



## **Chembe Urban Security Challenge 2010**

Chembe Ventures is an Irish owned company which provides seed capital to mobile application developers, social media start-ups and web ventures in East and Southern Africa. We're sponsoring this competition to encourage innovative mobile solutions to assist residents in urban communities address a specific or general security problem. One prize of US \$5,000 (five thousand US dollars) will be awarded to the winning entry. On top of that, we're offering a potential further US \$5,000 or more of investment and pilot testing capital to the winning team or individual.

### ***Entry Criteria:***

- Entrants must be registered as a developer in the Betavine community.
- Entries need to be written in English.
- Entries must be designed for deployment in an African city.
- This challenge is all about helping residents living in low-income, densely populated urban areas improve their personal security. Entries must provide solutions under one or more of the following headings:
  - *early warning notifications of criminal activity, violence or other security threats*
  - *assistance for families, communities at risk of crime*
  - *reducing crime, preventing the spread of violence*
  - *location, identification and assistance of victims of violence or crime*

### ***How to enter:***

Entrants may enter by uploading a prototype or application design to a solution page. Then you must click ""Create a solution to this challenge"" and choose the Chembe Competition (Challenge).

All entries must include the following documentation:

1. Solution Description:

Which particular security issue you are addressing? Why would people use it? What difference will it make to users' lives? What will the user experience be? Include a technical overview or specification.

2. Sustainability Plan

How much will the mobile solution cost to develop and operate? How will the mobile solution pay for itself over the long-term? Will it be supported by local governments, businesses or NGOs? Will the end users pay for the service? If this is the case provide budget, cash flow analysis, etc. Will the operational costs of the application be covered in other ways? Volunteer Support Partner Inglis Jane Ltd is offering to help teams entering the competition put together a sustainability plan. Contact Nicky Hickman at [nicky.hickman@inglisjane.co.uk](mailto:nicky.hickman@inglisjane.co.uk) for further information.

3. Pilot testing Plan

Where and how do you intend to test the application? How many users will be involved? How long will the pilot run? How will you measure performance?

***Who can enter?***

Individuals, informal groups, companies and organisations are free to enter the competition.

***Success criteria***

The judging panel, made up of representatives from Chembe Ventures and Vodafone, will assess the entries based on the following criteria:

- Value to the potential user – how much safer will it make the average user feel?
- Ease of use and deployment – how easy is it for a non-technical user to understand and benefit from the application? How easy is it to quickly deploy the solution?
- Stability and scalability – how easy is it to add increasing amounts of users to the system?
- Innovation – how does the entry use mobile technology to provide creative solutions to existing problems?
- Sustainability – how viable is the long-term plan for meeting operational costs?
- Viable pilot testing plan – What criteria will the developers use to judge the success of the pilot test?

**Prize:**

One prize of \$5,000 (five thousand US dollars) to the winning entry.

**Opening and Closing Dates:**

Opening: December 20th, 2009

Closing: April 30th, 2010

The winner will be announced on May 15<sup>th</sup>, 2010

**Confidentiality:**

*By submitting an entry to this competition, you are agreeing to share your information with Vodafone and the Sponsor and for Betavine to make your entry and/or details of your entry available via the Betavine.com website. If you are concerned about protecting your intellectual property rights, then you are strongly advised to seek independent professional advice as to the possibility of safeguarding any potentially inventive element contained within the entry by means of a patent application or other form of intellectual property right, before submission of your entry.*

**Non-confidential disclosure of any features of an invention prior to filing for patent protection may subsequently invalidate any patent protection sought after the date of disclosure.**

Entrants are advised to approach their national Patent Offices to seek guidance in identifying appropriate Intellectual Property Rights advisors in their respective territories. (links to most National Patent Offices can be found via <http://www.wipo.int/directory/en/>).

