The Raspberry Pi & PA Consulting Group Pi-making challenge: Rules for Open Category

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What is the Raspberry Pi & PA Consulting Group Pi-making challenge?

PA Consulting Group is teaming up with the makers of the Raspberry Pi – the innovative and affordable credit-card sized single-board computer and running a competition to inspire more people to take up computer programming.

Entrants are being challenged to invent something using the Raspberry Pi that will benefit the world. This is intentionally a very broad challenge. We hope that this will provide entrants with a wide scope to work with and help them produce something in a sphere that they are really passionate about. Entrants' inventions may benefit the environment, enable the delivery of better healthcare, make it easier to work with large amounts of data, make information more secure or do something completely different – it's up to the entrants!

Who is the Raspberry Pi & PA Consulting Group Pi-making challenge open to?

The Competition is open to anyone who is resident in the UK. No one who works for any of the PA Consulting Group of companies or Raspberry Pi Foundation or is related to a person that does is allowed to enter.

There are similar competitions being run in parallel for Schools and Undergraduate Students.

Who are PA Consulting Group?

We are a firm of over 2,000 people specialising in management and IT consulting, technology and innovation. We operate globally from offices across Europe, the Nordics, the United States, the Gulf and Asia Pacific. We are experts in: information technology, energy, financial services, life sciences and healthcare, government and public services, defence and security, telecommunications, consumer goods, automotive, transport and logistics. We create visible and sustained value for our clients because we are dedicated to sharing our expertise, committed to working together, and focused on long-lasting results.

We have been delivering world-class innovations for our clients for 70 years: from award-winning micro-meters to the original brushless servo motor; and from 'next generation' 4G wireless test equipment to a world first in medical injectors. We want to guarantee the next 70 years by inspiring the next generation of technology and innovation expertise in the UK.

With this in mind, we have teamed up with the makers of the inspiring UK invention that is the Raspberry Pi to run a competition to encourage young people to invent something that utilises the Raspberry Pi to benefit the world. For more information about PA please visit: http://www.paconsulting.com.

What is the Raspberry Pi Foundation?

The idea behind a tiny and cheap computer for kids came in 2006, when Eben Upton and his colleagues at the University of Cambridge's Computer Laboratory, including Rob Mullins, Jack Lang and Alan Mycroft, became concerned about the year-on-year decline in the numbers and skills levels of the A Level students applying to read Computer Science in each academic year. From a situation in the 1990s where most of the kids applying were coming to interview as experienced hobbyist programmers, the landscape in the 2000s was very different; a typical applicant might only have done a little web design.

Something had changed the way kids were interacting with computers. A number of problems were identified: the colonisation of the ICT curriculum with lessons on using Word and Excel, or writing webpages; the end of the dot-com boom; and the rise of the home PC and games console to replace the Amigas, BBC Micros, ZX Spectrum and Commodore 64 machines that people of an earlier generation learned to program on.

There isn't much any small group of people can do to address problems like an inadequate school curriculum or the end of a financial bubble. But we felt that we could try to do something about the situation where computers had become so expensive and arcane that programming experimentation on them had to be forbidden by parents; and to find a platform that, like those old home computers, could boot into a programming environment. From 2006 to 2008, Eben designed several versions of what has now become the Raspberry Pi; you can see one of the earliest prototypes here.

By 2008, processors designed for mobile devices were becoming more affordable, and powerful enough to provide excellent multimedia, a feature we felt would make the board desirable to kids who wouldn't initially be interested in a purely programming-oriented device. The project started to look very realisable. Eben (now a chip architect at Broadcom), Rob, Jack and Alan, teamed up with Pete Lomas, MD of hardware design and manufacture company Norcott Technologies, and David Braben, co-author of the seminal BBC Micro game Elite, to form the Raspberry Pi Foundation to make it a reality.

Three years later, we're just going into mass production through licensed manufacture deals with element 14/Premier Farnell and RS Electronics – although it's just the beginning of the Raspberry Pi story.

We've had enormous interest, support and help from the educational community, and we've been delighted and a little humbled by the number of enquiries from agencies and people far away from our original targets for the device. Developing countries are interested in the Raspberry Pi as productivity devices in areas that simply can't afford the power and hardware needed to run a traditional desktop PC; hospitals and museums have contacted us to find out about using the Raspberry Pi to drive display devices. Parents of severely disabled kids have talked to us about monitoring and accessibility applications; and there seem to be a million and one people out there with hot soldering irons who want to make a robot.

We don't claim to have all the answers. We don't think that the Raspberry Pi is a fix to all of the world's computing issues; we do believe that we can be a catalyst. We want to see cheap, accessible, programmable computers everywhere; we actively encourage other companies to clone what we're doing. We want to break the paradigm where without spending hundreds of pounds on a PC, families can't use the internet. We want owning a

truly personal computer to be normal for children. We think that 2012 is going to be a very exciting year.

For more information on the Raspberry Pi Foundation, please see: http://www.raspberrypi.org/

The Raspberry Pi Foundation is a UK registered charity (Registration Number 1129409).

How many members are allowed per team?

Each team should consist of a maximum of 2 people.

Each team must nominate a person to be the Designated Contact (the "Designated Contact") to complete the registration and attend the heats and final if successful.

There is no limit on the amount of entries per University or Further Education College.

What is the proposed timetable?

The deadline for registration is midnight on **Friday, 30 November 2012**. By this time, each participating team must have completed and submitted the registration form below. We reserve the right to refuse any applications made after this date.

All entries in the first round must be submitted by midnight **Thursday, 31 January 2013**. By this time, all eligible teams must have invented something that utilises the Raspberry Pi in accordance with the Competition Rules. Your entry must include proof of working in a format of your choice, a brief summary of the project (500 words maximum) and a comprehensive build guide showing others how you produced your Raspberry Pi project including what you produced. This must include: A bill of any software modules and additional hardware, publicly hosted source code for software, instructions and a video presentation up to five minutes long hosted on a video sharing website (e.g. YouTube).

At the date of publication, it is anticipated that the final will be held on **Wednesday, 20th March 2013.**

The exact dates, locations and times of any heats and the final will be notified in writing to the teams that are selected to take part.

Please note that we reserve the right to combine regional heats and that the dates above may be subject to change.

How do teams apply?

A person over 18 must complete the application form (the "Designated Contact").

THE RASPBERRY PI & PA CONSULTING GROUP PI-MAKING CHALLENGE APPLICATION FORM:

This is the application form for entrants to apply for The Raspberry Pi & PA Consulting Group Pi-making challenge 2012.

Each team may have up to 2 members. We do not intend to request details of the team members unless your team progresses to the Regional Heats (if any) and/or the Final.

This form must be returned by email or post to be received by PA Consulting Group by midnight on **Friday, 26th October 2012**. Please email your application form to raspberrypi@paconsulting.com or post them to Raspberry Pi & PA Consulting Group Pi-making challenge, PA Consulting Group, 123 Buckingham Palace Road, London SW1W 9SR.

Team Name:

Postal address:

Designated Contact:

Telephone number of Designated Contact:

Email address for Designated Contact:

Designated Contact must be at least 18 years old

I have read, understood and agree to the Competition Rules including the Competition Privacy Policy.

I acknowledge that PA Consulting Group reserves the right to amend or vary the Competition Rules at any time including cancelling or suspending the Raspberry Pi & PA Consulting Group Pi-making challenge in its sole discretion.

Signature of Designated Contact:

…….

RASPBERRY PI & PA CONSULTING GROUP PI-MAKING CHALLENGE CONSENT AND RELEASE FORM

A Consent and Release Form must be completed for EACH team Participant.

Teams may not be able to participate in the final without validly executed Consent Forms for each team member. It must be typed, or printed legibly. This section is to be completed and signed by each Participant.

I_____(the “Participant”) wish to participate in the Raspberry Pi & PA Consulting Group Pi-making challenge.

My Team Name is:_____ (insert Team Name).

I certify that I am over 18 years old.

I hereby release PA Consulting Group and The Raspberry Pi Foundation and their respective member companies, affiliates, Board of Governors/Trustees, licensees and assigns from all claims, demands, liabilities, damages, costs and expenses that I may now or hereafter have against PA Consulting Group and/or The Raspberry Pi Foundation arising in connection my participation in the Raspberry Pi & PA Consulting Group Pi-making challenge.

Nothing in this document shall limit or exclude PA Consulting Group’s liability for:

a) Death or personal injury caused by its negligence, or the negligence of its employees, agents or subcontractors.

b) Fraud or fraudulent misrepresentation;

c) Breach of the terms implied by section 2 of Supply of Goods and Services Act 1982;

e) Any other liability which cannot be excluded or limited by law.

I hereby grant to PA Consulting Group and/or The Raspberry Pi Foundation the right to photograph and/or videotape and use the videotape and/or photograph of me during my participation in any events related to PA Consulting Group Raspberry Pi Foundation Competition and the right to use this media without further compensation to me or any other limitation whatsoever. I am aware that the Team may be required to submit part of its entry via YouTube a public file sharing website such as YouTube and that this will be in the public domain.

I hereby consent to PA Consulting Group processing the personal data relating to me in accordance with PA Consulting Group's Privacy Policy (http://www.paconsulting.com/legal/privacy-policy/) for the purposes of administering and publicising the Competition. I have the capacity to provide this consent and authorisation.

Participant's Name: _____

Signature: _____

Address: _____

Designated Contact:: _____

What can teams use to create their Raspberry Pi Projects?

Teams may use a limited amount of additional hardware (over and above a display unit, keyboard, mouse, SD card and internet connectivity) with a budget of approximately £50 not including the cost of the Raspberry Pi itself.

Any software modules used must be available as source code (and under an open source license).

Most of the software processing involved in each project should take place on the board of the Raspberry Pi.

What are the prizes?

The prize is a custom made case for your Raspberry Pi, engineered by our PA Consulting Group Team.

The winning team in the Open category will also receive a £1,000 cash prize.

PA Consulting Group and Raspberry Pi reserve the right to change prizes for the competition but will give notice via the Designated Contact at their earliest convenience.

How will the Competition be judged?

We will appoint a judging panel consisting of employees from PA Consulting Group and the Raspberry Pi Foundation. We reserve the right to remove or appoint judges at any time throughout the Competition.

The judges' decisions on all matters arising in connection with the Raspberry Pi and PA Consulting Group Pi-making challenge are final.

What are the judges looking for?

Entries will be evaluated on their creativity and originality. The judges may take into account a number of factors including but not limited to:

Team Passion	How well the team's enthusiasm is portrayed through the group project.
Simplicity and clarity of build instructions	The propensity to encourage others by showing how you created and built your project.
World Benefit	Could the project improve our world today?
Commercial potential	Does the project have the propensity to develop and progress on a larger scale?

Entries must be your own original work!

Teams must ensure that all work is original and where any third party licences are required

that they are obtained by the entrant and are wide enough to cover the use envisaged as part of the Raspberry Pi Competition. By entering, all entrants grant an irrevocable, perpetual, royalty-free, worldwide non-exclusive licence to reproduce, distribute, and display their entry to PA Consulting Group and the Raspberry Pi Foundation.

Entries must not be offensive, illegal or abusive!

PA Consulting Group in its sole discretion reserves the right to immediately disqualify any entry that is deemed to be offensive, illegal or abusive.

What happens if our team can't attend the regional heats or final?

If a team is unable to attend a heat or the final then they may have to withdraw from the Raspberry Pi & PA Consulting Group Pi-making Competition.

PA Consulting Group and The Raspberry Pi Foundation reserve the right to select an alternative team to take the place of any team unable to attend for any reason.

What privacy policy applies to the Competition?

PA Consulting Group and Raspberry Pi reserve the right to process themselves and pass on information including any personal data supplied as part of the Competition process to third parties who are involved in the organisation of the Competition including without limitation any venues or other third party suppliers.

Teams that are successful in the regional heats may be asked to attend the final at PA Consulting Group's Cambridge Research Centre. For this visit the Designated Contact and each team member will be asked to sign a non-disclosure form saying visitors will not discuss some of the things they are shown there for reasons of confidentiality.

Subject to the above, any personal data supplied as part of the Competition will be processed in accordance with PA Consulting Group's Privacy Policy (http://www.paconsulting.com/legal/privacy-policy/).

Will photographs and images of the Participants be taken and used?

As this is a competition which we anticipate will attract press and other interest, all participants are required to complete and sign the Consent and Release form consenting to having their photo taken and for their image to be used in connection with the Competition and promoting PA Consulting Group and Raspberry Pi. As part of the Competition requires entries to be uploaded to a video sharing website, the Designated Contact is responsible for obtaining the appropriate consents for this from the other team member. A Consent and Release Form must be completed for each team member and supplied to us on request.

What liability do PA Consulting Group and Raspberry Pi have in connection with the Competition?

PA Consulting Group and Raspberry Pi reserve the right to change the dates and Competition Rules at any point during the Competition but will notify the competitors of any material changes as soon as reasonably possible..

These terms and conditions are governed by the laws of England and Wales.

We hold no liability for your work being lost in the post or if an email doesn't reach us for any reason.

Nothing in this document shall limit or exclude PA Consulting Group's or The Raspberry Pi Foundation's liability for:

- Death or personal injury caused by its negligence, or the negligence of its employees, agents or subcontractors.
- Fraud or fraudulent misrepresentation;
- Breach of the terms implied by section 2 of Supply of Goods and Services Act 1982; and/or
- Any other liability which cannot be limited by law.

Subject always to the above, PA Consulting Group's liability to each team is capped at a maximum £1000 per entry and all indirect and consequential losses are excluded to the maximum extent permitted by law.

PA reserves the right to amend or vary the Competition Rules at any time including cancelling or suspending the Raspberry Pi Competition in its sole discretion.

For the purposes of this Competition PA Consulting Group means PA Consulting Services Limited (Company number 414220) whose registered office is at 123 Buckingham Palace Road, London SW1W 9SR.

Can teams claim any expenses?

Each team is responsible for its own costs and expenses. Finalists may apply to PA Consulting Group for assistance with expenses in connection with travelling to the final but should not incur any expenses without agreement with PA Consulting Group in writing in advance.

What do I do if I have more questions about the Competition?

If you have any questions then please contact raspberrypi@paconsulting.com or at the Raspberry Pi & PA Consulting Group Pi-making challenge, 123 Buckingham Palace Road, London, SW1W 9SR.