



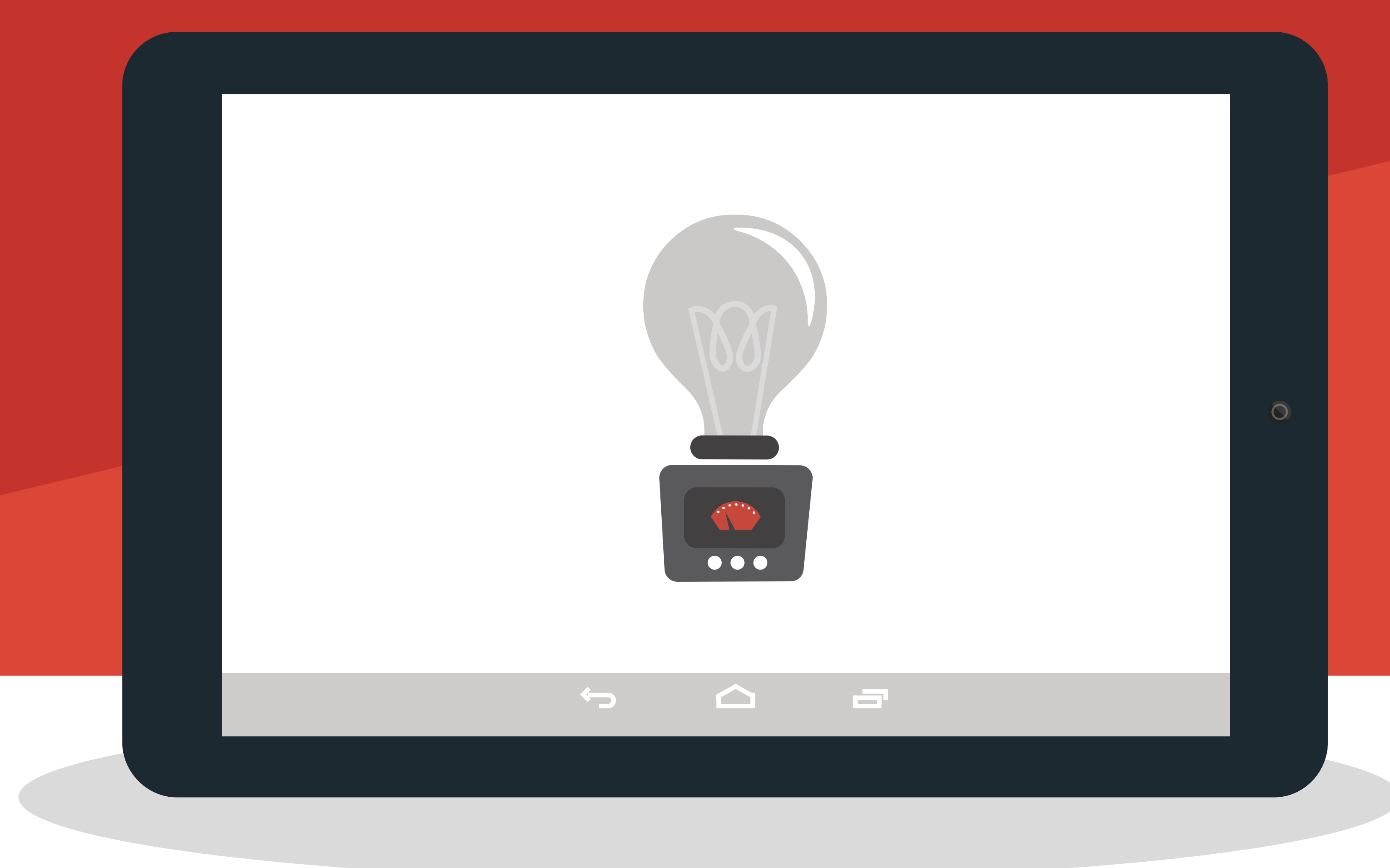
AdMob by Google

January 2016  
to June 2016



January 2016 to June 2016

[www.google.com/admob/challenge](http://www.google.com/admob/challenge)



# BUILD AN APP THAT THE WORLD WILL NOTICE.

If you're a student with a great idea for a mobile app, here's your chance to build your app, make money from it, and win awesome prizes!

**Like what, you ask?** A week-long trip to San Francisco. A visit to the Googleplex. Plus the chance to have your app featured on the Play Store.

**Not a developer? No problem.** All you need is an idea and we will help you get started. Google will provide training materials on how to build and promote your app.



# BUILD AN APP THAT THE WORLD WILL NOTICE



**Who:** Students enrolled in educational institutions, regardless of disciplines



**What:** A global student competition to see who can build the best app



**When:** January 2016 to June 2016



**Where:** Around the world! 90+ countries



**How:** Form a team. Build an app. Make money from your app using AdMob. Win awesome prizes

## What does the winning team get?

- An all-expenses paid, week-long trip to San Francisco, including a visit to Google HQ
- Your app featured on the Google Play Store
- A video starring your team and app
- A nifty bag of goodies, including a Google device

## What is AdMob?

AdMob is a platform for app developers to monetize, promote, and analyze their apps.

- **Monetize** - Earn money from ads and in-app purchases
- **Promote** - Gain more users by showing your ads across our vast network of apps
- **Analyze** - Get insights about how people use your app with Google Analytics

## Get started

### 1 Register

- Form a team of 1-5
- Register team on the AdMob Student App Challenge website

### 2 Build

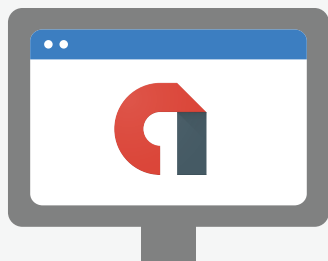
- Think of an idea
- Create a business plan
- Build the app

### 3 Monetize

- Sign up for a new AdMob account
- Install AdMob & Google Mobile Ads SDK in your app
- Submit your app to the Google Play Store or Apple Store and submit your app store URL and AdMob ID

## About AdMob

AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. With Google Analytics built into AdMob directly, developers can measure app performance and segment users to monetize intelligently.



For more information, go to:  
[www.google.com/admob](http://www.google.com/admob)

## How to participate

You don't have to be a coder or even an engineer to participate. All you need is an idea and we will help you get started. Google will provide training materials on how to build and promote your app. To learn more, visit [www.google.com/admob/challenge](http://www.google.com/admob/challenge)

## Judging

Google and a panel of independent judges will select the winning team based on the success of their app, strategy, and performance. Winners will be announced to all participants in August 2016.