

IBM and TD Bank Challenge

IBM and TD Bank hosted a challenge at the Canadian Celebration of Women in Computing Conference - CAN-CWiC 2016. Finalists would receive transportation to and accommodation at CAN-CwiC.

The competition was open to **all female students attending a Canadian university or college** program. Teams consisted of up to 4 women.

The Winners!



Helen Brown (left) and Natalie Perna

There were 40 teams who entered the contest, and several rounds of judging. Because they were finalists, they were flown to Ottawa for the conference, in time for the final presentations. The work was done over several weeks, and their solution “Cupful” included not only an iOS app for potential customers to find local coffee shops and restaurants, make orders and payments, just like they can do now at a few big chains, but also a web interface for small-business owners to upload their menu and other information to be discovered by their future customers. The demo included a live tweet demonstrating how this app enables tech-savvy word-of-mouth advertising for small businesses.

Congratulations to Helen and Natalie!