

## App Competition: Overview

**Partnerships:** Fulton County Schools, Johns Creek CVB, and JCA.

**Sponsors (confirmed):** Comcast Business – Presenting Sponsor  
ESRI – Technology Sponsor  
Andersen, Tate & Carr – Legal Sponsor  
Alcon – Print Sponsor

**High schools included:** Mt. Pisgah, Centennial, Johns Creek, Chattahoochee, & Northview

**Goal:** Students, or teams of students, will create an app. This app should promote, and increase visibility, thus increasing customer visits for Johns Creek businesses (specifically focusing on small businesses). The app must be functional and visibly appealing for all ages.

### **Award Information:**

First Place: \$3,000\*#

Second Place: \$2,000\*#

Third Place: \$1,000\*

\*Prize money will be divided between the school or teacher and the team member(s): school or teacher receives half and the team receives half to divide among its' members

# Participants that win first and second place will be asked to join the selection committee for next year's competition focus.

### **Important Notes:**

- (1) Any costs occurred during development will be covered by the participants.
- (2) First place app will be compiled & released to the app stores by JCA or JC CVB.
- (3) Hybrid app is encouraged, but not mandatory.
- (4) Teams may be utilized: they cannot exceed four people & the majority of each team must consist of Johns Creek residents
- (5) Participants are encouraged to visit local small businesses to better understand what might be beneficial and to get input from the local small business community.
- (6) Small businesses include restaurants, boutiques, gift shops, and any other business with less than 15 full time employees.
- (7) Students / Teams are highly encouraged to use the hypothetical scenarios provided to better understand the minimum features that should be included in the app design. Additional features are certainly encouraged.
- (8) Esri has prepared a video for participants which show how to utilize their mapping software and the various other analytical tools they are allowing the students to use free of charge. This video can be viewed from the JCA website, [click here](#), or copy and paste this into your browser: <http://johnscreekadvantage.org/index.php/app.competition>.
- (9) Students may use outside sources for assistance. These outside sources must be referenced.

## **REQUIREMENTS:**

- (1) Focus is solely on Johns Creek small businesses
- (2) ArcGIS API for JavaScript - for connecting to maps & data services
- (3) Web based services from City of Johns Creek GIS Department (for business base map)
- (4) Cannot be a commercial product or service – this is not a platform for advertising a commercial product or service
- (5) Third party commercial services cannot be used to build the app; however, a third party toolkit is acceptable as long as it is referenced as a resource.
- (6) Each participant must complete the Student Waiver and Participant Form, which must be submitted by **August 12, 2016**. Forms can be emailed to: [blavigno@johnscreekadvantage.org](mailto:blavigno@johnscreekadvantage.org).

## **Important Dates:**

**November 9, 2015:** Competition information distributed.

**December 1, 2015 – September 4, 2016 :**

- Concepts may be submitted to JCA once during this period for guidance/helpful hints:
- Concepts submittals should be no more than a 2 page concept description of app functionality, which must be accompanied by one possible planned mockup of the app.

*Note: A Google group will be open from December 1, 2015 – September 1, 2016 for open discussion & questions regarding overall goal & structure of competition.*

**August 12, 2016 – Participants must turn in their Participant Form to Bethany L. Hountz at [blavigno@johnscreekadvantage.org](mailto:blavigno@johnscreekadvantage.org) or by mail to Johns Creek Advantage, 11695 Johns Creek Parkway, Suite 275, Johns Creek, GA 30097**

**September 12, 2016:** Competition closes.

Students must turn in source code & documentation.

Documentation must include any sources used to assist in creating the app, including any third parties utilized.

Each team will be scheduled for a demonstration time.

Demonstrations will be to the panel\*. At this time, panel members may also ask questions of each team. Demonstration schedule to be distributed on August 31, 2016.

**October 12, 2016:** Awards breakfast: 7:30am – 9am at Alcon.

Breakfast for all participants & parents, and all judging panelists\*.

Students will present their Apps and explain how the concept developed.

Awards will be given for the top 3 apps.

**10 Member Panel: (Panelist Bios will be posted on the JCA website by January 1<sup>st</sup>)**

**Confirmed Panelists**

John Brasher, Atlanta Magazine & Johns Creek CVB

Nick O'Day, App Competition winner for JC Now!

John Yaist, Esri Hack-a-thon specialist

Macy's Systems & Technology – Mobility Sector lead

Ga Tech Representative – Computing School Representative confirmed with Dean of Students

Johns Creek Small Business Representative

The Johns Creek Small Business Representative will be chosen by the Small Business Group (SBG). This SBG will be selected by JCA. It will have members of each type of small business that the app is targeting. This group will be present for the demonstrations to make sure the app would be something they would utilize and benefit their businesses.