Call for Apps & Games for Social Good

In a just society, a child born into a low-income family will have an equally likely chance of economically advancing as any other child in that community.

According to the study released in 2014 by the Equality of Opportunity Project at Harvard*, Charlotte, NC was ranked 50th of 50 metropolitan areas with respect to upward economic mobility.

Charlotte area governmental organizations and businesses are working to understand the source of this problem and its potential solutions.

**Your challenge** is to develop a mobile platform based app or game that addresses the problem facing the Charlotte area.

Submissions should give a voice, or provide a service, to the underprivileged people of Charlotte. Entries should have the potential to qualitatively change the lives of their users for the better. Fully developed apps and games are encouraged, although prototypes will also be accepted.

**Prizes:**
- 1st place - $5000
- 2nd place - $3500
- 3rd place - $1500

**Deadline for Submission:** August 1, 2016

**Winners** will be announced at the Summit for Social Good in Charlotte, NC on August 17-18, 2016.

**Register Here:**
**What is Economic Mobility?**
Economic mobility is defined by an individual’s ability to change his or her economic status. It is typically evaluated using income quintiles or brackets.

**Why Charlotte?**
The Equality of Opportunity Project\(^1\) specifically examined *intergenerational* economic mobility\(^2\), which measures a child’s ability to move to a higher income quintile regardless of the economic status of his or her parents.

Their results showed Charlotte ranked **last** out of 50 metropolitan areas in the US with respect to this measure. This means that children born into lower income families in the Charlotte area have the least chance of being able to move to a higher income bracket as compared to all other metropolitan areas studied.

Organizations in the Charlotte area are highly concerned about this result, and have been actively searching for causes and solutions since the publication of this research\(^3\).

**Why Data Science?**
The Data Science Initiative\(^4\) (DSI) at the University of North Carolina at Charlotte is seeking a data driven approach to tackle this issue. A high quality mobile application or game has the potential to both positively influence the lives of its users through educational or other means and enable analysis of data that will better explain the problem and lead to more effective policies.

**More Information**
Visit our website: [http://dsi.uncc.edu/psg](http://dsi.uncc.edu/psg)
Contact us: socialgood-group@uncc.edu

**References**
4 – UNCC Data Science Initiative: [http://dsi.uncc.edu/](http://dsi.uncc.edu/)