

# MAD Contest

Sponsored by State Farm

**IT's back  
for 2017 !!**

## Mobile Application Development (MAD) Contest

**Got Skills? WIN great prizes!  
Come to the Sign-up Meeting**

**Information & Sign-up Meeting  
Tues, Feb. 7, 2017 at 3:30 PM  
Old Union OU129 lab**



SCHOOL OF

**INFORMATION  
TECHNOLOGY**

*Illinois State University*

**For More Info Contact Tal Parmenter  
[taparme@ilstu.edu](mailto:taparme@ilstu.edu)**

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## The contest –

- You are invited to develop a working application for the mobile device of your choice
- Your application should address some existing need in an innovative creative way
  - Use of advanced mobile device features and emerging technologies is encouraged
- Compete as an individual or as a 2-person team



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The prizes:

**1<sup>st</sup> place – MacBook Pro**

**2<sup>nd</sup> place – iPad Air 2**

**All finalists - \$50 gift card**



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## Contest parameters:

- **Currently enrolled** ISU Students (any major) may compete
- Contestants will develop a **working application for a mobile device**
  - Platform of contestant's choice – any mobile device
  - Topic is of contestant's choice – originality is desirable
  - It is suggested to use a “game feel” to maximize user interest

**Note:** For the final presentation you must demonstrate your working application on the device you choose to develop for.



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## Contest timetable:

**Orientation and sign up meeting for contestants**

**Tuesday, February 7 at 3:30 PM in Old Union room OU129**

**Pitch presentations of concept and plan**

Wed. & Thurs. , March, 1 & 2 at 6:00 PM

**Final presentation of completed application**

Wed. & Thurs., April 19 & 20 at 6:00PM

**Contest winners will be announced at the Celebrate IT Reception on Friday, April 28, 2017.**



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## Contest timetable:

- **Sign up meeting for contestants Feb. 7, 2017**
  - Compete as Individual or team?
  - What is your concept?
- **Pitch presentations March 1 & 2**
  - Present your concept and how will you successfully develop it
    - Mock up or prototype would be good
  - 15 minute presentation
  - A panel of IT faculty will choose finalists who will continue on to the final application phase



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## Contest timetable:

- **Final presentations** of completed application April 19, 20
  - About 7 weeks to develop your app
  - Demo your **working app** on a mobile device
  - 20 minute presentation
  - Panel of State Farm IT professionals will choose contest winners
  
- **Winners will be announced** at the Celebrate IT Reception on April 28, 2017



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