



GOOGLE CLOUD AI GROUNDBREAKER AWARD FOR NEXT 25 Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. CONTEST IS OPEN TO RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA AND WORLDWIDE, EXCEPT FOR ITALY, MEXICO, QUEBEC, CRIMEA, CUBA, IRAN, SYRIA, NORTH KOREA, SUDAN, BELARUS, RUSSIA AND THE SO-CALLED DONETSK PEOPLE'S REPUBLIC OR LUHANSK PEOPLE'S REPUBLIC.

ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

The **Google Cloud AI Groundbreaker Award** (the “**Contest**”) is a skill contest where participants must submit the following on behalf of their company: a publicly available video via YouTube and architectural diagrams (in PDF format) (together, a “**Submission**”) that showcase a proof of concept or AI solution with Google Cloud including Vertex AI, Gemini, and Gemini Code Assist that solves a business challenge (“**Solution**”). The Submission must support how the Solution addresses the business challenge, how the entrant built the Solution, and how the Solution works. Submissions must be submitted on the following site: <https://forms.gle/fqtifPJ8Zj7cW9G9A>. Submissions will be evaluated using a combination of Gemini-powered assessment and review by an official panel of judges, who will select the winner(s) based on these Official Rules. The prize(s) will be awarded to the participant(s) with the highest score. See below for the complete details.

1. BINDING AGREEMENT: In order to enter the Contest, you must agree to these Official Rules (“Rules”). Therefore, please read these Rules prior to entry to ensure you understand and agree. You agree that submission of an entry in the Contest constitutes agreement to these Rules. You may not submit an entry to the Contest and are not eligible to receive the prizes described in these Rules unless you agree to these Rules. These Rules form a binding legal agreement between you and Google with respect to the Contest.

2. ELIGIBILITY: To be eligible to enter the Contest, you must be: (1) above the age of majority in the country, state, province or jurisdiction of residence (or at least twenty years old in Taiwan) at the time of entry; (2) not a resident of Italy, Mexico, Quebec, Crimea, Cuba, Iran, Syria, North Korea, Sudan, Belarus, Russia or the so-called Donetsk People’s Republic or Luhansk People’s Republic; or (3) not a person or entity under U.S. export controls or sanctions; and (4) have access to the Internet as of **January 13, 2025**. Contest is void in Italy, Quebec, Crimea, Cuba, Iran, Syria, North Korea, Sudan, and where prohibited by law. Employees, interns, contractors, and official office-holders of Google, subsidiaries, affiliates, and their respective directors, officers, employees, advertising and promotion agencies, representatives, and agents (“Contest Entities”), and members of the Contest Entities’ and their immediate families (parents, siblings, children, spouses, and life partners of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers and directors are ineligible to participate in this Contest. Sponsor reserves the right to verify eligibility and to adjudicate on any dispute at any time.

Eligible Submissions must be made on behalf of a registered company or organization. If you are entering as part of a company or on behalf of your employer, these rules are binding on you, individually, and/or your employer. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consented thereto, including your potential receipt of a prize. You further warrant that your actions do not violate your employer’s or company’s policies and procedures.

3. SPONSOR: The Contest is sponsored by Google Inc. ("Google" or "Sponsor"), a Delaware corporation with principal place of business at 1600 Amphitheater Parkway, Mountain View, CA, 94043, USA.

4. CONTEST PERIOD: The Contest begins at 12:00:00 A.M. Pacific Time (PT) Zone in the United States on January 21, 2025 and ends at 11:59:59 P.M. PT on February 28, 2025 ("Contest Period"). *ENTRANTS ARE RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.*

5. HOW TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the Contest, visit the Contest website located at <https://forms.gle/fqtifPJ8Zj7cW9G9A> ("Contest Site") before February 28, 2025. Follow the instructions to submit a publicly-available video (hosted on YouTube) and architectural diagrams (in PDF format) that showcase a proof of concept or AI solution that uses at least one of Vertex AI, Gemini, or Gemini Code Assist to solve a business challenge. The video and diagrams must explain the business challenge, how the solution was built using the specified product(s), and include a clear demonstration of how the solution works. The Submission must meet the "Submission Requirements," described below.

The Contest allows for multiple entries from the same company, provided each entry presents a distinct Solution with a different video and set of architectural diagrams. Submitting the same Solution multiple times is not permitted. All entries must be received by 11:59 p.m. (PT) on **February 28, 2025**. Entries are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All entries will be deemed made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to show proof of being the authorized account holder for that email address. The "authorized account holder" is the natural person assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email address for the domain.

6. SUBMISSION REQUIREMENTS. The Submission must meet the following criteria:

- (a) It must not be derogatory, offensive, threatening, defamatory, disparaging, libelous or contain any content that is in appropriate, indecent, sexual, profane, indecent, tortuous, slanderous, discriminatory in any way, or that promotes hatred or harm against any group or person, or otherwise does not comply with the theme and spirit of the Contest.
- (b) It must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to all applicable federal, state, provincial or local laws and regulations the laws or regulations in any state where video is created.
- (c) It must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark or otherwise indicates a sponsorship or endorsement by a third party, commercial entity or that is not within the spirit of the Contest, as determined by Sponsor, in its sole discretion.
- (d) It must be an original, unpublished work that does not contain, incorporate or otherwise use any content, material or element that is owned by a third party or entity.
- (e) It cannot contain any content, element, or material that violates a third party's publicity, privacy or intellectual property rights.
- (f) The diagrams must be in PDF format.
- (g) The video must be made publically available on YouTube and must clearly disclose that it is made as a submission to the Google Cloud AI Groundbreaker Contest and include the following hashtag in the caption:
#GoogleCloudAIGroundbreakerAwardNext25

During the Contest Period, the Sponsor, its agents and/or the Judges (defined below) will be evaluating each Submission to ensure that it does not violate the Submission Requirements. While the Sponsor, its agents and/or the Judges will make every effort to review the Submissions to ensure that they meet the Submission Requirements, they may not be able to view every Submission during the Contest Period. Thus, if a participant views a Submission that it believes violates the Submission Requirements, it can contact the Sponsor at theaigroundbreakerawardatnext25@google.com. The email must identify the Submission at issue and explain the potential issue. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant who submits a Submission that does not meet the Submission Requirements.

7. JUDGING: The judging process will consist of two stages:

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Stage 1: Gemini Evaluation: Gemini in Google AI Studio (“Gemini”) will be used to analyze each submission and assign scores based on the criteria listed below in Judging Criteria. This initial assessment will identify the top-performing entries.

Stage 2: Judge Panel Review: On or about March 1, 2025, a panel of Google Cloud-employed experts (“Judges”) will review the top-scoring submissions from Stage 1. They will evaluate and score these entries based on the same criteria and select the final winner(s).

Judging Criteria: The judging process will involve evaluating Submissions based on the (7) distinct categories listed below (“Judging Criteria”). Each category will be scored individually on a scale of 1 to 5, with 5 being the highest score. The scores from all categories will be added together to determine the final score for each Submission, with a maximum possible score of 35.

1. **Innovation and Creativity:** This criterion assesses the novelty and originality of the submitted solution. Judges will look for unique approaches to addressing the chosen challenge, creative use of AI to solve business challenges. Judges measure by evaluating the uniqueness of the approach, the cleverness of the solution, and its potential to inspire others.
2. **Technical Execution and Functionality:** This measures how well the solution is built and how effectively it functions. Judges measure by evaluating the technical soundness of the AI models, the quality of technical architecture, and the overall robustness and reliability of the system.
3. **Impact and Potential Real-World Application:** This criterion focuses on the tangible benefits and real-world applicability of the solution. Judges will consider the potential for the project to solve a meaningful problem, its scalability, and its potential for commercialization or broader adoption. Judges measure by evaluating potential impact of their solution through quantifiable metrics, case studies, or realistic scenarios.
4. **User Experience and Design:** This assesses the overall user experience and design of the solution. Judges will consider the intuitiveness of the interface, the accessibility of the solution, and its overall aesthetic appeal. Judges measure by evaluating user interface demos, user feedback (if available), and design documentation will be used to evaluate the user experience.
5. **Adherence to the Submission Categories:** This measures how well the project aligns with the chosen submission category and addresses the specific challenges or themes outlined. Judges measure by evaluating the project description and deliverables to ensure alignment with the selected category's guidelines and objectives.
6. **Presentation and Communication of the Project:** This criterion evaluates how effectively the team communicates their project, both in written and (potentially) oral presentations. Clarity, conciseness, and compelling storytelling are crucial. Judges measure by evaluating the quality of the written submission, the clarity of diagrams and visuals, and the persuasiveness of the presentation (if applicable) will be assessed.
7. **Scale of the Project:** This assesses the ambition and scope of the project. While not solely about the size of the data or the complexity of the model, it considers the potential reach and impact of the solution. Measurement: Judges measure by evaluating the project's scope relative to the resources used and the potential for widespread adoption or application.

The **21** entries that receive the highest overall scores will be selected as the potential “Winners.” In the event of a tie, the Submission that received the higher score from the Judges in the category of “**Impact and potential real-world application**” will be selected as one of the potential Winners. In the event a potential Winner is disqualified for any reason, the Submission that received the next highest total score will be chosen as the potential Winner. A company or organization can be a Winner in up to a maximum of two agent categories.

On or about **March 21, 2025**, the potential Winner will be selected and notified by telephone and/or email, at Sponsor’s discretion. If a potential Winner does not respond to the notification attempt within **3** days from the first notification attempt, then such potential Winner will be disqualified and an alternate potential Winner will be selected from among all eligible entries received based on the judging criteria described herein. With respect to notification by telephone, such notification will be deemed given when the potential Winner engages in a live conversation with Sponsor or when a message is left on the potential

Winner's voicemail service or answering machine by the Sponsor, whichever occurs first. Except where prohibited by law, each potential Winner may be required to sign and return a Declaration of Eligibility and Liability and Publicity Release and provide any additional information that may be required by Sponsor. If required, potential Winners must return all such required documents within 7 days following attempted notification or such potential Winner will be deemed to have forfeited the prize and another potential Winner will be selected based on the judging criteria described herein. All notification requirements, as well as other requirements within these Rules, will be strictly enforced.

In the event that no Submissions are received, no prize will be awarded. Determinations of judges are final and binding.

8. PRIZES: Prize will include recognition at Next '25, a commemorative trophy, an official certificate of recognition for their winning Submission, and opportunities to promote their story through Google Cloud marketing and events.

Odds of winning any prize depends on the number of eligible entries received during the Contest Period and the skill of the entrants. The prizes will be awarded within approximately 8 weeks of receipt by Sponsor of final prize acceptance documents. No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. Value is subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. The prize may be subject to restrictions and/or licenses and may require additional hardware, software, service, or maintenance to use. The winner shall bear all responsibility for use of the prize in compliance with any conditions imposed by such manufacturer(s), and any additional costs associated with its use, service, or maintenance. Contest Entities have not made and Contest Entities are not responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the prize, regarding the use, value or enjoyment of the prize, including, without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the prize or any components thereto.

9. TAXES: PAYMENTS TO POTENTIAL WINNERS ARE SUBJECT TO THE EXPRESS REQUIREMENT THAT THEY SUBMIT TO GOOGLE ALL DOCUMENTATION REQUESTED BY GOOGLE TO PERMIT IT TO COMPLY WITH ALL APPLICABLE FEDERAL, STATE, PROVINCIAL, LOCAL AND FOREIGN TAX REPORTING AND WITHHOLDING REQUIREMENTS. ALL PRIZES WILL BE NET OF ANY TAXES GOOGLE IS REQUIRED BY LAW TO WITHHOLD. ALL TAXES IMPOSED ON PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNERS. In order to receive a prize, potential winners must submit the tax documentation requested by Google or otherwise required by applicable law, to Google or the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the potential winner's country of residence. The potential winner are responsible for ensuring that (s)he complies with all the applicable tax laws and filing requirements. If a potential winner fails to provide such documentation or comply with such laws, the prize may be forfeited and Google may, in its sole discretion, select an alternative potential winner.

10. GENERAL CONDITIONS: All federal, state, provincial and local laws and regulations apply. Google reserves the right to disqualify any entrant from the Contest if, in Google's sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, viewers, Google, or the Judges.

11. INTELLECTUAL PROPERTY RIGHTS: As between Google and the entrant, the entrant retains ownership of all intellectual and industrial property rights (including moral rights) in and to the Submission. As a condition of entry, entrant grants Google, its subsidiaries, agents and partner companies, a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display a Submission (1) for the purposes of allowing Google and the Judges to evaluate the Submission for purposes of the Contest, and (2) in connection with advertising and promotion via communication to the public or other groups, including, but not limited to, the right to make screenshots, animations and video clips available for promotional purposes.

12. PRIVACY: Participant acknowledges and agrees that Google may collect, store, share and otherwise use personally identifiable information provided during the registration process and the contest, including, but not limited to, name, mailing address, phone number, and email address. Google will use this information in accordance with its Privacy Policy (<http://www.google.com/policies/privacy/>), including for administering the contest and verifying Participant's identity, postal address and telephone number in the event an entry qualifies for a prize.

Participant's information may also be transferred to countries outside the country of Participant's residence, including the United States. Such other countries may not have privacy laws and regulations similar to those of the country of Participant's residence.

If a participant does not provide the mandatory data required at registration, Google reserves the right to disqualify the entry.

Participant has the right to request access, review, rectification or deletion of any personal data held by Google in connection with the Contest by writing to Google at this email address **theaigroundbreakerawardatnext25@google.com**.

13. PUBLICITY. By accepting a prize, entrant agrees to Sponsor and its agencies use of his or her name and/or likeness and Submission for advertising and promotional purposes without additional compensation, unless prohibited by law.

14. WARRANTY, INDEMNITY AND RELEASE: Entrants warrant that their Submissions are their own original work and, as such, they are the sole and exclusive owner and rights holder of the submitted video and diagrams and that they have the right to submit the Submission in the Contest and grant all required licenses. Each entrant agrees not to submit any Submission that (1) infringes any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret, privacy, publicity or confidentiality obligations; or (2) otherwise violates the applicable state or federal law.

To the maximum extent permitted by law, each entrant indemnifies and agrees to keep indemnified Contest Entities at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each entrant agrees to defend, indemnify and hold harmless the Contest Entities from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys fees) arising out of or accruing from (a) any Video or other material uploaded or otherwise provided by the entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the entrant in connection with the Contest; (c) any non-compliance by the entrant with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the entrant's involvement with the Contest; and (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest.

Entrant releases Google from any liability associated with: (a) any malfunction or other problem with the Contest Site; (b) any error in the collection, processing, or retention of entry information; or (c) any typographical or other error in the printing, offering or announcement of any prize or winners.

15. ELIMINATION: Any false information provided within the context of the Contest by any entrant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of the entrant from the Contest.

16. INTERNET: Contest Entities are not responsible for any malfunction of the entire Contest Site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Videos due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, or computer equipment, traffic congestion on the Internet

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or at the Contest Site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate.

17. RIGHT TO CANCEL, MODIFY OR DISQUALIFY. If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Google reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Google further reserves the right to disqualify any entrant who tampers with the submission process or any other part of the Contest or Contest Site. Any attempt by an entrant to deliberately damage any web site, including the Contest Site, or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Google reserves the right to seek damages from any such entrant to the fullest extent of the applicable law.

18. NOT AN OFFER OR CONTRACT OF EMPLOYMENT: Under no circumstances shall the submission of a Video into the Contest, the awarding of a prize, or anything in these Rules be construed as an offer or contract of employment with either Google, or the Contest Entities. You acknowledge that you have submitted your Video voluntarily and not in confidence or in trust. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between you and Google or the Contest Entities and that no such relationship is established by your submission of a Video under these Rules.

19. FORUM AND RECOURSE TO JUDICIAL PROCEDURES: These Rules shall be governed by, subject to, and construed in accordance with the laws of the State of California, United States of America, excluding all conflict of law rules. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and all Participants expressly waive any and all such rights.

20. ARBITRATION: By entering the Contest, you agree that exclusive jurisdiction for any dispute, claim, or demand related in any way to the Contest will be decided by binding arbitration. All disputes between you and Google of whatsoever kind or nature arising out of these Rules, shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect in the San Jose, California, USA area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred.

21. WINNER'S LIST: You may request a list of winners after **May 1, 2025** by sending an email to theaigroundbreakerawardatnext25@google.com.