

Skills Ignition AI Challenge Official Rules

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

The Skills Ignition AI Challenge (the “Contest”) is a skill contest organised by Google Asia Pacific Pte Ltd (“Google”) where participants must each submit a proposal aimed at solving real-world business challenges within key professional functions using AI tools. The submissions will be evaluated by judges, who will choose the winning entry in accordance with these Official Rules. The prize(s) will be awarded to participant(s) whose submission is evaluated as having the highest score in the judging criteria. See below for the complete details.

1. **BINDING AGREEMENT:** In order to enter the Contest, you must have read, understood and agreed to these Official Rules (“Rules”). You agree that submission of an entry in the Contest constitutes agreement to these Rules and that these Rules form a binding legal agreement between you and Google with respect to the Contest.

2. **ELIGIBILITY**

1. To be eligible to enter the Contest, you must: (a) be at least 18 years of age at the time of entry; (b) be physically located in Singapore; (c) not be a resident of Brazil, Quebec, Crimea, Cuba, Iran, Syria, North Korea, Sudan, Belarus, Russia, or the so-called Donetsk People’s Republic or Luhansk People’s Republic; (d) not be a person or entity under U.S. export controls or sanctions; (e) not be an employee, intern, contractor, officer, director or other office-holder of Google, its parent companies, subsidiaries and affiliated companies, or be the immediate family (parents, siblings, children, spouses, and life partners of each, regardless of where they live) (collectively, “Contest Entities”) or living in the households of any such persons or any of the Round 1 Judges and/or Grand Finale Judges; (f) not be a government official, and this includes all government employees, candidates for public office, employees of government-owned or government-controlled companies, public international organisations and political parties; (g) have an active personal Gmail account and are eligible to access and use the 3 month free trial for the Google AI Pro Plan described in Section 4.3.4 below; and (h) have submitted an application to enter the Contest in accordance with the instructions on the Contest website located at http://grow.google/intl/ALL_sg/ai-challenge/ (“Contest Site”) and following such application, have been selected by Google to enter the Contest (such selection to be communicated to you via email).
 2. Google reserves the right to verify eligibility (including through its vendors and/or partners) and to adjudicate on any dispute at any time.
3. **CONTEST PERIOD:** The Contest begins and ends at such dates and times (Singapore time) as may be communicated by Google to Contest entrants in

writing (“Contest Period”). The Contest Period may be amended by Google, provided that Google gives you reasonable advance notice of such changes.

4. **CONTEST DETAILS & REQUIREMENTS:** The Contest will consist of multiple rounds as follows:

1. **Round 1: Virtual Training and Round 1 Submission**

1. All Contest entrants must attend training sessions on the usage of Google AI tools and interview/resume workshops (“Virtual Training”), at such dates and times and in accordance with any instructions and/or requirements as may be communicated by Google (whether itself or through its partner/vendor) to Contest entrants. This includes any instructions and/or requirements that may be prescribed by Google for Contest entrants to complete in preparation for the Virtual Training.
2. After attending the Virtual Training, each Contest entrant must submit a proposal in response to a problem statement (“Problem Statement”) generated by a partner of Google (such partner that generated a Problem Statement, an “Industry Partner”) and provided to the Contest entrant, in accordance with any instructions and/or requirements as may be communicated by Google (whether itself or through its partner/vendor) to Contest entrants (such submission, the “Round 1 Submission”). Google shall have sole discretion in determining the allocation of Problem Statements to Contest entrants.
3. Round 1 Submissions must be submitted by such date and time as may be communicated by Google (whether itself or through its partner/vendor) to Contest entrants in writing (“Round 1 Submission Period”). The Round 1 Submission Period may be amended by Google, provided that Google gives you reasonable advance notice of such changes.
4. Round 1 Submissions will be evaluated by Google’s partner (“Round 1 Judges”) and given a score based on the criteria set out in Annex B of these Rules. Contest entrants whose Round 1 Submissions

earn the top 50 highest overall scores will be selected to continue participating in the Contest (such entrants, the “Round 2 Contest Entrants”).

5. In the event a Contest entrant within the top 50 highest overall scorers is disqualified for any reason, the Round 1 Submission that received the next highest total score will be chosen in lieu of the disqualified entrant.

2. Round 2: Assigned Industry Partners and Round 2 Submission

1. Each Contest entrant must submit a further proposal in response to the Problem Statement, in accordance with any instructions and/or requirements as may be communicated by Google (whether itself or through its partner/vendor) to Contest entrants (such submission, the “Round 2 Submission”).
2. Round 2 Submissions must be submitted by such date and time as may be communicated by Google (whether itself or through its partner/vendor) to Contest entrants in writing (“Round 2 Submission Period”). The Round 2 Submission Period may be amended by Google, provided that Google gives you reasonable advance notice of such changes.
3. For the purposes of the Round 2 Submission, each Round 2 Contest Entrant will be assigned to an Industry Partner (“Assigned Industry Partner”) that will provide mentorship and guidance in relation to the development of their submission. The Assigned Industry Partner shall be the Industry Partner that generated the Problem Statement that the Round 2 Contest Entrant worked on in Round 1. Multiple Round 2 Contest Entrants may be assigned to the same Assigned Industry Partner. Final assignment of Assigned Industry Partners to Round 2 Contest Entrants will be communicated by Google (whether itself or through its partner/vendor) to each Round 2 Contest Entrant via email.
4. During the Round 2 Submission Period, each Round 2 Contest Entrant may obtain mentorship and guidance in relation to their

Round 2 Submission over the course of 3 mentorship sessions. The scheduling of such mentorship sessions shall be facilitated by Google's partner and final dates and times of such mentorship sessions shall be communicated to each Round 2 Contest Entrant. All engagement and interactions between Round 2 Contest Entrants and Assigned Industry Partners for the purpose of such mentorship sessions must:

1. be conducted virtually, without any physical meetings;
 2. be for the limited purpose of the provision of mentorship and guidance on the Round 2 Submission, and must not entail the performance of any work or services by the Round 2 Contest Entrant for the Assigned Industry Partner;
 3. not involve the sharing and/or disclosure of any confidential or proprietary information of either Google or the Assigned Industry Partners by the Assigned Industry Partners to Round 2 Contest entrants, or access by Round 2 Contest Entrants to Assigned Industry Partners' internal systems;
 4. not involve the sharing and/or disclosure of any personal information; and
 5. take place only during the scheduled mentorship sessions.
5. All Round 2 Contest Entrants will be required to attend an event ("Grand Finale") on such date and time as may be communicated by Google (whether itself or through its partner/vendor) in writing. At the event, they shall be required to present their Round 2 Submissions to a panel of judges consisting of representative(s) from Google, its affiliates and/or its partners ("Grand Finale Judges").
 6. At the Grand Finale, Round 2 Submissions will be evaluated by the Grand Finale Judges and given a score based on the criteria set out in Annex C of these Rules. Round 2 Contest Entrants whose Round 2 Submissions earn the top 3 highest overall scores

("Winners") will win prizes in accordance with Section 5 below.

Winners will be announced at the Grand Finale.

7. In the event a Contest entrant within the top 3 highest overall scorers is disqualified for any reason, the Round 2 Submission that received the next highest total score will be chosen in lieu of the disqualified entrant.
3. **Other Contest Submission requirements:** Round 1 Submissions and Round 2 Submissions (collectively, "Contest Submissions") must comply with the requirements set out in Annex A of these Rules and the following:
1. **LIMIT ONE (1) ENTRY PER PERSON.** Subsequent entries will be disqualified. All entries must be received by the end of the Contest Period.
 2. 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.
 3. Google reserves the right, in its sole discretion, to disqualify any Contest entrant for any reason, including non-compliance with these Rules or other instructions given by Google (whether itself or through its partner/vendor) in respect of the Contest.
 4. **Free of charge access to Google AI Pro Plan 3 month trial:** For the purposes of the Contest, Google intends to give each Contest entrant access to a 3-month free of charge trial for the Google AI Pro Plan (description of such plan can be found at: <https://gemini.google/subscriptions>). No purchase is necessary to enter or win the Contest. Your access and use of the free of charge trial shall be subject to the terms at <https://one.google.com/terms-of-service> and the following:
 1. Each Contest entrant must use a personal Gmail (@gmail.com) account (e.g. not a Google Edu, Corporate or

Workspace account) to redeem the free trial. Participants cannot subscribe using a Google Account that is linked to a non-Gmail email address (e.g., @outlook.com or @yahoo.com).

2. Each Contest entrant must enter a form of payment to redeem the free of charge trial. On the date your free of charge trial ends, your subscription will begin and your form of payment will be automatically charged the standard monthly subscription price (see subscription pricing here: <https://gemini.google/subscriptions/>), until you cancel your subscription. You can cancel anytime. To avoid being charged, you must cancel before the end of the free of charge trial period. You may cancel your trial immediately after redemption through one.google.com or your Google One app settings and will continue to receive access to the features until the end of the 3-month trial period.
3. This free of charge trial cannot be added to an existing free trial. Contest entrants can only use one trial at a time and trial periods are not stackable. If you have an existing trial and redeem a new trial, your existing trial or subscription plan will be revoked and your new trial will begin, regardless of how much time you have left on your existing trial.
4. If you are already an existing Google One subscriber paying via Apple Billing, you may cancel your existing Google One subscription through Apple Billing to avoid double billing.
5. If you cancel your subscription and have exceeded your Google Account storage limit during the 3-month free of charge trial, you will not be able to store anything new until you free up space (as described here: <https://support.google.com/drive/answer/6374270>) or purchase a Google One membership here: <https://support.google.com/googleone/answer/9004013?>

See Help Center for more details here:

<https://support.google.com/googleone/?hl=en#topic=7576171>.

6. The following users are not eligible for this 3 month free trial:
 1. Google One users subscribed to an add-on (e.g. YouTube Premium add-on);
 2. Google One users subscribed to a higher tier plan than the one being offered (e.g. 5TB or higher);
 3. Google One users on a family plan who are not the plan manager; and
 4. Google One users who have a Google One subscription through a third party or affiliate (e.g. T-Mobile); and
 5. Google One users who are a discounted Pixel bundle subscriber (e.g. Pixel Pass)

5. PRIZES

1. Winners of the Contest will win the following prizes:
 1. 1st Prize: S\$5,000
 2. 2nd Prize: S\$3,000
 3. 3rd Prize: S\$2,000
2. No transfer, substitution or cash equivalent for prizes is allowed, except at Google's sole discretion. Google 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.
6. **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 STATE, FEDERAL, LOCAL, PROVINCIAL 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 is 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.

7. **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, Google, the Round 1 Judges or the Grand Finale Judges.

8. **INTELLECTUAL PROPERTY RIGHTS**

1. As a condition of entry into the Contest, each Contest entrant assigns all rights, title and interest in his or her Contest Submissions, including all intellectual and industrial property rights (including moral rights), to the Industry Partner that generated the Problem Statement such Contest entrant worked on.
2. If applicable law prevents a Contest entrant from transferring ownership of such rights, title and interest to the Industry Partner, then such Contest entrant grants to the Industry Partner a perpetual, irrevocable, exclusive, royalty-free, fully-paid, transferrable, worldwide license (with the right to sublicense) to: (a) reproduce, modify, adapt, prepare derivative works of, distribute, publicly perform, publish, communicate, publicly display, and otherwise use such Contest Submissions; and (b) make, use, sell, offer for sale, import, export any component of, and otherwise dispose of such Contest Submissions.
3. Each Contest entrant shall not assert, and to the extent permitted by applicable law, otherwise waives, any moral rights in the Contest Submissions.

9. PRIVACY

1. You acknowledge and agree that Google may collect, store, share (including with its affiliates, agents, vendors and/or partners) 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, its affiliates, agents, vendors and/or partners will use this information in accordance with its Privacy Policy (<http://www.google.com/policies/privacy/>), including for administering the Contest and verifying your identity, postal address and telephone number in the event an entry qualifies for a prize. Google, its affiliates, agents, vendors and/or partners may also use this information to contact you to inform you of any future skilling programmes or potential employment opportunities.
2. Your information may also be transferred to countries outside the country of your residence, including the United States. Such other countries may not have privacy laws and regulations similar to those of the country of your residence.
3. You have 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 skillsignitionchallenge@google.com. You acknowledge that this may result in your withdrawal from the Contest.

10. **PUBLICITY.** You agree to Google, its affiliates' and their partners' and agencies' use of your name and/or likeness and Contest Submissions for advertising and promotional purposes without additional compensation, unless prohibited by law.

11. WARRANTY, INDEMNITY AND RELEASE

1. Contest entrants warrant that their Contest Submissions are their own original work and, as such, they are the sole and exclusive owner and rights holder of the submitted Contest Submission and that they have the right to submit the Contest Submission in the Contest and grant all required licenses. Each entrant agrees not to submit any content 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.

2. To the maximum extent permitted by law, each Contest 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 Contest Submission 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.
 3. You release Google from any liability associated with: (a) any malfunction or other problem with the Contest Site or the Google AI Pro Plan free trial; (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.
12. **RIGHT TO CANCEL, MODIFY OR DISQUALIFY.** Google reserves the right to, at its sole discretion, cancel, terminate, modify or suspend the Contest, or

amend these Rules, at any time, provided it gives you reasonable advance notice of such cancellation, termination, modification or suspension of the Contest or amendment of the Rules. Your continued participation in the Contest after any amendment to these Rules will constitute your acceptance of the amended Rules.

13. **NOT AN OFFER OR CONTRACT OF EMPLOYMENT.** You agree and acknowledge that the Contest allows Contest entrants to obtain training and gain short term practical work experience and industry exposure, including receiving mentorship and guidance from Assigned Industry Partners while developing Contest Submissions. Under no circumstances shall participation in the Round 1 Virtual Training, any other training provided to Contest entrants, participation in the Round 2 mentorship sessions with Assigned Industry Partners, the submission of a Contest Submission into the Contest, attendance at the Grande Finale, the awarding of a prize, the granting of free access to 3 month Google AI Pro Plan, any other Contest activities or anything in these Rules be construed as an offer or contract of employment with either Google, the Contest Entities or any Assigned Industry Partner. You acknowledge that you have submitted your Contest Submission 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 Contest Submission under these Rules.
14. **NO THIRD PARTY BENEFICIARIES.** Except for Google's affiliates and Industry Partners, or unless otherwise stated in these Rules, there are no third party beneficiaries under these Rules.
15. **GOVERNING LAW.** ALL CLAIMS ARISING OUT OF OR RELATING TO THESE RULES WILL BE GOVERNED BY CALIFORNIA LAW, EXCLUDING CALIFORNIA'S CONFLICT OF LAWS RULES, AND WILL BE LITIGATED EXCLUSIVELY IN THE FEDERAL OR STATE COURTS OF SANTA CLARA COUNTY, CALIFORNIA, USA; THE PARTIES CONSENT TO PERSONAL JURISDICTION IN THOSE COURTS.

Annex A

Other Contest Submission Requirements

Contest Submissions must meet the following requirements:

- a. It must not be derogatory, offensive, threatening, defamatory, disparaging, libelous or contain any content that is inappropriate, 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 Contest Submissions are 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 Google, 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. It must be in the English language.
- g. Any use of Google product and/or service (including any AI tools) for the purposes of this Contest and generating Contest Submissions shall be

compliant with the [Google Terms of Service](#) and any other terms and conditions applicable to such product and/or service.

Annex B

Round 1 Criteria

Criterion	Max	Outstanding	Strong	Developing	Needs Improvement
I. Insight DepthAI-Enabled Discovery	20 pts	16–20 pts Surfaces hidden patterns or anomalies buried deep in data, such as specific contradictions between sources. Demonstrates a deep grasp of the	11–15 pts Identifies clear, relevant insights that go beyond surface-level summaries. Effectively uses technology to connect raw data points to the	5–10 pts Identifies only obvious, surface-level problems. Relies primarily on basic AI summarization without significant prioritization or deep comprehensio	0–4 pts Fails to identify core problems or significantly misinterprets the provided data. Shows little evidence of using AI to understand the Industry

		challenge by using AI to pinpoint the exact insights required for a high-impact strategy	proposed strategic actions	n of pain points	Partner's actual needs.
II. Solution Ingenuity	35 pts	<p>30–35 pts</p> <p>Proposes a non-obvious "Third Alternative." Shows clear evidence of using AI to simulate complex scenarios and stress-test the strategy. They identified potential risks and proactively "fixed" the solution within their proposal before presenting it.</p>	<p>24–29 pts</p> <p>A very high-quality, professional plan. Uses AI effectively to build a robust strategy, though the final idea leans toward standard industry "best practices" rather than a completely novel innovation.</p>	<p>11–23 pts</p> <p>A generic solution that solves the basic problem but lacks "breakthrough" thinking. The AI appears to have been used mostly for execution (writing or formatting) rather than as a strategic partner for testing ideas.</p>	<p>0–10 pts</p> <p>The strategy is generic, irrelevant, or fails to address the industry partner's core constraints. Shows no evidence of using AI to explore or refine the solution.</p>

<p>III. Workflow Mastery</p>	<p>35 pts</p>	<p>30–35 pts</p> <p>Provides a documented, sophisticated multi-stage workflow. Demonstrates advanced prompt engineering and clear evidence of human-led validation (checking AI output for accuracy).</p>	<p>24–29 pts</p> <p>Shows a clear logical flow and a multi-step process. There is evidence of iterative refinement (improving the AI's output over several steps), making the workflow professional and easy to follow</p>	<p>11–23 pts</p> <p>Uses a simple, single-stage process that lacks a complex "architected" flow. The AI is used correctly but primarily for basic productivity (e.g., summarizing) rather than solving the core problem.</p>	<p>0–10 pts</p> <p>The workflow is fragmented, illogical, or missing entirely. Shows no evidence of prompt optimization or a structured process that a partner could implement.</p>
<p>IV. Feasibility & Integrity</p>	<p>10 pts</p>	<p>10 pts</p> <p>The solution is strictly grounded in the provided</p>	<p>8–9 pts</p> <p>Grounded primarily in the data with only</p>	<p>5–7 pts</p> <p>Mostly grounded in data but ignores key</p>	<p>0 pts</p> <p>Relies on hallucinated data, plagiarized</p>

		<p>mock data and is highly feasible and legally compliant. There are zero "hallucinations" or invented facts.</p>	<p>minor assumptions . The solution is workable, though there may be small questions regarding specific operational costs or timelines.</p>	<p>constraints or provided facts. Relies slightly too much on general knowledge rather than the specific case study documents.</p>	<p>content, or invented facts not present in the case study. This is an automatic 0 for this pillar</p>
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Annex C

Round 2 Criteria

Pillar	Criterion	Score Weight	Focus of Assessment	Judge Score
I. Refined Strategy &	1.1 Functional Viability (Feasibility)	25 pts	Assessment of whether the refined solution is feasible, demonstrates deep Functional	/25

Business Value			Innovation , and aligns with the Core SSG Skills.	
	1.2 Solution Scalability & Impact	25 pts	Assessment of the potential quantifiable value (ROI/risk mitigation) for the client and its replicability across the industry.	/25
II. Communication & Employability	2.1 Clarity & Data Storytelling	20 pts	Assessment of the presentation's flow, visual clarity, and ability to convincingly link the AI-driven analysis to the final strategic recommendation .	/20
	2.2 Confidence & Persuasion	15 pts	Assessment of delivery, professionalism, and executive presence (pitch quality).	/15
III. Q&A & Ethical Ownership	3.1 Response to Q&A	10 pts	Assessment of the ability to handle tough, strategic questions and demonstrate command of both the business problem and the data.	/10

	3.2 Ethical Ownership (Responsible AI)	5 pts	Assessment of the participant's awareness of AI limitations and ethical data handling (e.g., Legal Disclaimer).	/5
ROUND 2 TOTAL		100 pts		/100