



## The Business Side of Software

<http://2014.icse-conferences.org/business>

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### Important Dates

Entries open: January 8, 2014  
Entries close: February 10, 2014  
Notification: March 15, 2014  
Workshop: June 7, 2014

### Co-Chairs

K. Ananth Krishnan  
Tata Consultancy Services, India  
Naresh Gupta  
Adobe, India

### Contest Jury

Nigel Lake  
Pottinger  
Nirmod Kozlovski  
Jerusalem Venture Firm  
Andrew Moffat  
Invest Ottawa  
Ashish Gupta  
Helion Ventures  
Krithi Ramamritham  
IIT Bombay  
Matt Saunders  
Ryerson Futures Inc.  
Rishiksha T. Krishnan  
IIM Bangalore

### Evaluation Criteria

Uniqueness, innovation in business model or approach: 40%  
Sustainability of the model: 15%  
Scalability: 15%  
Impact of work so far: 15%  
Impact in the future: 15%

### The Emerging Technology Contest

We invite entries for innovative emerging technology/business models in several categories. The contest is being conducted ahead of the special workshop on the Business Side of Software. This workshop will be held under the aegis of ICSE 2014. To be conducted on June 7, in Hyderabad, the workshop aims to promote discussion and deliberation on how software research and business can benefit mutually. The Emerging Technology Contest will be conducted online with a panel of jury members drawn from several walks of life.

### Contest Categories

- **Enterprise IT Solutions.** Applying software research to address enterprise IT needs
- **Internet of Things.** Moving towards an interconnected world
- **Mobility.** Connecting to the world on your palm and at your fingertips
- **Design and the Social Experience.** Integrating design and the social experience to delight the consumer
- **Security and Privacy.** Marrying security and privacy to the omnipresent data
- **Predictive Analytics and Pervasive Computing.** Leveraging artificial intelligence today for business intelligence tomorrow
- **Domain-specific.** Any other software application, solution, in the context of specific domains: healthcare, education, utilities, energy, and resources

### Eligibility Criteria

To be able to apply to our call for entries, you will need to fulfill all of the following criteria:

- You have been incorporated for at least 1 year as on January 1, 2014,
- You have pioneered an emerging or new business model, and
- You have new software approaches and tech. around digital (cloud, social, mobility, analytics, big data) embedded into your business' idea.

### How to Apply

- Fill in the application form online and submit along with it: an at most 5 page long pdf-executive summary (1.5 line spacing between sentences; double line spacing between paragraphs); a video not more than 2 minute long. [Check application portal for details and application checklist.](#)
- Screening-Round 1: All entries will be screened (offline) by the workshop organizers, on the basis of judging criteria, eligibility and articles/information submitted at the time of application. Top 20 entries will be picked for further evaluation by a 10 member jury.
- Screening-Round 2: by a 10 member jury comprising stalwarts from software, IT, research and emerging technologies. (offline)
- Top 3 selections by the jury to be announced (online-workshop/event website and via emails to the winners)
- These winners will present at the workshop on June 7, 2014, in Hyderabad, India



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