

AIA Philam Life Hackers 2020 Competition Guidelines

A. Who Can Join?

- The competition is open to all undergraduate students, aged 18 years old and up who are currently enrolled in the academic year 2020-2021 from any college or university nationwide.
- Participating teams should consist of five (5) members in a group, fully registered through the AIA Philam Life Hackers joining registration microsite.
- Each team may be composed of students from any course or any school. There may be multiple teams in one school.

B. How to Join?

- Interested teams must accomplish the registration form and upload their valid IDs in the AIA Philam Life hackers joining registration microsite (<https://lifehackers.ph/joining-registration/>)
- Deadline of registration and uploading of requirements is on November 13, 2020.

C. Competition Guidelines

- The teams must create a proposal to solve the problem: How do we insure more Filipinos at a faster rate and make our brand promise of helping people live healthier, longer, better lives more concrete?
- The teams may present any kind of solution under the following categories:
 - Technology
 - Marketing Campaigns
 - Product / Service Development and/or Innovation

- All teams will start conceptualizing at the same time, initially through a half day breakout room session with their team members and an AIA Philam Life Mentor. The team members may continue to collaborate among themselves, on their own, for three (3) consecutive days.
 - For marketing campaigns and product / service development or innovation proposals, the final output of the team must be a PDF file not more than 15 pages.
 - For Technology proposals, the final output of the team must be a project folder containing all assets and a project abstract, uploaded in the assigned Github repository.
- All teams must submit their proposals on December 2, 2020 at 6pm on the AIA Philam Life Hackers Platform or the assigned Github Repository. Failure to submit on time will result in disqualification.
- All teams will have full ownership of the ideas, concepts and solutions that they built during the AIA Philam Life Hackers 2020 competition. The team may pursue funding with investors after the competition for the purpose of commercialization. However, AIA Philam Life has the right of first refusal to invest in the development and execution of these solutions.
- The schedule of AIA Philam Life Hackers 2020 activities are as follows:
 - Nov 27- AIA Philam Life Hackers 2020 Launch & Breakouts
 - Nov 28 to Dec 2 - Pitch Preparation
 - Dec 2- Pitch Submission (uploading in the AIA Philam Life Hackers platform)
 - Dec 3- Pre-finals Judging
 - Dec 4- Final Pitch & Awarding
- Mechanics and guidelines may be edited / revised by the organizers of the event without prior notice.
- The decisions of the official judges are final and unappealable.

D. Hacker's Code of Conduct

- Plagiarism of any kind, form or manner will not be allowed. If the proposal will use content, visuals or program elements that the team did not create from scratch, they are expected to acquire consent from and attribute credit to the original

author(s)/creator(s). Teams found guilty of Plagiarism/Cheating will be disqualified.

- Harassment of Lifehackers participants, judges, mentors, and/or organizers in any form will not be tolerated. Harassment includes, but is not limited to offensive verbal or written comments related to gender, age, sexual orientation, disability, physical appearance, body size, race, and religion.
- Sexual language and imagery is not appropriate during Lifehackers Competition, which includes hacks, talks, presentations, or demos, social media, and any other online media.

E. Criteria for Judging

Marketing and Product & Service Development / Innovation

- **40%** Quality of Idea: Relevance of the proposed idea to solving the problem. Usability of the proposed idea.
- **20%** Creativity: High level of uniqueness, ingenuity, inventiveness, and resourcefulness displayed by the team in their proposal.
- **20%** Potential Impact: The solution presented promises a high level of impact to the identified target audience.
- **20%** Project Presentation: Quality and Clarity of the manner by which the team presented its idea or solution.

Technology

- **40%** Quality of Idea: Relevance of the proposed idea to solving the problem. Usability of the proposed idea.
- **20%** Creativity: High level of uniqueness, ingenuity, inventiveness, and resourcefulness displayed by the team in their proposal.
- **30%** Potential Impact: The solution presented promises a high level of impact to the identified target audience.
- **10%** Project Presentation: Quality and Clarity of the manner by which the team presented its idea or solution.