



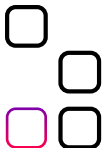
# Huawei HMS App Innovation Contest

## Contest Guide

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June 2020

#HMS Innovate for All



# Foreword



Apps UP (Huawei HMS App Innovation Contest) aims to inspire global developers to leverage HUAWEI HMS Core to create innovative apps, bringing smart life services to 650 million Huawei device users in 170+ countries and regions.

This guide is intended to provide a comprehensive overview of the contest, with detailed information for potential contestants.



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## Introduction

The Huawei HMS App Innovation Contest involves separate regional competitions in Europe, Asia Pacific, Latin America, Middle East & Africa, and China. After you complete the sign-up process on the contest official website, the system will determine the region you belong to according to the registered location of your team leader's account. The contest consists of four phases: Registration and Submission, Preliminary, Public Review, and Regional Finals. The Regional Finals will be held in each respective region in November 2020.

Works submitted for the Preliminary, Public Review, and Regional Finals will be evaluated based on differing scoring criteria for each phase.

If you choose to participate in the contest, you will be deemed to have agreed to and accepted the [GENERAL TERMS AND CONDITIONS](#).



# About

## 3.1 Organization

Organizer: Huawei

## 3.2 Requirements for Works

| Works must integrate one of HMS Core kits, and run smoothly on devices with HMS installed.

| Submitted works may use third-party game engines, middleware, open-source software, or code libraries, if authorized beforehand by the rights holder(s).

| Contestants must fully comply with the [HUAWEI Developer Service Agreement](#), and any other terms and clauses applicable to services, including but not limited to the [HUAWEI Developer Merchant Service Agreement](#), [HUAWEI Partner Paid Service Agreement](#), and agreement terms and clauses for using AppGallery Connect and HMS Core.

| Apps released on HUAWEI AppGallery must fully comply with [the app release policies for HUAWEI AppGallery](#).

Note:

(1) Works must be integrated with HMS Core and submitted via the team leader's account.

(2) Attachments for works must be in ZIP or RAR format, and cannot exceed 200 MB. Such attachments may include APKs and documents introducing the work.

# Contest Design

## 4.1 Contestants

Eligible contestants should meet the qualification requirements set forth in [GENERAL TERMS AND CONDITIONS](#).

You can participate in the contest on your own, or as a member of a team, but participation is limited to individuals aged 18 and above. All team members must belong to the same competition region, in order to participate in the corresponding region's competition.

**The rules for setting up a team are as follows:**

- (1) Each contestant is only eligible to join a single team.
- (2) Each team can have no more than 3 members.
- (3) Each team should have a team leader who is responsible for team management, such as inviting or removing members, and submitting works.
- (4) A member can apply to join a team or leave a team.
- (5) The score for a submission to the contest by a team belongs to the team. If a member leaves the team, the score obtained shall belong to the team, not the departing member.



## 4.2 Schedule

The Huawei HMS App Innovation Contest will be officially launched on June 30, 2020. The contest consists of four phases: Registration and Submission, Preliminary, Public Review, and Regional Finals. The works submitted for the Preliminary, Public Review, and Regional Finals will be evaluated based on differing scoring criteria. The final result will be determined according to the independent rankings for each of the three phases.

All works must be submitted in accordance with the requirements of each phase.

The schedule for the contest is as follows:

Schedule	Start date (UTC+8)	End Date (UTC+8)
Registration and Submission	00:00 on June 30, 2020	18:00 on October 8
Preliminary	October 9	October 21
Public Review	October 22	November 5
Finals and awards ceremony	November, 2020	November, 2020

Note: The time and venue of the Final in each region will be announced in early October, 2020.

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## 4.3 How to Participate

### 4.3.1 Registration and Work Submission

(June 30 to 18:00 on October 8, 2020, UTC+8)

#### | Register.

Sign in to [the contest official website](#) with a valid HUAWEI ID and click Sign up. If you are a team leader, click the New team button, and enter the relevant information for your team. If you are a new team member, click the Join team button, and enter the name for the team you wish to join. The deadline for registration is 18:00 on October, 2020 (UTC+8) .

If you do not have a HUAWEI ID, register one and complete identity verification first. For details about registration and verification, please refer to [Registration and Verification](#).

#### | Integrate HMS Core as a team leader.

Click [here](#) to learn more about the HMS Core.

Works must be integrated with HMS Core via the team leader's account, in accordance with the app requirements. For details about the process of integrating HMS Core, please refer to the [development documents](#).

#### | Submit the work as a team leader.

After integrating HMS Core, submit the work on the contest official website. The team leader will need to click Submit work on the [contest details page](#) to enter the app name, ID, and description, and upload attachments with APKs and documents introducing the work before 18:00 on October, 2020 (UTC+8) . If you do not submit any works prior to the deadline, it will be deemed as voluntarily withdrawing from the contest.



Note:

(1) Works must be integrated with HMS Core and submitted via the team leader's account.

(2) To obtain the ID of an app, go to Console > App services > HUAWEI AppGallery, click My apps in AppGallery Connect, and click the app to view its information.

(3) Attachments for works must be in ZIP or RAR format, and cannot exceed 200 MB. Such attachments may include APKs and documents introducing the work. You can download the work introduction template when submitting your work.

### 4.3.2 Preliminary

(October 9 to October 21, 2020, UTC+8)

The judging panel will review submitted works, and select 20 shortlisted works in each region by September 20, 2020.

### 4.3.3 Public Review

(October 22 to November 5, 2020, UTC+8)

After the Preliminary is completed, the judging panel will score and rank the works based on the scoring criteria. The top 20 works in each competition region will be eligible for the Public Review and Final phases.

From October 4 to November 5, 2020, shortlisted works will be exhibited on the [contest official website](#) and HUAWEI AppGallery during a global promotional period, and further selections will be based on the number of votes and downloads that each shortlisted work receives from the public.

The detailed rules for voting are subject to the specific information on the voting web page.

### 4.3.4 Regional Final

(November 2020, UTC+8)

After the Public Review is completed, the top 20 shortlisted contestants in each competition region will advance to the Regional Final and be scored by the judging panel.

The final score for each work is the sum total of the judging panel and public rating scores.



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## A Chance to Win Big

A total of US\$1 million allocated from the Shining-Star Program is up for grabs, with US\$200,000 awarded to the following winners in each region:

Award	Winners	Prize
Best App	5	US\$15,000
Best Game	3	US\$15,000
Most Socially Impactful App	3	US\$15,000
Most Popular App	1	US\$5,000
Honorable Mention	12	US\$2,500

Winners are also eligible for a treasure trove of enticing incentives:

| HUAWEI AppGallery promotional resources

After being released on HUAWEI AppGallery, shortlisted works will be promoted and displayed in the HUAWEI AppGallery competition zones.

| Huawei cloud resources

Huawei cloud resources are available to contestants in certain competition regions. For details, please refer to the web page of each competition region.

| Free courses, exams, and certification at the HUAWEI Developers training center

# Selection Rules

## 6.1 Preliminary Review Rules

The judging panel will review works on the basis of the following framework:

- **Business value (15 points):** Has substantial commercial potential, with sustainable business models that indicate clear market positioning and a target user base.
- **Design, technology, and user experience (30 points):** Features a distinctive visual design that incorporates user-friendly characteristics, and meets universal user requirements for a stable, responsive, broadly compatible, and privacy-conducive app.
- **Innovativeness (15 points):** Comes endowed with innovative design and/or technological attributes, which represent a clear improvement over those in existing apps.
- **Social value (20 points):** Benefits society at large, by improving the allocation of public services, or addressing social problems. This can involve enriching the lives of individual users or facilitating industry-wide development, and span a wide range of fields, such health care, education, transportation, the economy, and the environment.

Total preliminary score = Judging panel score + AppGallery bonus points (10 points will be added after the app is successfully released on AppGallery) + HMS bonus points (2 points will be added for each additional integrated HMS Core kit, with a maximum of 10 available points)

## 6.2 Public Rating Rules

Shortlisted works will be ranked according to the number of votes and downloads each receives during the exhibition period.

Public rating score =  $10 \times (\text{Number of votes for a work} / \text{Number of votes for the work in first place}) + 10 \times (\text{Number of downloads of a work} / \text{Number of downloads of the work in first place})$

## 6.3 Final Rating Rules

Total score = Judging panel score (80 points) + Public rating score (20 points)

### Final rating rules:

- Business value (15 points): Has substantial commercial potential, with sustainable business models that indicate clear market positioning and a target user base.
- Design, technology, and user experience (30 points): Features a distinctive visual design that incorporates user-friendly characteristics, and meets universal user requirements for a stable, responsive, broadly compatible, and privacy-conductive app.
- Innovativeness (15 points): Comes endowed with innovative design and/or technological attributes, which represent a clear improvement over those in existing apps.
- Social value (20 points): Benefits society at large, by improving the allocation of public services, or addressing social problems. This can involve enriching the lives of individual users or facilitating industry-wide development, and span a wide range of fields, such health care, education, transportation, the economy, and the environment.

## Learning Materials

For more information about HMS Core, please refer to the Learning tab on the [contest official website](#).

## FAQs

### 1. Who is eligible to participate in the contest?

This contest is intended for global developers, and restricted to contestants aged 18 and older. Signing up for the contest only requires registering with your HUAWEI ID, and then either setting up or joining a team. Employees of Huawei or its affiliates, and their immediate relatives, are not eligible to participate in the contest.

### 2. How do I sign up for the contest?

The only sign-up method involves registering on the [contest official website](#). It is not possible to sign up through other methods, such as by sending an email.

### 3. I am a Huawei developer in Europe. Which competition region should I sign up for?

The contest is held separately for five different regions: Asia Pacific, Latin America, Middle East & Africa, China, and Europe. After you complete the sign-up process on the contest official website, the system will determine the region you belong to according to the registered location of your team leader's account.

#### 4. Do I have to participate as part of a team?

You can participate either on your own, or as part of a team.

#### 5. How do I register a HUAWEI ID and complete the identity verification process?

For details, please refer to [Registration and Verification](#).

#### 6. Which HMS Core kits can I integrate?

For details about available HMS Core kits, please refer to Huawei's [HMS Core](#).

#### 7. How can I integrate HMS Core?

For details, please refer to the [development documents](#).

#### 8. What should I do if an exception occurs when I integrate HMS Core?

Click Submit ticket online and will get help from our dedicated customer service personnel.

#### 9. Can I continue to modify my work prior to the registration deadline?

You can continue to modify your work up until the registration deadline. The platform will evaluate the latest submitted version.

#### 10. Can a team submit multiple works?

Yes, a team can submit a maximum of 5 works.

### 11. How can I submit a work as a team leader?

After integrating HMS Core, click Submit work on the contest details page, enter the app ID, app name, and description, and upload the APK and app introduction document. The size of uploaded attachments cannot exceed 200 MB. If you encounter any issues while uploading, please contact the organizer.

### 12. How do I view my work?

Go to the contest details page, and click My works to view the status of your uploaded work.

### 13. How will the contest organizer get in touch with me if I win an award?

The organizer will contact the winners by phone or by email. They will also publish award-winning works on the contest official website to inform the general public.

### 14. Can I use an existing enterprise account to participate in the contest?

Yes. You can use the enterprise account to sign up, integrate HMS Core, and submit works on the contest official website.

### 15. I come from a startup company and my work is still under development. Can I sign up for this contest?

Yes. However, you need to ensure that you can complete development and submit the work on the contest official website, by the 18:00 on October 8, 2020 deadline.



16. I have a work that I would like to submit, but it has been put into commercial use and released on AppGallery. Can I still sign up for the contest, and submit this work?

Yes. You will need to integrate HMS Core Kits for your work, and submit it according to official procedures.

## Contact Us

For details, please refer to the contest official website at <https://developer.huawei.com/consumer/en/digix/appsup>

If you have any questions, please contact us through the following methods:

| Participants can visit the contest official website to directly sign up in according to the relevant rules and guidelines.

| [Click Submit ticket](#) online and will get help from our dedicated customer service personnel.

| Official email address:

Europe : [appsupeu@huawei.com](mailto:appsupeu@huawei.com)

Asia Pacific: [appsup.apac@huawei.com](mailto:appsup.apac@huawei.com)

Middle East & Africa : [appsup.mea@huawei.com](mailto:appsup.mea@huawei.com)

Latin America: [appsup.latam@huawei.com](mailto:appsup.latam@huawei.com)

China: [appsup.cn@huawei.com](mailto:appsup.cn@huawei.com)

| [Huawei Developer Forum](#)

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