Theme of the Challenge:
- The theme for this contest will be ‘Making Mobile Meaningful’ which will challenge students to consider how mobile software and systems can add value and meaning in everyday lives.
- This theme has been made broad so as to allow for a wide variety of interpretation and flexibility in the development of new ideas.
- Consider how a concept or prototype might address a ‘user-centered’ problem that your team identifies through your early research.

Scope of the Challenge:
- Develop a concept or prototype graphic user interface (GUI).
- The concept or prototype needs to be framed around a mobile device or partnered in a mobile context.
- The concept or prototype can be designed for an existing mobile platform (phone, tablet, etc.) or a new platform that you conceive.
- The resulting concept or prototype can be part of a ‘system’ which may involve multiple interfaces or hardware platforms (mobile, web etc.).
- The GUI concept should be ‘new’ or ‘uniquely different’ from products that are currently on the market.

Timeline – basic outline:
- Coaching sessions and concept development – fall term 2013 (dates to be announced – check website).
- Final Judged Concept Presentations – 2nd week of winter term 2014.

Student Teams:
- 2-5 students per team.
- All students must be full-time registered students at the University of Oregon for the entirety of the competition (Fall ‘13-Winter ‘14).
- Any major or field of study is welcome to participate (interdisciplinary teams are encouraged).
- Open to undergraduate and graduate students.
- All work must be performed by student team members – no outside, professional or financial assistance is permitted.

Team Registration:
- All teams / team members must be registered by the end of the day on October 24th.
- See Colligan Challenge website for registration details.

Coaching Sessions:
- There will be 4 coaching sessions throughout the fall 2013 term to assist student teams in preparing to meet the challenge.
- Attendance is not required but highly encouraged as these will be the main forum for questions and announcements throughout the competition.
- Coaching sessions will focus on the research and concept development steps needed to successfully compete in this challenge and are aimed at walking students through an interface design process.
Preliminary Concept Submissions:
- All teams will be asked to submit preliminary concept materials – Dec 3\textsuperscript{rd} 2013
- Failure to submit these materials may forfeit the team’s chances of presenting in the final judged event
- Depending on the number of teams entered in the challenge, the preliminary concept submission may be utilized to narrow down the final participants

Final Judged Presentations:
- The final concept presentations will take place the 2\textsuperscript{nd} week of winter term 2014
- Selection of final teams to present will be based on ‘preliminary concept submissions’
- The judging panel will be composed of Ed Colligan and a group of prospective investors and industry leaders

Prizes:
- Based on the final judging panel’s selections, prize money totaling $15,000 will be handed out to the winner and runner up teams