable cities and communities.
- The outcome of the project can be a mobile application, software, web App, hardware and business
  proposal but is not limited to these ideas.
- The proposed project must contain a problem statement and the objective/s on how to solve the problem.
- It must also contain information on capital projection and market capitalisation.
- Only one project submission per team. Only the latest submission will be considered as the official submission.
- All submissions must be made via the DISRUPT IT CHALLENGE portal at https://disruptitchallenge.wixsite.com/-2017
- All project submissions and presentations must be delivered or conducted in English.

TEAM REQUIREMENTS

- The DISRUPT IT CHALLENGE is open to all university, College University, college and polytechnic students in Malaysia.
- Each team must consist of **three to five members**. Ideally, the team should have members from varying institutions though this is not compulsory. It is a **MUST for teams to have multi-disciplinary team members** (for example, STEAM – Science, Tech, English, Arts and Math).

JUDGING CRITERIA

- Teams will be judged based on the innovativeness and "disruptiveness" of their proposal.
- The proposal should also illustrate commercial viability and a capability for execution.
- The idea presented must have the following impact: Market, Societal and Sustainability.

CHALLENGE STAGES

The **DISRUPT IT CHALLENGE** is divided into two stages: Online Submission Round and Finals

- ✓ **ONLINE SUBMISSION ROUND**

- Each team is required to submit a one-page executive summary explaining the case and detailing their business proposal aligned with the challenge requirements. A PowerPoint presentation (limited to 10 slides) can also be submitted along with the summary though this is optional.
- Each team must also to submit a video presentation of not more than 3 minutes on their project proposal
- **All online submissions must be submitted before the deadline to be considered for the challenge. Late submissions will automatically be disqualified.**

✓ **FINALS**

- Ten finalist teams from the submissions will be selected by our panel of judges to be part of the finals. These 10 teams will then undergo workshops, seminars and coaching organised by MaGIC where they will be mentored by industry professionals and renowned entrepreneurs.
- Based on the coaching they've received, the finalist teams will be required to fine-tune their business proposal and produce a working prototype for the finals.
- The **DISRUPT IT CHALLENGE** finals will be held in front of a live auditorium audience.
- Teams will be required to present a 5 to 8 minute pitch to our panel of judges and undergo a 10-minute Q&A for judges to understand their proposals better.
- They must also present their working prototype/MVP demo during their presentation.
- Teams must also prepare in advance an exhibition booth at the foyer of the venue to further detail their business proposal.
- The winning teams will be revealed at this final round.

IMPORTANT DATES

- **Registration Open**
  16th September 2017

- **Submission Deadline**
  16th October 2017

- **Judging Session**
  28th October 2017

- **Finalists Announcement**
  16th November 2017

- **Finalists Workshop**
  17th December 2017

- **Finals – Winners Announced!**
  28th January 2018

PRIZES

FINALIST PRIZES

- **1st Place   :   RM15, 000**
- **2nd Place   :   RM10, 000**
- **3rd Place   :   RM5, 000**

OTHERS

- ✓ **Best Pitch Award   :   RM2, 500**
- ✓ **Best Business Model   :   RM2, 500**
- ✓ **Best Exhibition Booth   :   RM2, 500**
- ✓ **Best Creative Idea   :   RM2, 500**

In addition to the monetary prize, finalists will have the opportunity to develop a continued relationship with a professional who will serve as a mentor, advise and assist the team in furthering their project.

RULES & REGULATIONS

OFFICIAL RULES AND REGULATIONS OF
DISRUPT IT CHALLENGE: INNOVATE.TRANSFORM

1. INTRODUCTION

Disrupt-IT is a joint-collaboration between Prestariang Berhad, MaGIC and several of Malaysia's leading private educational institutions towards creating a platform for students to venture into real-world initiatives using their field of specialisation. The competition aims to select the best teams that will then be mentored by industrial experts towards creating their own start-up initiatives.

This is a first-ever initiative by the organisers and it will continue as an annual event in aims to facilitate greater entrepreneurs in IT that will not only add to the local talent but become the global leaders in their own right.

- The competition begins when registration opens at https://disruptitchallenge.wixsite.com/-2017 on 16th September 2017 and ends at the close of the Finalist Event on 28th January 2018. These rules should be read in conjunction with the information provided on the competition website located at https://disruptitchallenge.wixsite.com/-2017

2. COMPETITION DESCRIPTION

In this competition, each team will be required to enter an online submission paper that details the cause and scope of the DISRUPT IT CHALLENGE problem and proposed a solution that is IT based.

Teams must register to participate. The registration form is found https://disruptitchallenge.wixsite.com/2017. Each team leader must fill up the registration information for their team. The registration deadline is 12PM on 16th October 2017. All teams must be registered by this deadline in order to participate.

The Online Submission Paper deadline is 12PM on 16th October 2017, at which point all Online Submission Papers must have been uploaded and no longer be modified. All submissions must be submitted by uploading their abstract and video through the portal. The Administrator is under no obligation to correspond about entries. Entries become the property of the Administrator and may not be acknowledged or returned.

Teams selected as Finalists will work with a mentor to create a prototype of their solution and participate in a live round of judging at the Finalist Event. Their entry will then be evaluated by a panel of judges selected by the Administrator at a live Finalist Event on 28th January 2018. The judges will score each entry and determine each team's ranking. The Finalist Teams will be notified of the judges' decision at the conclusion of the Finalist Event.

3. TEAM ENTRY RULES

A.   The competition is open to all full-time university students, college and polytechnic students based in Malaysia (Peninsular and East Malaysia).

B.   Each team must comprise of three to five members with the members having multi-disciplinary majors in Science, Technology, Engineering, Arts and Mathematics (STEAM) at their respective institutes.

C.   The project focus must be Information Technology (IT) based/related and aligned to the UN Development Goals of:

a. Affordable and Clean Energy

b. Industry, Innovation and Infrastructure

c. Sustainable Cities and Communities

D.   Each individual member can only be attached to a single team.

E.   All submissions material (plans and presentations) must be in English and be of original work.

F.   Each team is only allowed one submission.
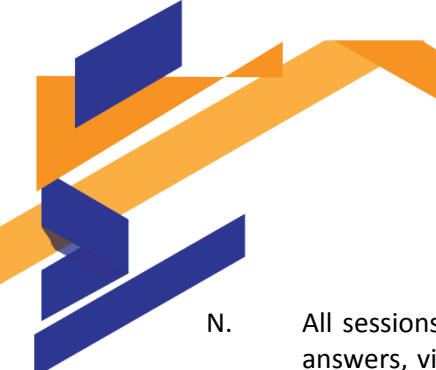
4. JUDGING

The chance of winning any prize will depend upon the total number of eligible entries received and the scores of the judges based on entry content. The decisions of the judges, with the approval of the Administrator, will be final.

CRITERIA:

A. Innovativeness and "Disruption-ness" of Business Plan

B. Impact of Ideas - Societal Impact & Sustainability

C. Capability to Execute

D. Commercial Viability

5. TERMS AND CONDITIONS

A. By participating in this Competition, all participants ("the Participants") are deemed to have read, understood and agreed to be bound by these Terms & Conditions.

B. No entrance fees are payable for participation in the Competition.

C. Each team to consist of three to five members from multi-disciplinary fields as defined by the acronym (STEAM) that covers the field of sciences, technology, engineering, arts and mathematics. The category of Arts includes Business, Literature, Humanities, and Social Studies.

D. Each team is only eligible to submit a single project entry and must be of original work. Only the final submission will be considered for evaluation.

E. For initial entry, each team must submit a single project that includes:
    - ✓ One page executive summary
    - ✓ Video presentation (2-3mins)

F. The team's entry must be an original work created by the team members and the team must have all necessary rights to submit the entry. All team members are responsible for contributing work towards the creation of the entry. Participation in the Competition may require disclosure of products, processes, improvements or other works that are intellectual property of the teams, which also may be made available to the public. If teams have any concern about protection of their intellectual property, they are urged to consult with an appropriate advisor.

G. Any costs related to the participant's project development, transport and miscellaneous expenditures are to be borne by the Participants.

H. The organiser reserves the right to shortlist the teams and select the finalists and the winners for this Competition.

I. Finalists chosen after the preliminary judging will be assigned industrial mentors to the discretion of the organiser.

J. Finalists are required to attend a workshop conducted by the organisers for the benefit of the Participants to improve their content with relation to the business plan/model, marketing concepts, pitching and experience sharing of the actual real-world environment.

K. At the Finalist Event, Participants are required to pitch their ideas within a 10min duration that would then entail a question and answer session from judges.

L. All decisions made by the organisers and judges for the preliminary rounds and finals are deemed final and are not subject to appeals.

M. The organiser reserves the right to publish or display the name, picture and the university of any Winner for advertising and publicity purposes in any manner it deems appropriate. By participating in this Campaign, the Winner hereby consents to and agrees to publish his/her name, picture and university without compensation for advertising and publicity purposes.

N.   All sessions of the Competition, including but not limited to the live pitches, questions and answers, video pitches and written business plans, are accessible to the public at large. The Organising Committee reserves the right to broadcast, publicize, publish and propagate any and all information to interested persons through media including but not limited to radio, television, applications and the internet.

O.   The organisers do not hold any rights to the projects of the Participants. However, as this is an open competition, the organisers cannot guarantee that other individuals will not obtain access to electronic or hard copies of the business plan. All presentations are open to the general public, and some presentations may be videotaped hence the organisers do not take responsibility for the confidentiality of the Participants' projects.

P.   By participating in the Competition, the Participant agrees and irrevocably and unconditionally undertakes to fully absolve the organiser of all liabilities and agrees to indemnify the organiser (on full indemnity basis) and hold the organiser harmless against any claim by any third party and against any loss, damage, cost or expense (including solicitors' fees and cost) that the organiser may suffer or incur as a result of or in connection with the Competition.

Q.   Any infringement of the terms and condition by the Participant will result in the disqualification of the team.

R.   The Administrator reserves the right in its sole discretion to (1) cancel, modify or suspend the competition or any portion at any time, and (2) limit entries to those submitted prior to the action taken, or to proceed in such a manner as may be deemed fair by the Administrator in its sole discretion. Persons who tamper with or abuse any aspect of the competition or who are in violation of these rules, as solely determined by the Administrator, will be disqualified and all associated entries will be void.

6.   ADMINISTRATOR'S CONTACT INFORMATION

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Menara Z10 (Ground and Mezzanine Floor), Jalan Alamanda 2, Presint 1, 62000 Putrajaya, Wilayah Persekutuan Putrajaya, Malaysia

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WEBSITE
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FB   https://www.facebook.com/dit.challenge/