

# app to paper challenge

## Briefing

### Why this challenge?

Can a medium invented 2000 years ago work together with the most advanced digital tools of the 21<sup>st</sup> century?

**The answer is yes!**

To celebrate its 25<sup>th</sup> Anniversary, Navigator paper, the world's leading premium office paper brand, launches a global competition challenging brilliant minds to come up with great ideas to make the digital world and office paper work together.

We believe in a world where office paper and mobile devices may be teamed up to make our daily lives easier. Do you also share this vision? If you do, this is the right challenge for you!

**We are looking for people like you with brilliant ideas on how to turn this vision into a great mobile app.**



### Who may participate?

Anyone over the age of 18 who has a good idea for an app that can promote the use of office paper. You can participate alone or with more people as a team.

### What ideas are we looking for?

We look for app ideas that can promote the use of office paper.

Good, brilliant ideas that promotes a connection between office paper and the mobile world, and promotes the use of paper in a mobile ecosystem. We want an app that connects mobile and office paper.

We're also seeking out app ideas that can be executed within a \$35.000 budget.  
Be creative but keep your feet on the ground!

### BE AWARE:

- > We'll not accept ideas of apps that have already been created.
- > So, before, you submit your idea check if it is already out there.



## When to apply?

**The application will be open from August 1 until October 8, 2017.**

Between October 13 to 18, 2017, the jury will be evaluating the applications

### Winners

The winners will be announced on October 20, 2017, on the challenge's website.



## How to apply?

To enter the challenge, you must submit the application form available on the challenge's website, [navigator-app-challenge.com](http://navigator-app-challenge.com), from August 1 to October 8, 2017.

You can submit more than one idea.

It will be not accepted any application beyond October 8, 2017 or through any other mean.

## What is the evaluation criteria?

The judges will be looking for:

- 1. General Strength of Concept:** How your idea integrates the use of technology and digital tools with office paper making them work together through a mobile app.
- 2. User Interface Experience:** The app should provide a good user experience, fulfilling the objectives of this challenge, in a simple and intuitive way of use.
- 3. Benefits for the user:** How your app idea will empower the empathy created by paper in people's lives.
- 4. Budget's Compliance and Overall Feasibility:** The jury will be looking at the degree of the app being conveniently produced, without exceeding the \$35.000 USD budget.



## What can you win?

The Top 3 (three) ideas selected by the jury will receive the following prize money:



## App's development

The best app idea will be developed.

The App-to-paper Challenge will fund the app's development up to maximum of \$35.000 USD.

After the winner's announcement, we'll be looking for a company to develop the app.

Soon, we'll have more informations about this subject.

Non-mandatory requirements, but information that it will be valued by the jury:

Identify if the app should be developed for IOS, Android, Windows Phone or other;

Indicate and describe which will be the back office application to manage the app's content and functionalities.

Indicate if the app needs integrations with other systems and if it does, describe which systems (eg.: Google maps, sms, whatsapp, Skype...)

Which device features the app will need (GPS, camera, micro, NFC, and so on..)

Any other special requirements.

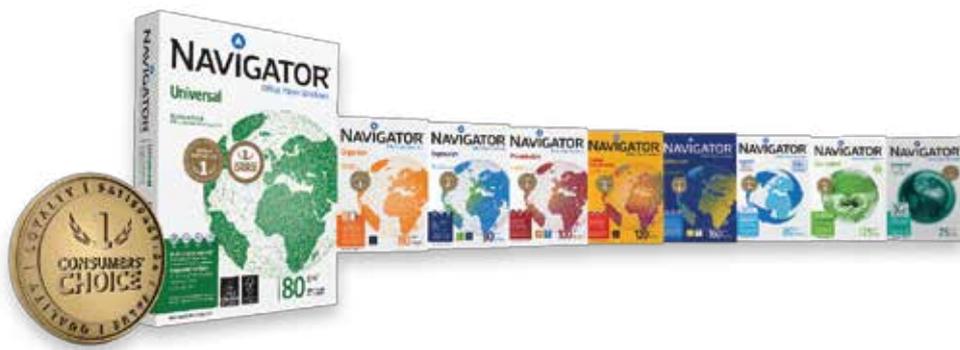
Don't forget to read the Terms and Conditions page, available at the challenge website, as soon as the application period opens.

# Meet Navigator Paper

Navigator Paper is the world's leading premium office paper brand.

Present in more than 110 countries in 5 continents, Navigator Paper might have already been the canvas for many of your ideas and projects.

Innovation, Sustainability, Performance, Digital Printing are not just words. They truly describe the essential pillars of Navigator paper. Always seeking the most advanced technology to produce a paper that is environmentally friendly, performant and ready for the challenges of today digital office.



Know more about the brand at:

[www.navigator-paper.com](http://www.navigator-paper.com)