Ignite SA Gigabit Challenge - *Preserve*

Application pack

Ignitesa.org/app-challenge/
2 May 2018

About the challenge

The South Australian Museum holds one of the world's largest, most important collections of Aboriginal culture in the world. This comprises of 30,000 individual artefacts of great significance to Aboriginal cultural heritage. While exciting, the sheer number of artefacts means the Museum can only display about 5-6% of the collection at any one time and is only accessible to the public by visiting the North Terrace gallery This means much of the community are missing out on discovering the rich, important history of the world's oldest living culture.

How can you help?

As part of the challenge, you will be asked to pitch a solution, allowing collection pieces to be virtually accessible by communities across the globe. We are looking for a solution that not only tells a story about Aboriginal culture and connection to country, but has the potential for the community to connect and enhance the story to be expanded for other collections.

You might consider exploring technologies, or a combination of the following:

- Virtual reality solutions
- Augmented reality solutions
- Artificial intelligence
- Blockchain technologies

While also considering that the application of the solution could apply to other cultural institutions e.g. art galleries and also other collections.

Key dates

Wednesday 2 May	Reverse Pitch/applications open
Sunday 1 July	Applications close (11:59pm via the ignitesa.org web site)
Mon 2 - Fri 13 July	Shortlisting of applications
Monday 23 July	Shortlisted teams present final pitch at Hybrid World/winners announced
August – November	Application development, with a prototype to be provided by the end of November
March 2019	Application ready for full deployment

Eligibility requirements

- Applicants will need to have a South Australian based presence.

Application requirements

Submit proposals in English including all materials by Sunday 1 July 2018 via the ignitesa.org web site.

Entries must be your own original work and cannot have been selected as a winner in any other competition or challenge

Applicants must own the IP or have the option to acquire it.

Please ensure the following is included:
- An overarching submission overview
- Details of the proposed application, including both functionality and technical components (maybe via a web page / site)
- A video which demonstrates the application
- A brief business plan, inclusive of the business model
- An explanation of how the application requires Gigabit bandwidth or Low latency response

More information:
- Platform/product should be a seamless integration of digital technologies and processes
- Benefit providers and/or users
- Have an estimated Return on Investment (ROI)
- The concept should be creative, innovative and show clever problem solving
- The final product must be able to be made reliably (commercially viable)
- The product should be an immersive experience and have the ability to engage with the collections without being physically located in the South Australian Museum
- It will provide further or an enhanced experience for attendees of the Museum
- Think about how the collections can relate to their original source location (e.g. geospatial)
- The product needs to be reliable.

Any technology is permitted as long as it is cost effective and can be available to end consumers.

Intellectual property (IP)

- Winners of the challenge retain 100% ownership of the application's IP
- Winners of the challenge must be willing to share their applications with Ignite SA, US Ignite and other communities for demonstration purposes for (2) years
- Winners will need to enter into an agreement with the South Australian Museum around the use of the data for commercial purposes and for a royalty free licence to use the application for a set period of time (to be negotiated with the South Australian Museum).

- The application developer/owner may modify terms of application demonstration license in subsequent releases for continued use by Ignite SA, US Ignite or US Ignite communities.

An entry must NOT contain material that:
- Infringes intellectual property rights of others
- Contains trademarks, logos or other items material that is owned by others, without express consent of the relevant rights holder(s).

The selection panel reserve the right to investigate and verify, conditionally reject, or reject outright any entry that we determine does not meet the desired criteria.

The selection panel similarly reserves the right to contact applicants to attain further understanding of their submission at their discretion.

Prizes

1st prize

Ignite SA will provide the winner with $20,000 in funding which will go towards the development of the application, plus up to $5,000 to attend a global smart city conference, potentially presenting your idea on the global stage. The winner will also have access to working space in the University of South Australia's Innovation & Collaboration Centre for 6 months, ongoing support for the development of the application and access to Ignite SA's digital town square, providing collection data and a development space virtually.

Obligations of the Winner

The winner will need to enter a formal grant agreement with Ignite SA which outlines the development milestones for the application. This agreement will be based on the submission received by Ignite SA by the applicant.

Door Prize
At the Reverse Pitch event, an iPhone 8 from Optus will be won by a participant who is at the event, who also contributes to social media during the event using the hashtag #Preserve2018.

Confidentiality

- Your application will be treated as confidential
- Some non-confidential information about shortlisted applications will be provided publicly including, but not limited to, the names of shortlisted or successful applicants and a brief description of the project
- Applicants will have the opportunity to approve this material before use.

Further information

For enquiries or more information, please contact:

Web: ignitesa.org/app-challenge/
Email: info@ingitesa.org