

- **Windows Phone Student Contests**

- ❖ **IEEE and/or ACM sponsored Windows Phone contests (Local)**

- Build and submit a Windows Phone application to the Windows Phone Marketplace (Make sure to run Marketplace Tests)
- Once your app is submitted and published Send the deep link to your app to me at [tara.walker@microsoft.com](mailto:tara.walker@microsoft.com)
- 1<sup>st</sup> and 2<sup>nd</sup> prize: A new Windows Phone 3<sup>rd</sup> Prize: Visa Gift Card

- ❖ **Build Three and get a Phone Free (East Region)**

- Build and submit 3 (three) Windows Phone applications to the Windows Phone Marketplace
- Once each app is submitted and published, send the deep link to your app to me at [tara.walker@microsoft.com](mailto:tara.walker@microsoft.com)
- Once I receive 3 deep links to submitted apps, Microsoft will send you a free Windows Phone

- ❖ **Windows Phone: You Got Game Contest (Corp)**

**Prizes/Info:**

- Dell Alienware M18x gaming laptop (3 winners by random drawing at end of sweeps)
- Xbox LIVE Gold Card valued at \$24.99 (25 weekly winners by random drawing).
- You can enter as many games as you can code. You'll also get an extra entry if you use Windows Azure to develop your game.

**How to Enter:**

- Register for DreamSpark at <http://www.dreamspark.com> and for an App Hub membership (both are free of charge for students) at <https://users.create.msdn.com/Register/> (Students who participated in an Applab should have completed these steps already)
- Build and submit a Windows Phone Game to the Windows Phone Marketplace (Make sure to run Marketplace Tests)
- Once the game is accepted and published to the Windows Phone Marketplace, send me the deep link to your app: [tara.walker@microsoft.com](mailto:tara.walker@microsoft.com),
- Complete official contest entry form by going to <http://on.fb.me/wOZsaI>, do this after you've published your game because you'll need the valid deep link from Marketplace.

**Rules:**

- See official rules document at link: <http://bit.ly/YGGRules>

- ❖ **Big Apps on Campus (Corp)**

**Prizes:**

- Ten (10) US college students (and their guest) in Austin, TX at SXSW: attend a private concert, receive backstage passes, go to a private dinner with the band, Gracious Few, and be interviewed on national radio about their apps.
- Two \$15,000 cash awards (one for the top free app and another for the top paid app) for the two apps that will be named "Big App on Campus."

**Timeline & Judging Criteria:**

- February 14, 2012 -> deadline for all entries to be submitted
- February 15, 2012 -> Round 1: Judging to select 20 semi-finalists
- February 23, 2012 -> Round 2: Public voting to select 10 finalists

- March 1, 2012 -> Round 3: Public voting to select Big App on Campus
- March 13-18, 2012 -> SXSW Music festival in Austin, TX

### Judging Criteria

- Three criteria of Judging:
  - Innovation (40%): How innovative is the app? Does it do something new or does it accomplish something in a new way?
  - Experience (40%): Does it feel seamless and like a native experience on Windows Phone? Does the app have a polished feel?
  - Potential (20%): Does the app have potential in the market (lots of users, making money, both) or not?
  - Public voting will include a combo of number of downloads of the app + “Likes” on Facebook. Semi-finalists will definitely want to think about how they can get their friends, family, fellow-students, and even complete strangers to download and “Like” their apps.

### Eligibility and Rules

- Open to US College and University students (18+) who build apps for Windows Phone. Each app created **until February 14th**, 2012 can be entered and students can submit multiple entries.
- **Official Rules:** <http://www.microsoft.com/student/bigapponcampus/>
- Entry Form: <http://wpdev.ms/BAOCAApplication>

### How to Enter:

- Register for DreamSpark at <http://www.dreamspark.com> and for an App Hub membership (both are free of charge for students) at <https://users.create.msdn.com/Register/> (Students who participated in the Applab should have completed these steps)
- Create & publish a Windows Phone application to the Windows Phone Marketplace. Make the apps free, charge money, put ads in them...it’s up to you.
- Visit <http://wpdev.ms/BAOCAApplication> and complete an Official entry form. Do this after you’ve published your apps because you’ll need the App ID.
- Send me the deep link to your app: [tara.walker@microsoft.com](mailto:tara.walker@microsoft.com)

- **Windows Phone 7.1 SDK Quickstarts/Tutorials:**

- ❖ **Windows Phone 7 Quickstarts**

- <http://create.msdn.com/en-us/education/quickstarts>

- ❖ **Windows Phone Training Course**

- <http://msdn.microsoft.com/en-us/WP7MangoTrainingCourse>

- ❖ **Get to Mango (Win Phone 7.1) Video and Code Sample Series**

- Videos: <http://channel9.msdn.com/Series/Get-to-Mango>
- Code

Samples: <http://code.msdn.microsoft.com/site/search?f%5B0%5D.Type=User&f%5B0%5D.Value=Larry%20Lieberman>

- ❖ **Getting Started with Windows Phone Guides**

- Basic Guide: <http://go.microsoft.com/?linkid=9785640>
- Advanced Guide: <http://go.microsoft.com/?linkid=9785639>