





#### BACKGROUND

Coffeemat Challenge is a full stack software solution used by Universities and Colleges to promote their enterprise activities. Coffeemat Challenge is a business idea competition targeting HE & FE students who are invited to enter their "Big Business Idea" in 140 characters or less. The competition branding is engaging and fun, with animations used to great effect drawing voters and entrants into the competition.

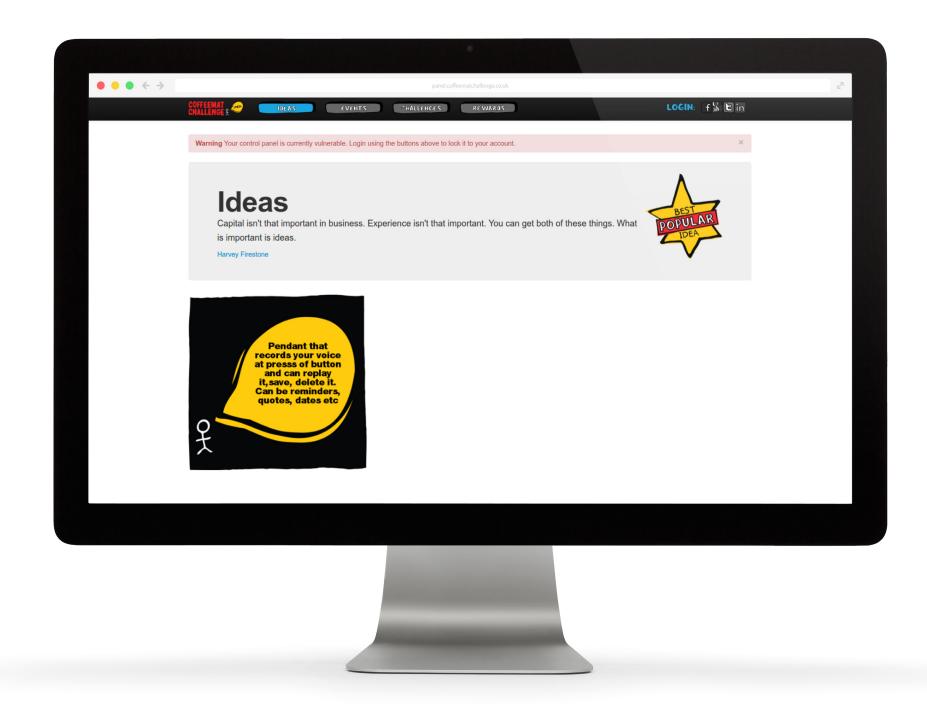
Prizes are awarded to best ideas (judged by a panel of experts) and most popular ideas (from voting). Participants are rewarded for completing Challenges via an in-game currency that can be exchanged for anything from food and drink to sponsored items like iPads.

FEI and HEI enterprise activities are integrated into the competitions via a fully functional events system that incentivises participants to attend events via the rewards system.









	COFFEEMAT CHALLENGE &		£ Chris Bates-Keegan∽	
	Developing a Business Idea (BYQ) Enterprise Club Series - Part One. A great session for making money. Attendee Pass Code: wxkh9VI	or people who need help to turn their business ideas into a way of	AND THE ADDRESS THE ADDRESS THE ADDRESS ADDRES	
	Send an email to attendees.			
	Subject A Message From Coffeemat Challenge Message			
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	Attending			
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#### BRANDING

The branding is engaging and fun giving the competition broad appeal, particularly to those more difficult to reach.

Branding a competition for ideas generation had a particular set of challenges (sic); asking people to share their ideas is a potentially intrusive proposition. We knew we needed to ensure that the brand was friendly and approachable in a way that encouraged people to be open, honest and most of all not afraid to share.

We developed an identity that harkened back to the days of our childhood, when we weren't afraid to say what was on our mind, which we achieved by creating a stripped back simple visual language using a illustrative style that is accessible to all, the stick man.









BLACKBURN.COFFEEMATCHALLENGE.CO.UK

PRESTON. COFFEEMATCHALLENGE.CO.UK



LEEDS.COFFEEMATCHALLENGE.CO.UK







UCLAN.COFFEEMATCHALLENGE.CO.UK



LEEDS. COFFEEMATCHALLENGE.CO.UK



BRISTOL . COFFEEMATCHALLENGE . CO. UK



WWW.COFFEEMATCHALLENGE.CO.UK



GLA.COFFEEMATCHALLENGE.CO.UK



ASTON. COFFEEMATCHALLENGE. CO.UK



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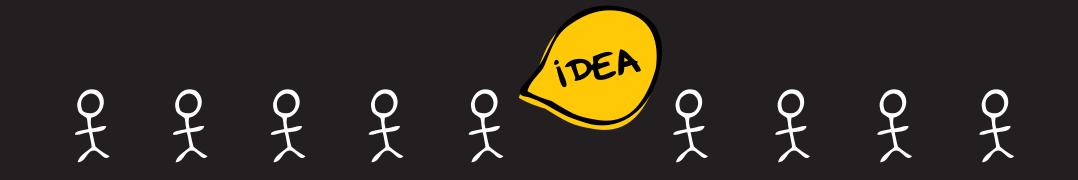
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SURREY. COFFEEMATCHALLENGE. CO.UK











#### TECHNOLOGY

Coffeemat Challenge is a state-of-the-art web application built with Node.JS, MongoDB and AngularJS on the client-side. The competition infrastructure is reasonably complex with five separate Node.JS processes serving web-content (Competition, Admin, Participant, URL shortener and an Image Compositor) and several interconnected micro-processes.

The competition is a fully featured automated CRM system linked to social media with the capability to send fully personalised updates to each participant in real-time. The system also automatically manages scoring and rewards with cryptographically secure transaction management.

There is a bespoke image shortner for the competition linked to the cmat.ch domain. It turns idea codes into links to the correct competition website.

### COFFEENAT CHALLENGE

UWE.COFFEEMATCHALLENGE.CO.UK

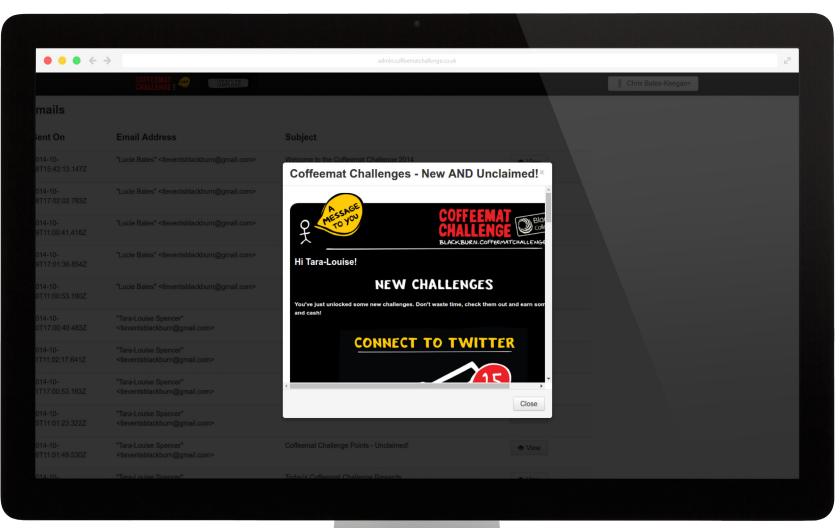
PRIZES:



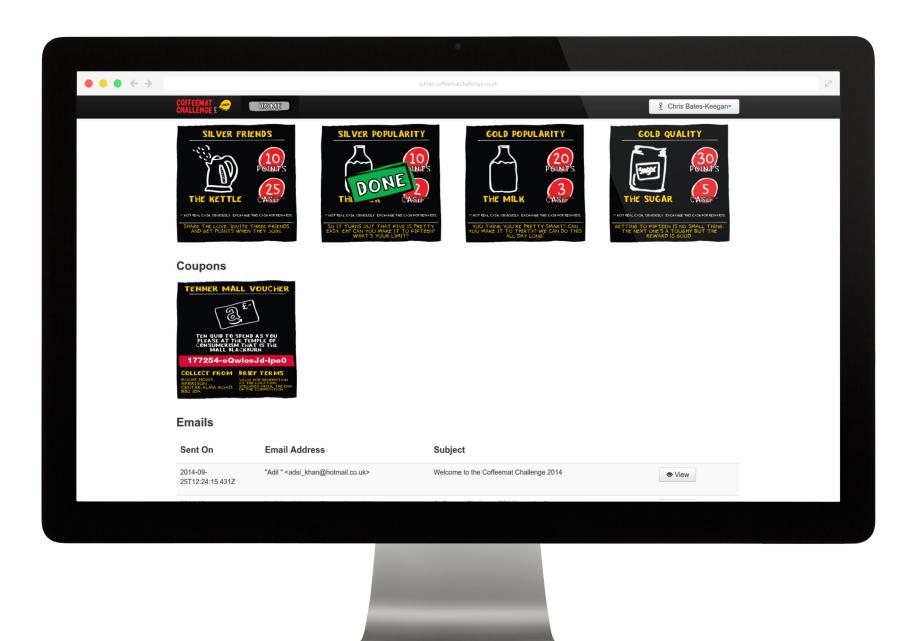
HEAT 1 ENDS FRI 4TH MAR DIGITAL CAMERA PENTAX OPTIO E90



HEAT 2 ENDS FRI 18TH MAR XBOX 360 ARCADE GRAND FINAL ENDS FRI 1ST APR NETBOOK ASUS EEE PC 1005-HA CD









#### FREE SMALL LATTE



EXACTLY WHAT IT SAYS. FREE. COFFEE. SMALL (BOO). YUM.

#### 634626-tkFsZt0M-p19V

#### COLLECT FROM BRIEF TERMS

CURVE UCBC, UNIVERSITY CENTRE, BLACKBURN COLLEGE, BB2 1DN

VALID FOR REDEMPTION AT THE LOCATION SPECIFIED UNTIL THE END OF THE COMPETITION.



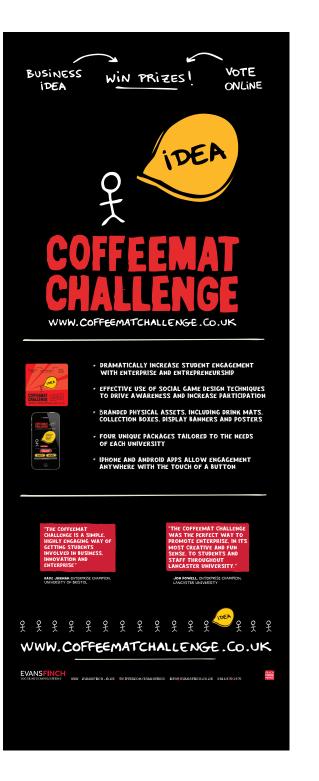
#### COMPETITION

Simplicity belies depth with gamification, challenges and virtual currency that enhances integration with enterprise activities. With only 140 character to play with participation is deceptively simple. Entering the competition takes only a few moments (and participants often add several ideas) but there is a ton of depth waiting for participants once they do.

Once an idea is submitted participants are given access to a personalised control panel that summarises their ideas, challenges, events and rewards.

As participants complete challenges they can collect virtual currency to be spent on rewards that range from cups of coffee and sandwiches, to shopping vouchers or even tickets to football matches.





## <text><text><text>

#### **TENNER MALL VOUCHER**

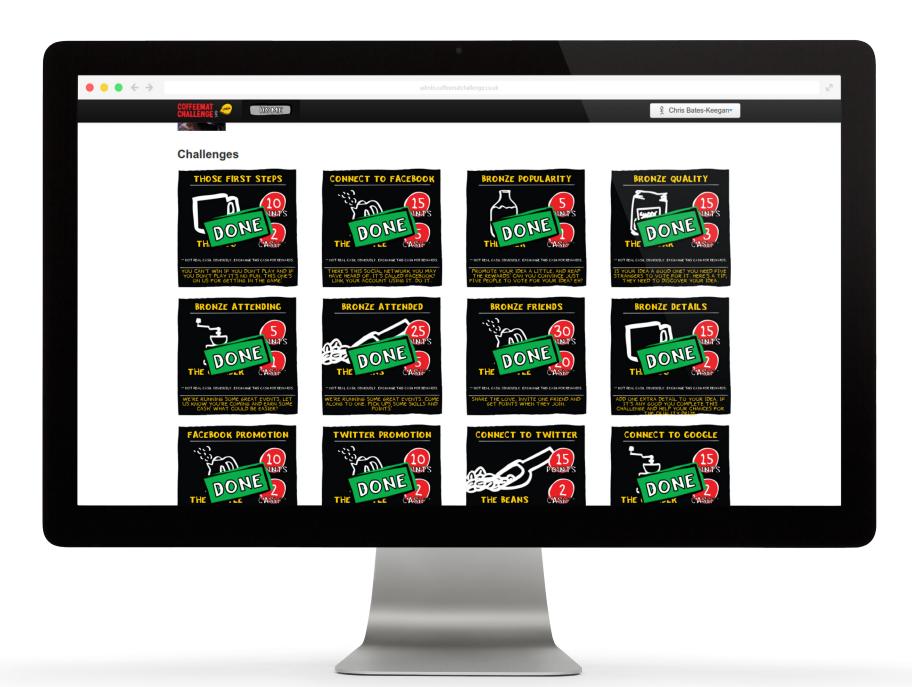


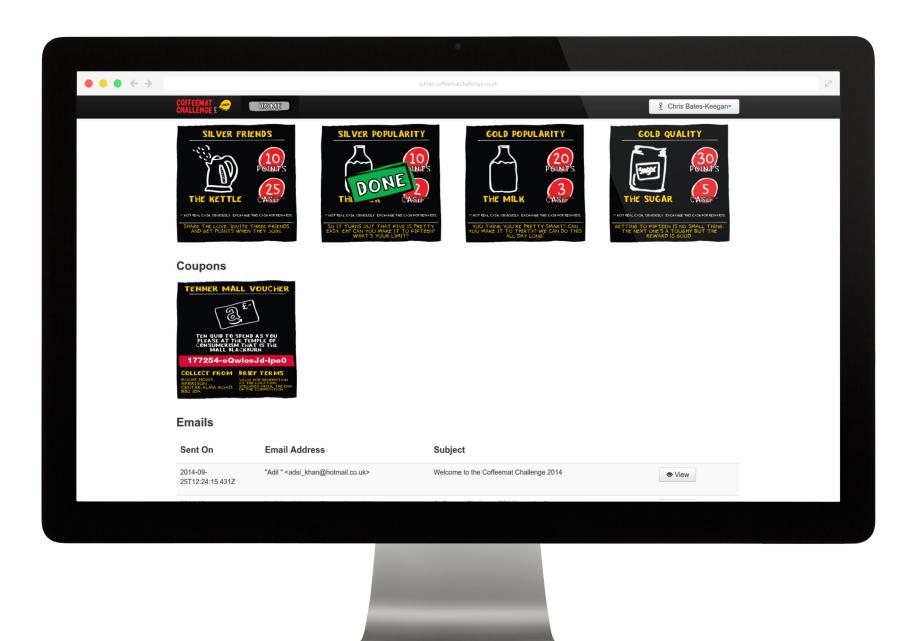
TEN QUID TO SPEND AS YOU PLEASE AT THE TEMPLE OF CONSUMERISM THAT IS THE MALL BLACKBURN.

#### 431407-YkBUYpB4-hUMI

#### COLLECT FROM BRIEF TERMS

ROOM HC014, HARRISON CENTRE,ALMA ROAD, BB2 1DA VALID FOR REDEMPTION AT THE LOCATION SPECIFIED UNTIL THE END OF THE COMPETITION.







#### WEBSITES & SERVICES

Five web-services are required to operate Coffeemat Challenge; Competition, Admin, Participant, Image Compositor & URL Shortener. The main competition website is based around a fully hand-drawn, animated flash application. The flash application is fully data-driven, taking settings from the server, which means there is no maintenance requirement as new competitions are launched.

The Admin and Participant websites are modern web applications built with AngularJS for maximum performance; they are both quick (to load and navigate) and easy to use which results in more engagement.

The caching Image Compositor creates all artwork necessary for the competition from Social Media graphics, thumbnails, posters (at up to AO print resolution) and display banners.













SHOWCASE/LAUNCH EVENT

HANDS ON WORKSHOP

SEMINAR

SEMINAR

SHOWCASE/LAUNCH EVENT



LOGOUT





CHALLENGES





WORKSHOP

NETWORKING?



NETWORKING



EVENT LOCATION















EVENT LOCATION

CHALLENGES

PICK UP LOCATION

GOOGLE PLAY

APP STORE

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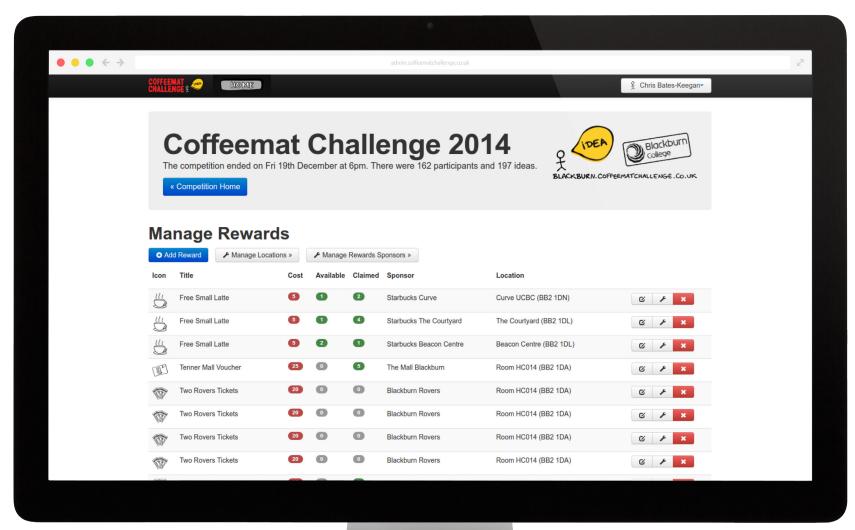
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CHALLENGES











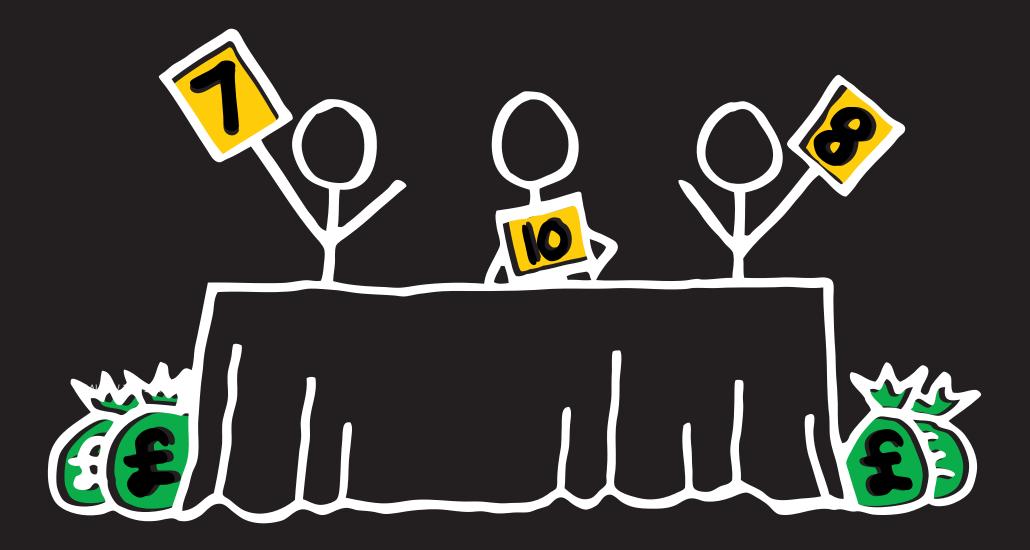
#### CHALLENGES & REWARDS

Coffeemat Challenge's high participant engagement levels are achieved by the clever use of game design techniques. The design of Coffeemat Challenge is simple for the participant but quite complex in the manner of its execution, borrowing heavily from Chris' experience in games development. The system is designed to afford HE and FE enterprise teams many opportunities to engage with students.

Augmenting the basic voting and judging components of the competition, the challenges and rewards give every participant the chance to achieve success with their ideas and to be rewarded for that success.

Rewards are linked to competition sponsorships allowing local businesses to take part and benefit from association with the institution running Coffeemat Challenge.





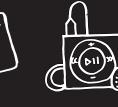




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CUP OF TEA





KINDLE FIRE

NEXUS 7

IPAD 3

SEED

AMAZON GIFT CARD

IPOD SHUFFLE

IPOD TOUCH

CUP OF COFFEE







ITUNES GIFT CARD



BUSINESS TRIP ABROAD





CUP OF TEA

CUP OF COFFEE



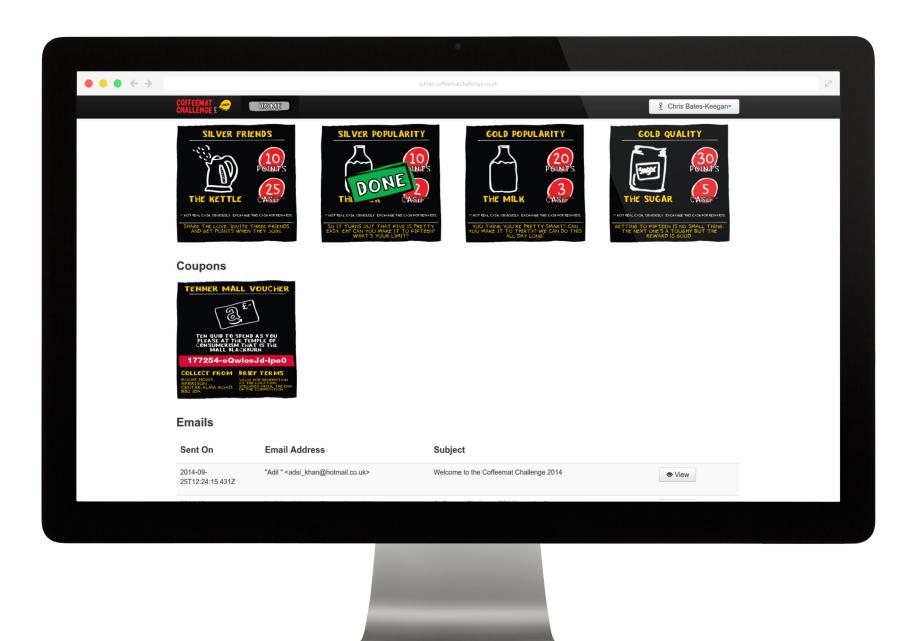
\*\* NOT REAL CASH, OBVJOUSLY, EXCHANGE THIS CASH FOR REWARDS.

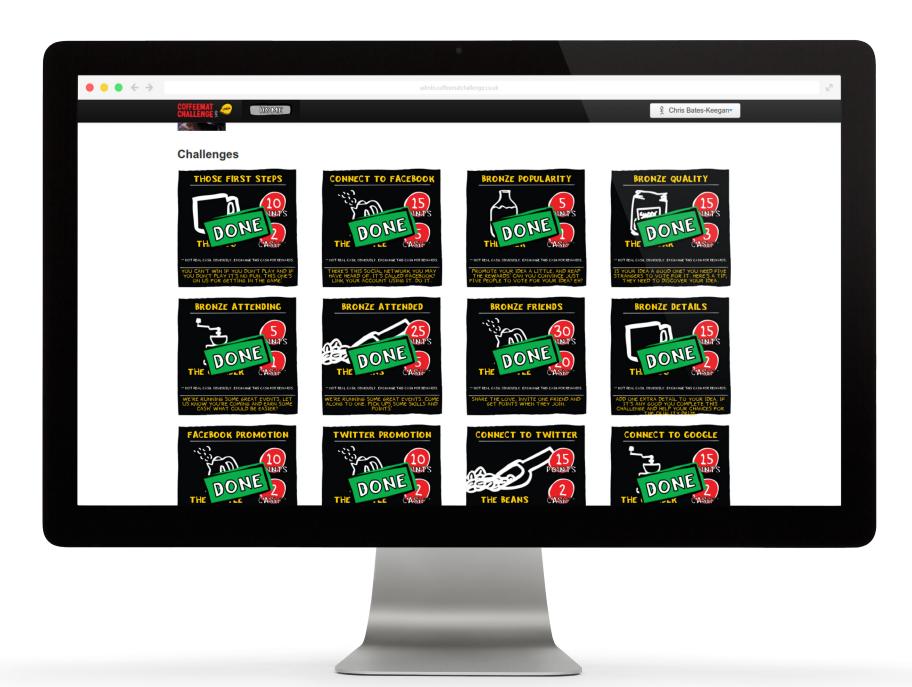
WE'RE RUNNING SOME GREAT EVENTS. COME ALONG TO ONE, PICK UPS SOME SKILLS AND POINTS!

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\*\* NOT REAL CASH, OBVJOUSLY, EXCHANGE THIS CASH FOR REWARDS.

#### ADD ONE EXTRA DETAIL TO YOUR IDEA. IF IT'S ANY GOOD YOU COMPLETE THIS CHALLENGE AND HELP YOUR CHANCES FOR THE OLIALITY PRIZE.





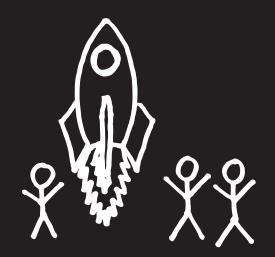


#### **BACK OFFICE**

At the heart of the competition is a micro-process architecture enabling complex features to be delivered at scale. Coffeemat Challenge is design to scale horizontally (unlimited concurrent competitions) as well as vertically (high numbers of concurrent users). To achieve this required a micro-process architecture that scales gracefully.

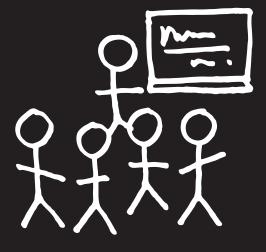
There are six key activities being carried out every minute that competitions are active including message (email and social media) composition, email delivery, social network topographic analysis, challenge completion detection and scorekeeping.

Each of those activities is co-ordinated by a master process which controls the life-cycle of competitions. This approach provides resilience against localised failures while giving us flexibility to scale as usage requires.



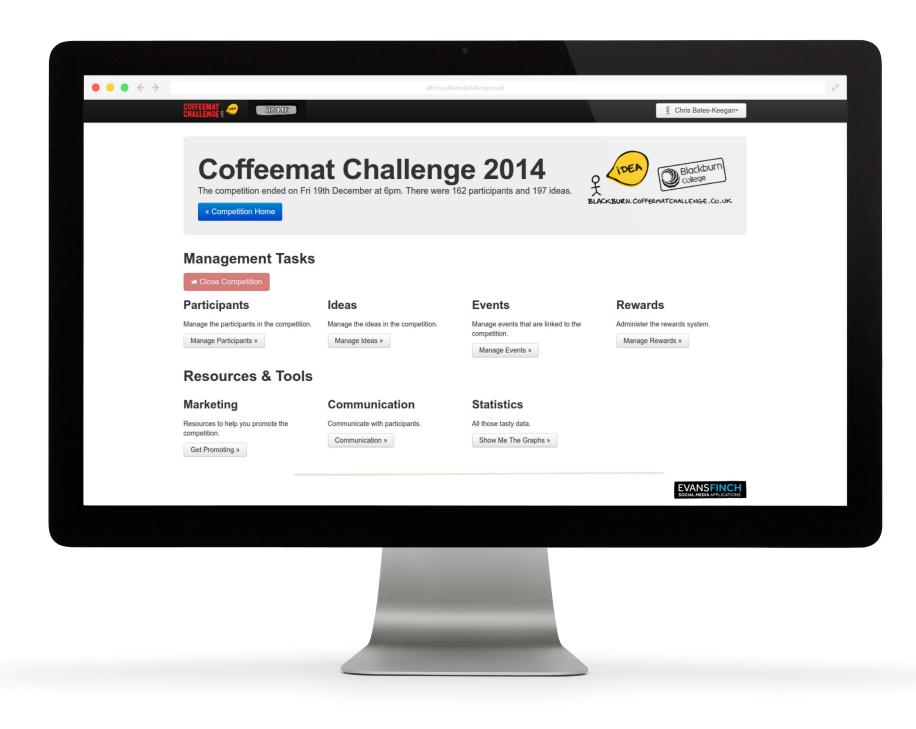
SHOWCASE/LAUNCH EVENT





HANDS ON WORKSHOP

SEMINAR



"The Coffeemat Challenge is a simple, highly engaging way of getting students involved in business, innovation and enterprise"

#### Dave Jarman

Enterprise Champion, University of Bristol