**Software Design**

*Note: Only one project per team can be submitted.*

The Software Design competition challenges students to explore their own creativity by using technology to solve what they consider to be the toughest problems facing the world today. The Imagine Cup provides the incentive, but the competitors provide the genius behind innovative, dynamic, and powerful software applications. Using Microsoft tools and technology, competitors can unleash their ideas and technical talent to create cutting edge software applications. Students will develop, test, and build their ideas into applications that can change the world.

In order to help you to better understand this year's theme – “Imagine a world where technology helps solve the toughest problems" – we recommend familiarizing yourselves with the eight United Nations Millennium Development Goals Hyperlink highlighted area. (“MDGs”). The MDGs identify some of the toughest challenges in the world today.

The Software Design competition is structured differently based on the country/region you are representing. Please make sure to read your local country/region competition rules (if applicable) to better understand how to compete in this competition.

If you choose to compete in this Competition, then you agree that your participation is subject to the following:

* The [Imagine Cup Official Rules](http://imaginecup.com/about/rules)
* The Imagine Cup Software Design Competition Rules and Regulations described below
* Any applicable Imagine Cup [Software Design Local Competition Rules](http://imaginecup.com/competition/sdlocalsites.aspx) posted on your country/region's web site.

If there are any inconsistencies between the [Imagine Cup Official Rules](http://imaginecup.com/Competition/Rules-Regulations.aspx), the Imagine Cup Terms of Use, and/or the Imagine Cup Code of Conduct, the Imagine Cup Official Rules will govern.

**Prizes**

If your team has what it takes, you'll take home some well-deserved recognition, some new skills, and cash prizes! The first place winner will receive U.S.$25,000, to be equally divided among each registered member of your team. The second place winner will be rewarded with U.S.$10,000, also divided equally. And for third place, the prize is U.S.$5,000!

**Important Dates:**

This competition starts at 00:01 (12:01 A.M.) Greenwich Mean Time (“GMT”) on July 9, 2010 and ends at 23:59 (11:59 P.M.) GMT on May 5, 2011 (“Entry Period”).

The Entry Period consists of two (2) separate Rounds as described below. Each round has unique entry requirements. All required entry deliverables must be received within the designated Round in order for your entry to be eligible for judging.

**Round 1 - Local Country/Region Competition Phase (including Online Finals Qualifying if applicable)**

START DATE (all times 00:01 [12:01 A.M.] GMT) - July 9, 2010  
END DATE (all times 23:59 [11:59 P.M.] GMT) - July 2011

**Round 2 - Worldwide Finals**

START DATE (all times 00:01 [12:01 A.M.] GMT) - May 5, 2011  
END DATE (all times 23:59 [11:59 P.M.] GMT) - July 2011

**How Does My Team Enter?**

The Competition Sign-up Period begins on July 9, 2010 at 00:01 (12:01 A.M.) GMT, and ends on May 5, 2011 at 23:59 (11:59 P.M.) GMT.

**Round 1**

**Local Country/Region Competition Phase:**

Please refer to your local country/region Competition Rules for instructions on how to submit your entry.

**Online Finals Qualifying:**

If your local rules indicate that your Team’s entry is subject to the Online Finals Qualifying round, please submit your video presentation at [www.imaginecup.com](http://www.imaginecup.com/) no later than 23:59 (11:59 P.M.) GMT on May 5, 2011.

**Round 2 – Worldwide Finals**

If your Team advances to compete in Round 2, instructions regarding the Worldwide Finals competition experience will be provided via e-mail no later than June 1, 2011.