

## Apps for Good Awards 2016

### What's it all about?

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Want to see your students' apps launched on to the market with the help of professional developers? Fancy travelling to London and having your students pitch their app idea to some of the biggest names in tech? Want your school to be featured in your local newspaper or interviewed on the radio like 2015 winners [weKonnekt](#)? Then make sure that your students enter the the Apps for Good Awards 2016!

***‘Winning at the Apps for Good Awards was brilliant, and now having CryptoConnex on the market and seeing people use it is really exciting.’***

*Team CryptoConnex, Apps for Good winners 2014*

The Apps for Good Awards is our national competition open to all students taking the Apps for Good course. The Awards will see 18 finalist teams come to London to compete in six thematic categories for the chance to work with professional app development agencies to launch their app on the market. Check out the [Facebook page](#) of 2015 winners 'My World of Atoms' charting the development of their app to get a glimpse of this exciting process.

New this year, we're also giving out our **Employability Skills Prizes**, which recognise teams that have shown outstanding ability in some of the skills developed during the course, such as marketing and coding. Our **Hall of Fame** and **Fellowship Prizes** will also be presented to the educator, Expert, school and Fellow that have gone above and beyond in supporting the student teams and the Apps for Good movement.

#### Who should enter?

**All** students taking the Apps for Good course are eligible to enter the Apps for Good Awards provided all team members are under 18 at the start of the academic year and that the team consists of at least two members.

We encourage all student teams to submit their app idea to the competition. We understand that some teachers worry that their students' ideas aren't good enough or that they will be disappointed but you never know where the next innovative idea will come from. We have had students from schools across the country, from the [highlands of Scotland](#) to [Cornwall](#) to [Tower Hamlets in London](#), succeed at our Awards. Their app ideas have tackled everything from [supporting the teenage LGBTQ community](#) to [managing cattle](#) to [keeping track of pocket money](#). Many of these students did not expect to be named as finalists, let alone be named winners, but something about their ideas grabbed the attention of shortlisters and judges. This could also be the case for your students in 2016 and even if your students don't produce a winning app idea their entry may still win them an **Employability Skills Prize**.

Even for those students who are not named as finalists, reaching the stage of entering a fully functioning prototype app into a competition is a fantastic achievement which is sure to impress on college and job applications.

It's also important to remember that entering the competition does not have to be the end of your students' journey. We have seen students use their Apps for Good idea to enter and succeed in other competitions such as:

- [Team Envirocache](#), 2015 entrants who gained funding for their app idea from Outbox Incubator and were named Entrepreneurs of the Week by the Duke of York founded Pitch@Palace
- 2014 finalists [WaterWorks](#) went on to win at the Nominet Trust iDEA competition
- [Zea Tongeman](#) a member of 2013 finalist team Jazzy Recycling has gone on to appear on BBC News, done a TED talk and won EveryWoman Technology's 'One to Watch' award

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### What can my students win?

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#### What can my students win?

The winners of the six thematic categories & the People's Choice Award will have their app developed and launched on the Google Play or Apple App store.

***“The app development process is now finished...overall we have all loved the process; it has taught us a lot about what goes into making an app and we would recommend it to anyone who is interested in computers and app development”***

*Team ShoreCast, Apps for Good Awards winners 2015*

The Awards will also honour a number of student teams who have demonstrated outstanding ability in the skills learned during the course via the **Employability Skills Prizes**. The winners of these prizes will be awarded certificates acknowledging their achievement.

#### Why should my students enter?

As well as the prizes outlined above, students who reach the Awards Finals will be able to:

- **Expand their horizons** - students will get to go inside the offices of a technology company, present to CEOs of tech companies, and meet other Apps for Good students from around the country
- **Develop their public speaking skills** - on the morning of the Awards each student team will be hosted by a start-up “[Awards Accelerator](#)”. During an office visit to this start-up company the finalist teams will receive mentoring and tips from tech professionals on how to pitch effectively to investors. Later in the day they will pitch their app idea to high-profile judges from across the tech and digital sectors.
- **Network with influential professionals from the tech industry** - we have over 150 guests from tech and business attend our Marketplace and Awards Ceremony, and all are keen to talk to your students about their app prototype.

- **Boost their CV** - future employers will be impressed to see that students reached the finals of a national competition and that their team's idea was commended by real world industry leaders
- **Build their confidence** - taking part in the Awards will help students have confidence in themselves and their work

To hear about students' Awards experiences in their own words, check out these blogs from 2014 winning team [I'm Okay](#) and 2015 winners [weKonnekt](#).

## **Apps for Good Awards 2016**

### **How to enter the Awards**

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#### **How to enter the Awards**

Students submit their entry to the Awards from their **Student Dashboard**.

You can give students access by setting up your Apps for Good classes on your Educator Dashboard. To see how to set up your classes and get students going on their Dashboard, watch [this](#) Youtube tutorial.

Students can find the entry form on the Student Dashboard under the subheading 'Our App' found in the 'Apps for Good Awards' section of the Dashboard navigation.

We've made entering the Apps for Good Awards even more straightforward by removing the portfolio entry process from previous years and replacing it with a single competition entry form.

The entry form:

- consists of 10 questions relating to the course
- can be completed throughout the year, with students able to save their work as they progress through different modules

To enter the competition, students **click 'Enter into Awards'** at the bottom of the submission. The entry will form all of the information that the shortlisters will see to select the finalist teams. Students must ensure they are happy with all the answers they've provided and that all external links are working and will take reviewers to the specific document/video/file that students want the reviewers to see. *Note we will be providing further guidance on the required formats for links, documents and videos submitted to the competition.*

#### **What the entry form looks like**

The entry form consists of 10 questions relating to different aspects of the course. These questions are:

1. Describe your app in one sentence
2. Why did you choose this problem?
3. How is your app different from other solutions?

4. How does your app meet the needs of your target users?
5. Where will you get the content/data you need?
6. What are the three most important features of your app?
7. Submit your prototype
8. How will people hear about your app?
9. What business model have you chosen and why?
10. How would you sell your app in one minute? (This question requires students to submit a pitch video)

### **What's new for the entry process**

**Teacher approval is no longer required** to submit a competition entry. Students will submit directly to the competition themselves. However, you can give feedback on students' in-progress competition entry through the classes section of your Dashboard.

We've also removed the portfolio from the Student Dashboard to make entering the Awards more straightforward.

### **How to enter the Skills Prizes**

Student teams will also be able to enter the skills prizes from the Student Dashboard. *We will be providing more information on exactly how to enter and what students need to provide early in 2016.*

### **How to enter the Hall of Fame and Fellowship Prizes**

The nominations for the Hall of Fame and Fellowship Prizes will be open on the Apps for Good website. *We will be providing more information on exactly how to nominate for these prizes early in 2016.*