

iPhone 3G Student Developer Competition

Interdisciplinary Innovations Fund Proposal

University of Missouri

June 2008

Partners: Reynolds Journalism Institute/Missouri School of Journalism, College of Engineering, Trulaske College of Business, College of Education, College of Agriculture, Food & Natural Resources, Apple Inc and AT&T Inc.

Project Description: The above partners propose to sponsor a student contest, modeled on last year's successful RJI/Adobe AIR Student Competition, to develop, test and market native iPhone applications designed to improve the practice and the business of American journalism. Finalist teams will receive private consulting at Apple Inc.'s world headquarters in Cupertino, CA. The project's sponsors will host a symposium in Spring 2009 on the MU campus to showcase the competition as a model for interdisciplinary education and entrepreneurship. The winning student team will attend Apple's 2009 Worldwide Developer Conference in San Francisco.

Signatures:

Michael L. McKean
Assoc. Prof./Futures Lab Director
Reynolds Journalism Institute
Missouri School of Journalism

Dong Xu
Professor/Chair
Computer Science Department
College of Engineering

Peter Bloch
Professor
Marketing Department
Trulaske College of Business

John Wedman
Professor/Director
SISLT
College of Education

Marc Strid
Director of Ed. Technology
College of Agriculture, Food
and Natural Resources

Lori Clithero
Account Representative
University of Missouri
Apple Inc.

Ben Kruse
Director
Higher Education
AT&T Mobility

Goals and Objectives: The primary goals of the proposed competition are to:

- help students learn to innovate by collaborating with peers from other programs
- serve MU's economic development mission by fostering entrepreneurship and creating marketable products
- support RJI's mission of strengthening ties between the public and the news media
- develop and disseminate models for interdisciplinary and industry partnerships that promise to improve higher education in Missouri.

Detailed Description: On July 11, 2008, Apple Inc. will release its next-generation iPhone designed to operate on the AT&T broadband network in the U.S. and 3G mobile networks in dozens of countries around the world. The new phone will support enhanced video, live, enterprise-level email and calendaring, GPS services, better web browsing and a host of native applications designed by third-party developers and available for download from the company's App Store. To date, Apple has sold more than six million first-generation iPhones and is now second only to Research In Motion's Blackberry in the U.S. smartphone market. The company projects it will sell at least 10 million iPhones by the end of 2008.

Students in Journalism, Ag Journalism, Computer Science, Marketing and Education will be invited during the Fall 2008 semester to an introductory session explaining how they can enter an iPhone developer contest based on the Reynolds Journalism Institute's successful Adobe AIR competition conducted during the 2007-08 academic year. The iPhone session will coincide with the School of Journalism's Centennial Celebration and RJI Dedication, September 10-12. Alumni and friends participating in the Centennial and Dedication, as well as visitors to the RJI website, will be given the opportunity to suggest ideas for useful iPhone applications that would improve the practice and business of American journalism. These ideas will be shared with the students who attend the introductory session.

To begin the selection process, students will choose one of three broad skills areas that match their personal interests and abilities – Journalism-related Application Concepts, Media-related IT Programming and Usability Testing/Product Marketing. They will then work with faculty experts from the partnering colleges to demonstrate competence in their chosen area.

Those students who are certified by the faculty evaluators will then be invited to a second general session where they will meet their peers from all three skills areas and begin the process of forming teams that will compete to become one of five team finalists. Each team must include at least one Journalism (or Ag Journalism) student and at least one student from Computer Science, Marketing or Education. Teams can have a maximum of four members.

A panel of judges that will include faculty from the participating academic units, representatives from the corporate partners and media industry experts chosen by the Reynolds Journalism Institute will select the five team finalists. Each team will be reimbursed up to \$3,000 for resources needed to complete development of their iPhone applications, such as software, computer peripherals, web hosting, design services, payments to focus group participants and the like. These 15-20 students will also be flown to San Jose in mid-January and housed near Apple's world headquarters in Cupertino, CA where they will receive in-person, private consulting from iPhone/iTunes developers and marketing specialists.

The finalist teams will spend the first two months of the Spring 2009 Semester designing their applications in the Reflector Lab and RJI labs, performing usability testing in the College of Education's Information Experience Laboratory and conducting marketing research in the RJI Futures Lab and Technology Testing Center. They will make final presentations to the judging panel before Spring Break. The judges will select a grand-prize winner.

All applications developed by the five finalist teams will be made available for download via the Apple App Store. In addition, RJI will introduce all interested teams to executives from the Missouri Innovation Center to determine the odds of attracting venture capital to launch a business around their applications. The grand prize-winning team will attend Apple's Worldwide Developers Conference in San Francisco next June.

The project partners will also sponsor a higher education and industry symposium at the Reynolds Journalism Institute in April 2009 to showcase the students' work and discuss the implications of the competition for journalism and democracy, economic development in Missouri and the future of higher education in a mobile, digital environment.

Management Plan: The signers on the cover page will manage the competition with support from Asst. Prof. Dale Musser of Computer Science, Gary Westergren with the School of Information Science & Learning Technologies, IT specialist Jonathan Steffens with the College of Education, technical analyst Mark Jarvis with the Center for eResearch and various staff from the Reynolds Journalism Institute, the Reflector Lab and the Information Experience Lab.

All work will be completed during the 2008-09 academic year following this tentative timeline:

- Summer 2008: complete organizational tasks
- September 2008: kick-off session for students at RJI during Centennial Week
- Week of September 15, 2008: students sign up for one of three interest areas
- October 2008: Team-building session at College of Business; students select teams
- October/November 2008: Teams work on iPhone app concept and proposal
- Week of November 17, 2008: Team presentations; judges select finalists
- Week of December 1, 2008: Finalists announced at FIG iLife awards event
- Week of January 12, 2009: Finalists attend briefing at Apple HQ
- Late January, 2009: Mid-year progress report to MUITC; file IRB applications
- January through mid-March 2009: Teams develop, test their applications
- Week of March 16, 2009: Final presentations and judging
- April 2009: Host symposium
- April/May 2009: Final reports to MUITC and Reynolds Foundation
- May/June 2009: Compete for next round of MUITC funding? ☺

Evaluation Criteria: MUITC can evaluate the iPhone Student Developer Competition by:

- The number of students who seek information and choose to participate
- The number of ideas generated by students, Centennial & Dedication participants and visitors to the RJI web site
- The number of teams that present in the finalist selection round

- The quality of the iPhone applications presented in the final judging
- Feedback from corporate partners and industry leaders when the applications are released
- Attendance at the symposium and feedback from participants

Budget: The anticipated total budget for the competition is \$135,450 broken down as follows:

Contribution from Apple, Inc. (\$43,500)

Speaker for kick-off event	\$ 2,500
Travel/accommodations for 20 students to Cupertino	20,000
Private consulting for student teams in Cupertino	20,000
Two additional remote consultations via iSight per team	1,000

Contribution from AT&T, Inc. (\$15,000)

Six-month service contract for 20 3G iPhones	15,000
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Contribution from Reynolds Journalism Institute (\$31,950)

Purchase of 20 3G iPhones (8 GB version) for finalist teams	4,000
Hosting kick-off event	650
Faculty/staff travel to Cupertino to accompany student teams -- 4 people	5,000
Registration for Grand Prize student winners to WWDC	5,200
Registration for Futures Lab and Tech Testing Center Directors to WWDC	2,600
Travel for students/directors to attend WWDC – 6 people	13,500
Marketing expenses/presentation materials – website, e-blast, flyers, direct mail	1,000

Contribution from College of Education (\$20,000)

Faculty and staff consulting from SISLT's Information Experience Laboratory -- 20 hours per team x 5 teams @ \$50/hr	5,000
iPhone SDK and related setup costs for Reflector as development lab	5,000
Reflector staff training and support for iPhone teams	10,000

Contribution from College of Engineering (\$6,500)

Five percent release time for Asst. Prof. Dale Musser	4,500
Five percent release time for IT instructor in Computer Science	2,000

Requested from Interdisciplinary Innovations Fund (\$25,000)

Team funds for application development/testing/rollout @ \$3000 per team	15,000
Symposium expenses, including speakers, meals, housing, materials	10,000

Total Budget **\$141,950**

Total Cash and In-Kind from Corporate Partners **\$ 58,500**

Total Cash and In-Kind from Academic Partners **\$ 58,450**

Total Requested from Interdisciplinary Innovations Fund **\$ 25,000**

Signature:

Cindy Roe, Fiscal Officer
Reynolds Journalism Institute/Missouri School of Journalism

Pedagogical and Technical Support Staff: Given the technical expertise of the academic and corporate sponsors, we do not anticipate requiring significant assistance from ET@MO or DoIT other than assurances that the campus wireless network and the Exchange email and calendaring server will support the 3G iPhone.

Endorsements: See the cover page and the budget page.