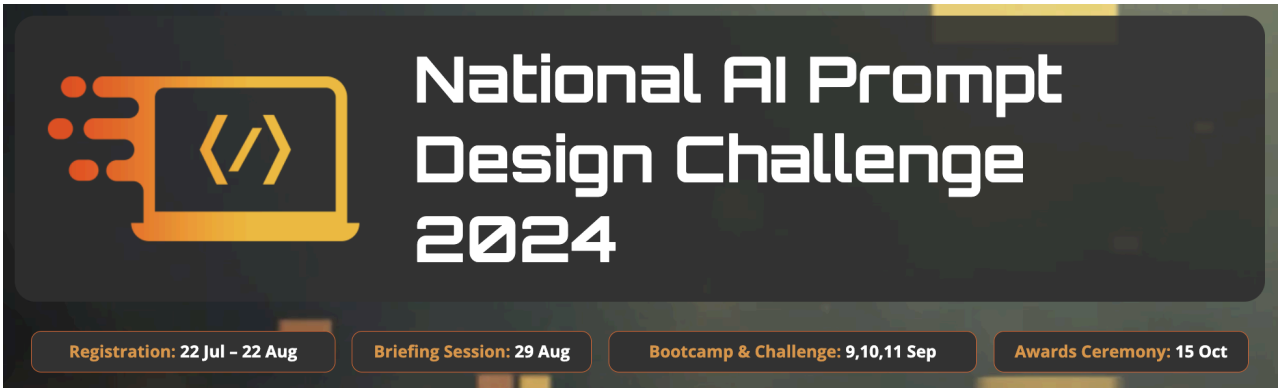

National AI Prompt Design Challenge 2024

OPEN CATEGORY

Terms and Conditions

1. Introduction

1.1 Straits Interactive Pte Ltd (“**Straits Interactive**”) is proud to present the "National AI Prompt Design Challenge 2024 (Open Category)” (“**Challenge**”).

1.2 This Challenge is designed to merge creativity with technological innovation, offering participants a unique opportunity to explore the realm of prompt engineering. The challenge lies in developing Generative AI applications (**“app”** or “**apps**”) that can understand and engage users in a manner that is intuitive, innovative and practical.

1.3 Participants of this Challenge (“**Participants**”) will be provided access to Straits Interactive’s proprietary “Capabara” Capability-as-a-Service platform (“**Capabara**” or “**Capabara platform**”), which contains tools aimed at facilitating the creation of Generative AI apps. These tools are designed to enable Participants to unleash their creativity and provide an enhanced user experience through the skilled application of prompt engineering techniques.

1.4 The following collectively form the complete terms and conditions of the Challenge (“**Challenge Terms and Conditions**”):

a) The terms found in the Information Sheet for Participants (“**Information Sheet**”);
b) These Terms and Conditions; and
c) Any other terms, rules and regulations of the Challenge that Straits Interactive may issue to the Participants from time to time, whether on the Challenge Website or via other means of communication.

By registering for the Challenge, Participants acknowledge and agree to the Challenge Terms and Conditions.

2. Entry Requirements and Registration

2.1 To enter the Challenge for the Open Category, participants are required to form a team of 2 or 3 individuals (**"Team"**) who all belong to one (1) single business entity (“**Business Entity**”). The Participants, through their respective Teams shall:

a) register for the Challenge at https://ai-promptchallenge.com/ (“**Challenge Website**”) using the registration form provided on the Challenge Website;
b) ensure their registration is completed within the registration period as specified on the Challenge Website.
c) provide any applicable personal and Team information to complete such registration; and
d) ensure that all information provided through the registration process is complete and accurate.

2.2 The Business Entity that Participants come from must:

a) be a legally registered entity in Singapore, with a valid Unique Entity Number (UEN) issued by the Accounting and Corporate Regulatory Authority (ACRA) or any other relevant regulatory body;

b) be actively engaged in legitimate commercial activities and must not be a shell company or a dormant entity;
c) comply with all applicable laws and regulations in Singapore;
d) not be engaged in any illegal activities, including but not limited to, money laundering, fraud, or any activities that violate Singaporean law;
e) be solvent and not be undergoing any form of liquidation, bankruptcy, or judicial management; and
f) adhere to high ethical standards and must not be involved in any activities that could bring disrepute to the Challenge or Straits Interactive.

2.3 The Challenge is not open to individuals without a Team from a Business Entity. In addition, unless agreed to by Straits Interactive (at its sole discretion), Participants are not allowed to switch to a different Team.

Each Team shall appoint a representative ("**Team Representative**"), who shall
a) act as the primary point of contact between the Team and Straits Interactive;
b) be responsible for registering on behalf of the Team;
c) ensure that the Team maintains a valid communication channel (i.e. mobile phone and/or email), in order to receive notifications and updates about the Challenge from time to time.

2.4 Straits Interactive shall not be responsible for any late, lost or misdirected registration forms, including delays and/or failure of any electronic or telecommunication systems due to (without limitation) technical faults and/or network disruptions/congestions or any technical or human error which may occur during the registration process.

2.5 For the avoidance of doubt, submission of a registration form does not guarantee a Participant or Team an opportunity to participate in the Challenge. Straits Interactive reserves the right, in its sole discretion, to reject or refuse the registration of any Participant and/or Team even after successful completion of a registration form. Straits shall not be obliged to disclose its reasons for refusing the registration of any Team or Participant.

2.6 Upon successful registration, each Team Representative will receive a confirmation email. In the event a Team Representative fails to receive a confirmation email or would like to clarify the Team's registration status, he/she may submit a query via the website: https://ai-promptchallenge.com/

3. Eligibility of Participants

3.1 The Participants registering for the Challenge shall:

a) be a Singapore Citizen, Singapore Permanent Resident or Work Pass holders;
b) be 18 years old or above at the point of registration for the Challenge;
c) not be a current part-time or full-time employee (including intern), officer, director and/or independent contractor of Straits Interactive (collectively "**Straits Employee**").
d) not be a current part-time or full-time employee (including intern), officer, director and/or independent contractor of any of the sponsoring organisations for the Challenge.

3.2 Although it is not a criteria for eligibility, some basic knowledge and understanding of basic prompt techniques for Gen AI tools (e.g., OpenAI ChatGPT, Google Gemini, Claude AI etc.) would be useful and beneficial in this competition.

4. Prizes

4.1 The Prizes for the Challenge ("**Prizes**") will be awarded based on the following merits:

a) First Prize
b) Second Prize
c) Third Prize
d) Most Innovative Approach Award
e) Safe and Responsible AI Design Award

Straits Interactive/ the judges reserve the right to introduce any new categories of awards at their sole discretion and without prior notice to the Participants/Teams.

4.2 **Prizes will be awarded to the Business Entity that sent the winning team to the Challenge, and not to the Teams or the individual Participants themselves.**

4.3 All Prizes are awarded entirely at the discretion of Straits Interactive/the judges. The Evaluation Criteria as detailed in the Information Sheet will serve as a guide for the judges appointed by Straits Interactive. Notwithstanding, the judges shall not be strictly bound by the Evaluation Criteria and shall have the right to exercise flexibility and discretion in their evaluation of Entries to accommodate the innovation, creativity, and technical competency demonstrated by the Entries.

4.4 All decisions made by Straits Interactive and/or the judges shall be final and not subject to review and/or appeal. Further, Straits Interactive and/or the judges shall be under no obligation to furnish detailed explanations for their decisions regarding Prizes that are awarded. Participants/Teams are not entitled to demand explanations or justifications regarding any of the Prizes or assume any right to such information beyond the information provided at Straits Interactive's/the judges' sole discretion.

4.5 Straits Interactive shall not be liable for any unsuccessful efforts to notify a winner of the Challenge, and reserves the right to select an alternative winner should the applicable winners of the Prizes be ineligible to receive such Prizes or are still unresponsive after Straits Interactive's reasonable efforts to notify such winner of their win.

4.6 Prizes are non-transferable and shall not be sold or given away by the winners. The recipients of such Prizes shall be solely responsible for any applicable taxes related to such Prizes.

5. Participants' Obligations

5.1 Each Participant agrees and confirms that he/she:

a) will comply with all applicable laws, and the Challenge Terms and Conditions;
b) has provided complete and accurate information during the registration process and/or in subsequent communications with Straits Interactive;
c) will not continue participating in the Challenge in the event such continued participation may affect his/her health or personal well-being;
d) will use or access information provided by Straits Interactive (such as notes, instructional materials, prompts, etc) ("**Straits Interactive Data**") only for purposes related to the Challenge, and not for any other purpose (whether personal or commercial).
e) will only use the Large Language Models (LLMs) available on the "Capabara" platform and shall not use any custom or proprietary datasets when creating their Entry.
f) conduct himself/herself in a professional and respectful manner at all times during the Challenge.

5.2 Each Participant agrees and confirms that he/she shall not:

a) use or insert any form of confidential information or personal data into the app(s) that the Team develops for the purposes of the Competition;
b) copy, modify, reproduce, license, distribute, transmit, republish, exhibit, or display the Straits Interactive Data (except to the extent that copying, modifying, reproducing or displaying is necessary and directly related to the Participant's participation in the Challenge);
c) remove, obscure, or modify any copyright notices or other notices, designations, or attributions within the Straits Interactive Data; or
d) use any Straits Interactive trademarks, copyrighted material or other intellectual property for any purpose without the express written consent of Straits Interactive.

5.3 During the Challenge:

a) Each Participant shall obtain and use their own laptop for the purpose of participating in the Challenge. Participants are also required to ensure that their laptops are in good working condition throughout the Challenge. This includes ensuring adequate hardware performance, software updates, and internet connectivity to support participation in Challenge tasks. Straits Interactive shall not be responsible for providing a replacement laptop to a Participant with a faulty laptop.
b) All work in relation to the Challenge shall be done on the Participant's laptop, using the "Capabara" platform.
c) Teams may submit up to a maximum of three (3) entries ("**Entry**" or "**Entries**") for the Challenge. However, only one (1) Entry per team will be considered for an award. The decision of which entry to choose will be at the sole discretion of the judges. Submission of Entries shall be done via the "Capabara" platform.
d) With the exception of notes or instructional materials provided by Straits Interactive, and any other materials that Straits Interactive has expressly allowed, Participants are not allowed to bring in any other materials to refer to during the Challenge.
e) Participants are only allowed to have discussions relating to their Entry/ies with other Participants within their own Team during the Challenge. Participants are not allowed to consult or discuss with any other parties or entities outside of the Challenge venue on matters relating to their Entry/ies. Any Team that attempts to communicate or collaborate with another Team with regards to their Entry/ies may be subject to penalties or face immediate disqualification, at the sole discretion of Straits Interactive.

6. Disqualification

6.1 Participants and/or their respective Teams may be subject to immediate disqualification, at the sole discretion of Straits Interactive, under the following circumstances:

a) **Ineligibility:** If it is discovered that a Participant/Team does not meet the eligibility requirements as outlined in Clause 3 at any point before, during, or after the Challenge. This includes, but is not limited to, age restrictions, employment status with Straits Interactive, and adherence to Team composition requirements.

b) **Insider Information:** If a Participant/Team is found to have acquired or used insider information about the Challenge, which could provide an unfair advantage over other Participants/Teams. This includes, but is not limited to, improperly obtaining confidential details about the Challenge's themes, challenges, or other Participants'/Teams' Entries;

c) **Breach of Terms:** Engaging in actions that violate any of the Challenge Terms and Conditions;

d) **Harmful, Unethical or Infringing Content:** Submitting Entries that (i) are harmful,

defamatory, obscene, unethical, politically motivated, prejudicial, racist or otherwise inappropriate; (ii) violate any applicable laws; (iii) infringes the rights of any party, including intellectual property rights; (iv) contain any harmful components (such as malware) that may potentially cause damage to, interfere with or impair the integrity and security of the "Capabara" platform or any other platforms/systems owned by Straits Interactive;

e) **Harmful or Inappropriate Conduct:** Engaging in behavior that is deemed inappropriate, unsportsmanlike, disruptive, causes damage to property, violates any law, or is harmful to the Challenge environment, other Participants/Teams, or personnel from Straits Interactive. This includes harassment, bullying, and other forms of misconduct;

f) **Cheating or Tampering**: Any actions that could be construed as an attempt to cheat, or tamper with the operation of the Challenge;.

g) **Hacking and Unauthorized Access**: Engaging in any form of hacking, unauthorized access, or attempts to breach the security of the Capabara platform, the Challenge Website, or any other systems or platforms provided by Straits Interactive. This includes, but is not limited to, attempting to gain unauthorized access to data/code/prompts, disrupting the normal functioning of the systems, or any other actions that compromise the integrity and security of Straits Interactive's systems;

h) **Non-Participation**: In the event that one (1) or more Participants are absent from or do not participate in the Challenge, Straits Interactive reserves the right, at its sole discretion, to determine whether the Team may continue in the Challenge or be subject to disqualification;

i) **Late Submissions:** A failure by a Team to submit their Entry within the deadline(s) specified by Straits Interactive.

6.2 In the event of disqualification, Participants and their Teams shall forfeit and return any Prizes they may have received from the Challenge to Straits Interactive. Further, disqualified Participants and Teams may also be subject to additional actions deemed appropriate by Straits Interactive, including but not limited to, exclusion from future Challenges or legal action in cases of serious breaches of the Challenge Terms and Conditions.

6.3 Strait Interactive's decisions regarding disqualification of a Participant or Team are final and not subject to appeal or review.

6.4 Where a Participant or Team has been disqualified, the Participant/Team shall not be entitled to a return of their registration fees, which are forfeit.

7. Withdrawal

7.1 **Voluntary Withdrawal:** A Participant or a Team may choose to withdraw from the Challenge at any point. Any request to withdraw must be made by the Team Representative to Straits Interactive in writing via the website enquiry form: https://ai-promptchallenge.com/ . Straits Interactive reserves the right to verify the reason for the Team's or Participant's withdrawal. Once the withdrawal process is complete, it shall be deemed final and the Participant or Team (as the case may be) may not request to be allowed back into the Challenge.

7.2 **Registration Fees:** Participants/Teams acknowledge that upon withdrawal (unless in accordance with Clause 9.2), they will not be eligible for a refund of any registration fees paid at the time of entering the Challenge.

7.3 **Forfeiture of Prizes:** In the event that a Participant or Team decides to withdraw after the submission of their Entry, and should their Entry be deemed eligible for a Prize, they will automatically forfeit any rights to the Prize. A withdrawal will also result in the forfeiture of any recognition of the Participant or Team within the Challenge.

7.4 **Team Withdrawal Due to Participant Withdrawal**: Should a Team experience the withdrawal of two (2) Participants, this will result in the automatic withdrawal of the entire Team from the Challenge. For a team with one (1) remaining Participant following the withdrawal of other Participants, it shall be at Straits sole discretion whether to allow or disallow the Team to continue in the Challenge.

8. Intellectual Property Rights

8.1 All intellectual property rights, including copyright, trademarks, service marks, trade secrets and all other proprietary rights whatsoever in or related or ancillary to any information, designs, document, article, software, platform, process or any other thing provided by Straits Interactive to the Participants for the purposes of the Challenge shall remain vested in and be the absolute property of Straits Interactive at all times. Nothing in these Challenge Terms and Conditions shall be construed to grant a Participant/Team any rights, ownership or license to any property (including intellectual property) belonging to Straits Interactive.

8.2 All intellectual property and ownership rights in each Team's Entry shall belong to such Team and their respective Participants, save for Straits Interactive's intellectual property embedded in such Entry which shall remain the sole property and ownership of Straits Interactive.

8.3 In consideration of each Participant's/Team's participation in the Challenge, each Participant/Team grants to Straits Interactive, a non-exclusive, transferrable, perpetual, irrevocable, worldwide, royalty-free right and license to use, modify, reproduce, distribute, assign, sell, derive commercial benefit from, profit from, and create derivative works of (or have others exercise such right and license on its behalf) all the intellectual property in each Entry (including copyright in any prompts, data or codes), for both commercial and operational purposes. This includes the right to sub-license such intellectual property or derivative works. For the avoidance of doubt, the ownership of all intellectual property comprised in any derivative works created by or for Straits Interactive shall vest solely in Straits Interactive.

9. Cancellation/Postponement/Suspension/Termination

9.1 Straits Interactive shall have at its sole discretion the right to cancel, postpone, suspend or terminate the Challenge at any time. The exercise by Straits Interactive of its right to cancel, postpone, suspend or terminate the Challenge shall be without any liability to Straits Interactive, and shall not entitle a Participant or Team to any fees, damages, claims for expenses or lost profits, or any other recourse in law or in equity.

9.2 In the event a Participant wishes to withdraw from the Challenge as a result of a cancellation or postponement by Straits Interactive, Straits Interactive may (at its sole discretion) reimburse the Participant his/her registration fee.

10. Release

10.1 Participants agree to release, indemnify, defend and hold Straits Interactive/the judges and their affiliates, directors, officers, employees, contractors, sponsors and agents, and any other organization related to the Challenge, harmless from any and all claims, injuries, damages, expenses or losses to person or property and/or liabilities of any nature that in any way arise from participation in the Challenge or acceptance or use of a Prize or parts thereof, including without

limitation:

a) any condition caused by events beyond Straits Interactive's control that may cause an interference with or a disruption to the Challenge;
b) any claim than an Entry infringes third party intellectual property or proprietary rights;
c) any disputes between Participants or Teams;
d) any injuries, losses, or damages of any kind arising in connection with the Prize, or from participation in the Challenge;
e) any printing or typographical errors in any materials associated with the Challenge;
f) technical errors that may impair a Participant's or Team's ability to participate in the Challenge; or
g) errors in the administration of the Challenge.

11. Personal Data

11.1 By registering for the Challenge and agreeing to the Challenge Terms and Conditions, the Participant consents to Straits Interactive's collection, use and disclosure of the Participant's personal data in accordance with the Personal Data Protection Act 2012 and Straits Interactive's data protection notice (see: https://www.straitsinteractive.com/dataprotectionpolicy), for the purposes of Straits Interactive conducting activities relating to the registration and administration of the Challenge.

11.2 Straits Interactive may take photographs and/or video footage of the Participants/Teams at any time during the events of the Challenge, for the purposes of promoting the Challenge as well as for use in Straits Interactive's marketing and educational materials. In the event any Participant wishes not to have their photograph or video taken, they can inform the organising committee from Straits Interactive at the event venue to withdraw their consent.

11.3 The Participant further confirms that he/she has read and agreed to Straits Interactive's data protection notice referred to in this Clause.

12. Confidential Information

12.1 For the purposes of these Terms and Conditions, **"Confidential Information"** means any non-public information disclosed by Straits Interactive to the Participants, or any information accessed by Participants through illegal/unauthorized means, including but not limited to technical data, trade secrets, business plans, proprietary software, and any other sensitive information.

12.2 Participants agree to:

a) Maintain the confidentiality of the Confidential Information and not disclose it to any third party without the prior written consent of Straits Interactive.
b) Use the Confidential Information solely for the purposes of participating in the Challenge and not for any other purpose.
c) Take all reasonable measures to protect the confidentiality of the Confidential Information.

12.3 In the event that a Participant gains access to Confidential Information through unauthorized means, including but not limited to hacking or breaching the security layers of the Capabara software, the Participant shall:

a) Immediately cease any further access or use of such Confidential Information.
b) Promptly notify Straits Interactive of the unauthorized access and provide full details of the breach.
c) Return or destroy all copies of the Confidential Information in their possession, as directed by

Straits Interactive.

This Clause 12.3 is without prejudice to any other remedies or recourse that Straits Interactive may have or take against the Participant for such hacking, unauthorized access, or other illegal action.

13. Disclaimer

13.1 The “Capabara” platform, Challenge Website, and all other materials, software and platforms provided or made available by Straits Interactive to the Participants are provided on an “as is” and “as available” basis. Straits Interactive disclaims all representations and warranties (express or implied), including any warranties of merchantability and fitness for a particular purpose. Straits Interactive shall not be responsible for any disruption, loss or expense to any Participant or Team as a result of a malfunction or other technical problems relating to Straits Interactive’s software, platforms or other materials provided. The usage by Participants of the “Capabara” platform and any other materials, software and platforms provided by Straits Interactive are at Participants’ own risk.

14. General

14.1 **Amendment.** Straits Interactive reserves the right to amend these Challenge Terms and Conditions from time to time at its sole discretion. The amended Challenge Terms shall be published on the Challenge Website, or communicated to the Participants via other conventional means (such as email).

14.2 **No Waiver.** A failure by Straits Interactive to exercise or enforce any rights conferred upon it by these Challenge Terms and Conditions shall not be deemed to be a waiver of any such rights or operate to bar the exercise or enforcement thereof at any subsequent time. Any express statement of a right of Straits Interactive herein is without prejudice to any other right of Straits Interactive expressly stated herein or arising at law.

14.3 **Severability.** If at any time any provision of the Challenge Terms and Conditions shall be or shall become illegal, invalid or unenforceable in any respect, the legality, validity and enforceability of the remaining provisions of the Challenge Terms and Conditions shall not be affected or impaired thereby, and shall continue in force as if such illegal, invalid or unenforceable provision was severed from the Challenge Terms and Conditions.

14.4 **Rights of Third Parties.** A person or entity who is not a party to these Challenge Terms and Conditions shall have no right to enforce or to enjoy the benefit of any term of these Challenge Terms and Conditions.

14.5 **Governing Law and Jurisdiction.** The Challenge Terms and Conditions shall be governed by and construed in accordance with the laws of Singapore, and the parties submit to the exclusive jurisdiction of the courts of Singapore.

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