



Imagine Cup Tips & Tricks

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Key Points

1. Where to start?

2. How to create a perfect team?

3. How to find the right mentor?

4. How to plan and build the project?

5. How to create an impressive video?

6. What if I need some help?



Your IDEA
can make
huge
impact to
the world

1. Where to start?

2. How to create a good team?

- Read the official rules of Imagine Cup 2014
- You don't need 4 developers to build the project
- Multi-discipline background is recommended
- Find the subject matter expert
- Find the BEST presenter
- You can invite master degree students to join the team
- NOW you can have associate members

The **New** Associates for team

- Business Planning
- Video Production
- Graphic Design
- User Experience Design
- Music & sound Design
- Testing & Quality Assurance
- Marketing & Social Media

3. How to find the right mentor

Educator

Imagine Cup
winner or
competitor

MVP

Community
Leader

Related start
up company

4. How to plan and build the project?

- Read the official rules of Imagine Cup Competitions 2014
- Focus on Judging criteria
- Explore the right target audiences / users
- Make a simple project testing
- Always think about the future development
- Think about the feasibility and business plan

5. How to create an impressive video?

- Create the right scenario
- Ask the right person(s) to help
- The 1st 2-minutes is very important
- Address all the judging criteria
- Highlight and focus on main functionalities of your project
- Clear voice
- Provides Subtitle

6. What if i need some help?

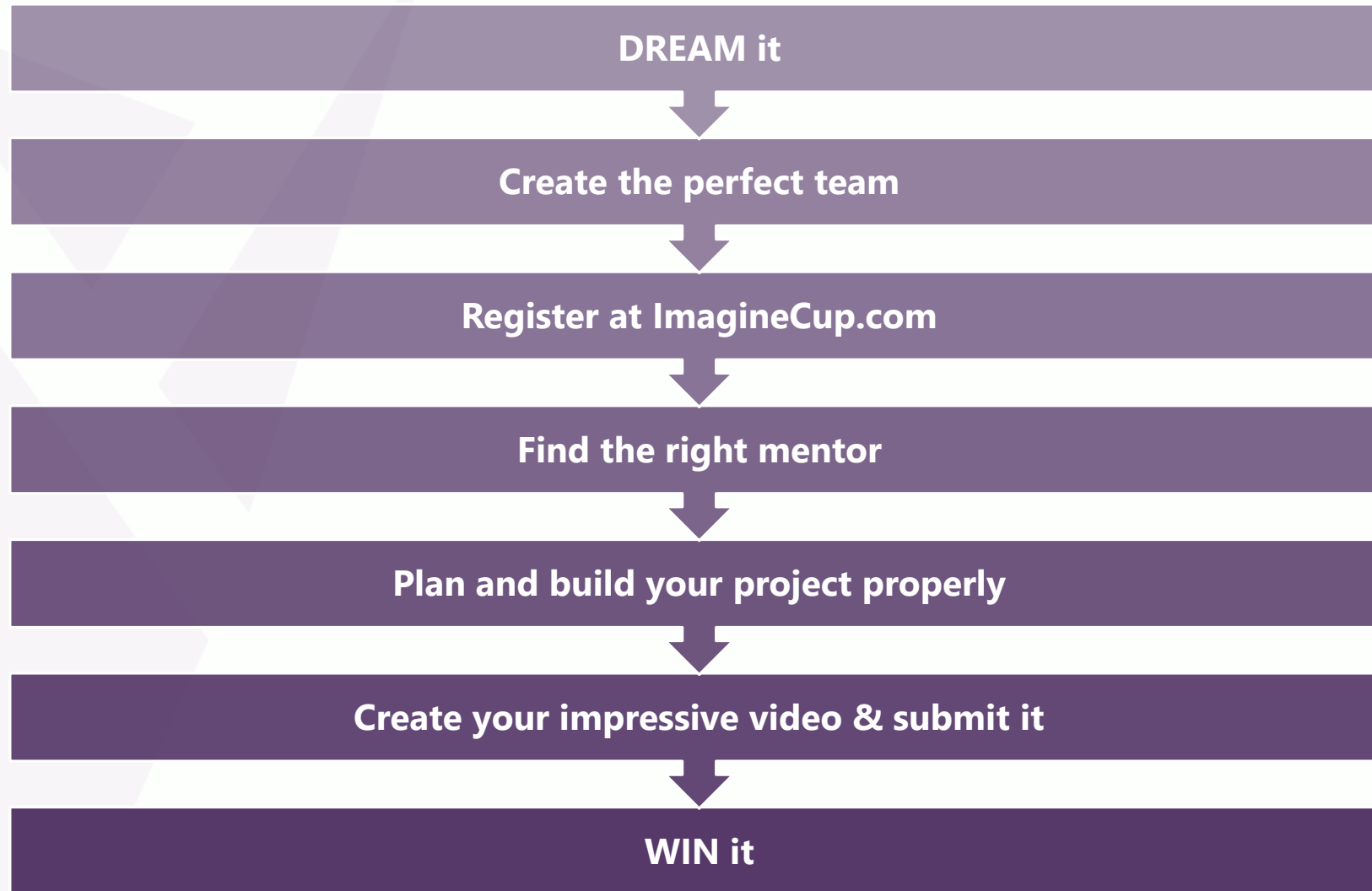
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Summary



ImagineCup Indonesia **2015**

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