

## APEC 2020 年 App Challenge 開發競賽報名及參賽資訊

為解決年長者在健康與獨立生活上的問題，使他們更融入社會與經濟活動，本年 APEC 主辦經濟體馬來西亞與 APEC 秘書處、美國亞洲基金會(Asia Foundation)及 Google 合作舉辦 App 開發競賽，邀請 APEC 經濟體軟體開發與設計好手研發 App 程式，運用數位科技與創意想法，開發出適於年長者使用的應用程式或數位服務平台，打造一個更宜居、友善且照護年長者福祉的高齡化社會。參賽資訊如下：

- 一、**參賽資格：**凡 APEC 會員國民或永久居民均可參賽，且須由兩人組隊。
- 二、**報名日期：**即日起至 2020 年 3 月 5 日止。
- 三、**徵選流程：**參賽者須自行於 3 月 5 日前上網填寫報名表，提供履歷及過往作品，主辦方將於 3 月 16 日前擇優選擇至多 15 支隊伍進入最終決賽，決賽將於本年 4 月 18 日至 19 日於馬來西亞亞庇(Kota Kinabalu)舉行為期 24 小時黑客松開發競賽，並於 4 月 19 日頒獎。
- 四、**獎勵：**主辦方將提供所有決賽隊伍前往亞庇之來回機票及比賽期間之交通與住宿，決賽前三名隊伍將可獲得獎金 3,000、2,000 及 1,000 美元。優勝隊伍亦將獲得亞洲基金會及 Google 協助，鼓勵精進其應用程式並上市。
- 五、**APEC 秘書處公告之英文競賽規則及活動訊息**如後附；最新參賽及智慧財產權相關資訊，請以活動網站(<https://www.apec.org/App-Challenge/2020>)公告為主，主辦方保留最終修改活動之權利。





## APEC App Challenge 2020 Rules & Requirements

The 2020 APEC App Challenge invites participants to use their software development and design skills to build products that help elderly internet users engage with the digital economy. The challenge will require developers to address issues faced by elderly individuals in searching for and locating services, communicating with service providers, and/or buying and selling products.

### Rules for the 2020 APEC App Challenge

**Eligibility** – Eligible teams must be nationals and current residents of APEC economies. Teams must consist of two individuals who are available to travel to Malaysia for the duration of the App Challenge, and team members may not be replaced following their selection as participants. All participants are required to be present at the venue in Kota Kinabalu, Sabah, Malaysia for the App Challenge and award ceremony, arriving on April 17 and staying through April 20, 2020. The winning team may be asked to attend a subsequent APEC Senior Officials' Meeting later in 2020.

**Selection** – Only the teams expressly selected by The Asia Foundation may participate in the App Challenge. For teams traveling to Malaysia from other APEC economies, The Asia Foundation will provide travel and accommodation expenses for one team per qualifying economy up to ten economies, pursuant to the rules and obligations in the International Travel section below. In order to be eligible for sponsorship, all participants must provide signed copies of the APEC App Challenge Letter of Agreement to the relevant program managers at The Asia Foundation. Teams will be selected for the App Challenge based on their technical competence, entrepreneurial drive, and communication skills, as demonstrated by their application materials and interview. The Asia Foundation will limit the total number of participants in the App Challenge to no more than fifteen teams.

**Intellectual Property** – Products and prototypes submitted by participants in the App Challenge must be the participants' own work, and may not infringe on the intellectual property rights of any third parties, nor be subject to claims of ownership by the participant's employer or learning institution. Participants submitting ideas and solutions to the App Challenge must also agree to allow their ideas and solutions to be incorporated into a final demonstration product for APEC Economic Leaders' Week in November 2020. Code must be fully original and previously unpublished, with exceptions allowed for public APIs and open source code, provided such code is released under an open and non-restrictive license. Products that are built on top of an existing proprietary platform, including those built or owned by the participant, should still exist as original and independently operable products.

## *APEC App Challenge 2020 Rules & Requirements*

*Promotional Rights* – Products, prototypes, and mockups created by participants for this App Challenge may be used by The Asia Foundation, APEC, the Malaysia APEC 2020 Coordination Authority, or Google for promotional purposes before, during, and after the event. The participant's name, likeness, photograph, voice, video, hometown, and biography may be used in promotional materials, press releases, and other publicity related to the App Challenge event. Should APEC request branding and recognition for awarding the 1st prize to a participating Team, the Team agrees to place branding within the winning app that acknowledges APEC's support – e.g. "This app was developed during the APEC App Challenge."

*Code of Conduct* – All participants will be asked to adhere to a code of conduct that will require that submissions:

- must be entirely the original work of the entrants;
- must not contain anything that is or may be construed as: (i) threatening, harassing, degrading or hateful; (ii) defamatory; (iii) fraudulent or tortious; (iv) obscene or otherwise objectionable; or (v) protected by copyright, trademark or other proprietary right without the express prior consent of the owner of such right; and
- must not contain any material that would give rise to criminal or civil liability or that encourages conduct that constitutes a criminal offense.

*Rights and Trademarks* – Participants will retain full ownership of the products they create during the App Challenge. However, under the terms of the challenge, APEC will have specified usage and branding rights.

*International Travel* – In consultation with the selected participants, The Asia Foundation will arrange for round trip economy class international airfares between the participants' city of origin and Kota Kinabalu, Malaysia, as well as airport transfers between Kota Kinabalu International Airport and the event venues within the area. It is the policy of the Foundation that grant recipients fly on economy class tickets via the most direct and least expensive route. The cost of any deviations will be at the participant's own expense.

*Accommodations / Meals* – The Asia Foundation will provide local accommodations for all international participants as well as for Malaysian teams that are traveling from outside of the Kota Kinabalu region. In addition, The Asia Foundation will provide meals during the event, and for meals and related expenses not covered during the App Challenge, participants will be provided with a fixed stipend to cover costs during the remainder of the event period.

*Health and Accident Insurance Coverage* – The Asia Foundation will enroll participants in its group health and accident insurance plan. Please note that the Foundation does not assume financial liability for any medical expenses that you may incur. Participants must complete a Designation of Beneficiary Form and return it to this office.

## *APEC App Challenge 2020 Rules & Requirements*

*Personal Opinions* – Any statements, writing or materials developed by participants in connection with this program shall clearly state that the opinions expressed are those of the writer only and do not necessarily reflect the policy or position of The Asia Foundation.

*Cancellation Policy* – Should a participant be unable to participate in the program for any reason or due to its cancellation or termination, or should a participant receive assistance from other sources for the same purposes as the Foundation's grant, the Foundation reserves the right to claim a refund.

*Visas* – The Asia Foundation will work with Malaysia Immigration authorities to ensure that international participants arrive and depart Malaysia smoothly. The Asia Foundation will provide any supporting documentation that may be needed in order to facilitate participants' visa applications and will reimburse any applicable expenses related to procurement of visas for this event.

### **General Terms and Conditions for Software Products**

Participants will deliver a functional web or mobile solution to the App Challenge designed for use by the target audience. Mobile, web or any platform app will be accepted; however we suggest building Android or Web apps, due to the installed user base in APEC economies. You may use any programming language(s) or framework(s). Use of Git or other version tracking is strongly encouraged.

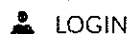
Please note that fully-functional and near-production-ready apps will be preferred over prototypes or proofs-of-concept. It is expected that the winning app may be deployed to production following the conclusion of the challenge, with support from APEC, The Asia Foundation, and partners.

**IMPORTANT:** Products which offer limited or no functionality when decoupled from proprietary external APIs and services are strongly discouraged. While third -party integrations are expected, they should serve to amplify or extend an application's existing, stand-alone features. Judges and evaluators will carefully examine each application and assess the degree to which submissions require third-party integrations in order to offer a basic level of functionality. If it is determined that a submitted application's only functional features require fees and/or subscription payments to access proprietary external services, then these submissions will not be considered for awards.



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# APEC App Challenge 2020

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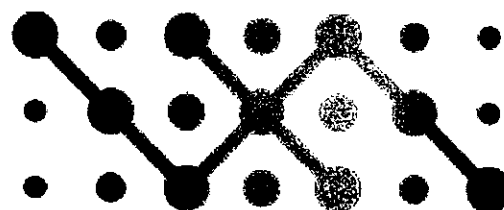
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# APEC

## APP CHALLENGE

**April 18 - 19, 2020**

**Kota Kinabalu, Malaysia**

**Bring your best ideas to the 2020 APEC App Challenge to  
build a more inclusive digital economy.**

Join the Challenge!

## About

### How can APEC's software developers serve aging communities?

In 2017, about 10% of the population across APEC was aged 65 and above. This percentage will increase to 25% by 2050. During APEC in 2020, many high-level discussions will take place concerning this trend, and "Smart Living for an Aging Population" has been highlighted as a priority area for policymakers and trade officials. As the 2020 APEC Host Economy, Malaysia aims to continue promoting and mainstreaming efforts across different APEC fora to leverage technology and policies that benefit the region's growing senior community.

The 2020 APEC App Challenge will require participants to use their software development and design skills to seek technology solutions that fit within the APEC Malaysia 2020 theme and its priorities. The "silver economy" – an expanding market for goods and services catering to the growing number of elderly across Asia – presents opportunities for young innovators to develop exciting new digital products and services. Teams are encouraged to develop their own ideas and innovative solutions with an emphasis on creative, age-sensitive, mobile apps that are easy to understand and highly usable. The team with the most compelling application will be awarded first prize and considered for additional support and recognition.



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## Challenge



# Build products that help elderly people live healthier and more productive lives

The 2020 APEC App Challenge will help empower the aging society, enrich their lives, and promote their general wellbeing. App Challenge participants will build new mobile and web tools that address these issues, using a range of different digital technologies.

Developers who take on this challenge will craft solutions that address the following questions:

- **Health and independence:** How can mobile apps promote the health and independence of elderly populations?
- **Productivity:** How can mobile apps help engage the elderly in activities that contribute to the economy?

In addition, these solutions must be crafted in ways that address the challenges older people face when using internet-enabled mobile technologies. These challenges include addressing a lack of digital literacy; maintaining a high degree of online safety and security; addressing user experience issues such as a lack of familiarity with modern UI/UX design and gesture-based interactions; and bridging gaps that arise due to hearing impairment, vision loss, and other age-related issues.

## Process

Eligible teams must be nationals and/or residents of APEC economies. Teams must consist of two individuals, and team members may not be replaced after selection as finalists. All finalists are required to be in Kota Kinabalu, Malaysia for the App Challenge on April 18 and 19, 2020.

Finalists will retain full ownership of the products they create during the App Challenge. However, under the terms of the challenge, APEC will have specified usage and branding rights.

Participants do not need to define or build any part of their intended solution at the time of application. However, applicants will be evaluated based on their technical competence, understanding of the needs of elderly users, willingness and ability to take a product to market, and willingness to conduct independent user research and analysis.

Detailed rules and requirements are posted [here](#).

### 1.Registration

March 5, 2020

Individuals interested in participating in this challenge should form teams of two and submit an application to The Asia Foundation with their CVs and links to past work. Reviewers may contact applicants for an interview.

### 2. Selection

March 16, 2020

A select number of the most qualified teams will be chosen as finalists, and will begin a period of preparation and research ahead of the App Challenge. Our evaluation rubric evaluation equally weighs 1) technical competence 2) entrepreneurial drive and 3) communication skills.

### **3. Ideation**

March 16 - April 5, 2020

Before the App Challenge begins, finalist teams will be expected to define the specific "pain point(s)" their solution will address and their overall product vision. The vision should be justifiable based on existing data or the finalists' own interactions and discussions with prospective users. Finalists will receive support throughout this "ideation" phase from The Asia Foundation team.

### **4. Hackathon**

April 18 and 19, 2020

Finalists will travel to Kota Kinabalu, Malaysia with all travel, lodging, and incidental expenses paid by The Asia Foundation. During the 24-hour App Challenge event, finalist teams will work to complete their ideas.

### **5. Pitches**

April 19, 2020

Finalist teams will demonstrate their newly completed products for a panel of judges and an audience that will include APEC policymakers up to the ministerial level, as well as entrepreneurs and development actors from around the region. Pitches will occur on April 19, and winners will be announced the same day.

### **6. Going To Market**

June - November, 2020

All finalists are encouraged to continue to refine their products and eventually take them to market. The winning team will receive support from The Asia Foundation and Google to pilot their product with users during summer and fall 2020.

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## **Frequently Asked Questions**

### **How long will the event in Malaysia be?**

Teams from outside Kota Kinabalu need to arrive by the afternoon of 17 April 2020 and leave on 20 April 2020. Teams from Kota Kinabalu/Sabah should be available from the evening of 17 April 2020 to the evening of 19 April 2020.

### **Are flights and accommodation covered?**

Yes, we will provide round trip tickets between your city and Kota Kinabalu, transfers from BKL airport to the event venue, and accommodation from 17-20 April 2020 (three nights).

**Is there any technology restriction?**

No, you can build with any technology that you're familiar with. However, submissions that can rapidly deploy and scale up will be given greater consideration. For this reason, products that effectively integrate with or are built on top of popular e-commerce platforms and tools may be preferred over products that attempt to "reinvent the wheel."

**Does my entry have to be a new app?**

Yes, you must build the app starting from the time you are confirmed as participants in this APEC App Challenge, not before. You may build the app on top of an existing, general platform or API, provided that your submission to the App Challenge provides novel and significantly different functionality than what is provided by the basic platform or API.

**Why is this called an 'app challenge' instead of a 'hackathon'?**

Unlike a typical hackathon, we allow participants to start designing and building their app before coming to Malaysia, starting from the moment you are confirmed as participants. In Malaysia, we will have a hackathon-like overnight session with mentors on hand for you to finalize your product and prepare your pitch.

**Are teams restricted to two members only?**

You can receive help from more than two persons while you are developing the app, but only two persons from each team can attend our final event. Others can support you remotely, but only these two teammates will be publicly listed as participants in the challenge and/or receive prize packages.

**Is this event restricted to developers and designers only?**

If you wish, you may receive help from designers, marketers, or others while building your app. However, during the hackathon in Malaysia you will be finalizing the app, not building the idea, and so we suggest you only bring developers or designers who can actually work on finishing the app.

**Do pitches have to be in English?**

Yes, all pitches to the judges must be made in English.

## Awards & Prizes

Participants will demonstrate their work before a panel of expert judges who will select a first, second, and third prize winner. The top three teams will receive cash prizes of:

- US\$3000 for the first place team
- US\$2000 for the second place team
- US\$1000 for the third place team

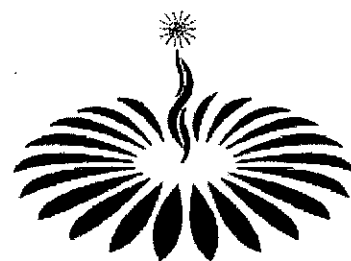
The first prize winners will be recognized at the APEC MRT Symposium on April 20th alongside senior leadership from the government of Malaysia and the APEC Secretariat. An official award ceremony may take place at an APEC Symposium event attended by economic leaders and international press corps.

All finalists will receive an all-expenses-paid trip to Malaysia for the APEC App Challenge event. Other fun and interesting prizes will be announced closer to the date of the event.

## Partners



**Asia-Pacific  
Economic Cooperation**



**APEC 2020  
MALAYSIA**

# Google



**The Asia Foundation**

## Contact

**Questions may be sent to Drew Hasson, Program Officer at The Asia Foundation:**

**[drew.hasson@asiafoundation.org](mailto:drew.hasson@asiafoundation.org)**



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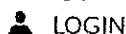
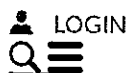
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# Software Developers Invited to Join 2020 APEC App Challenge

Putrajaya, Malaysia, 24 February 2020

**Issued by the APEC Secretariat**

Talented software developers and designers from all the 21 APEC **member economies** are invited to apply for the 2020 APEC App Challenge. The region-wide coding competition, supported by APEC, The Asia Foundation, and Google, will be held on 18-19 April in Kota Kinabalu, Malaysia, on the sidelines of the APEC Ministers Responsible for Trade Meeting.

In line with the priority area selected by Malaysia for APEC 2020, *Inclusive Economic Participation through Digital Economy and Technology*, the competition will require participants to build innovative mobile apps and platforms that empower the aging society and enrich their lives.

Participants will have just 24 hours in Kota Kinabalu in which to compete their products, after which they will pitch <sup>†</sup> ideas to a panel of judges. Winners will receive cash prizes and other exciting opportunities.

"The competition is designed to encourage new ideas and innovative thinking around an important challenge facing the Asia-Pacific region: how to allow for adoption of technology among aging populations to enable them to connect, create and contribute amid rapid economic and technological change," said Hairil Yahri Yaacob, Chair of the 2020 APEC Senior Officials.

"The proportion of APEC's population that is aged 65 and above will increase from about 10 percent in 2017 to 25 percent by 2050," explained John Karr, the Asia Foundation's senior director for technology. "New technologies such as artificial intelligence and robotics are creating new jobs but at the same time making many others obsolete."

As the 2020 host economy, Malaysia aims to promote and mainstream efforts across APEC fora to leverage technology and policies that benefit the region's growing senior community.

To join the APEC App Challenge, interested developers should submit an application form demonstrating their technical competence, entrepreneurial drive and communication abilities.

Teams of two individuals will be invited to join the competition, and travel and lodging expenses will be fully covered. Applicants should be citizens and current residents of APEC member economies.

For more information and to apply to join the challenge, visit the webpage: [www.apec.org/App-Challenge](http://www.apec.org/App-Challenge).

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#### For further details, please contact:

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Michael Chapnick +65 9647 4847 at [mc@apec.org](mailto:mc@apec.org)

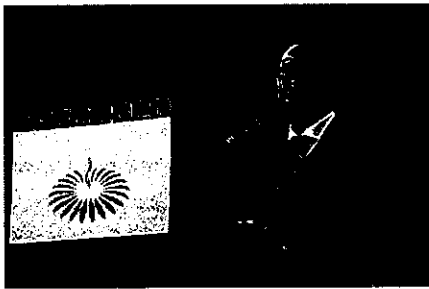
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