



**Q&A with Team SOAK members David Burela, Dimaz Pramudya, Ed Hooper and Long Zheng.**

**WHAT INSPIRED YOU TO ENTER THE MICROSOFT IMAGINE CUP AND WHY DID YOU CHOOSE THE SOFTWARE DESIGN INVITATIONAL?**

Each of us had been looking for a project to work on that would let us apply all of our university knowledge into good use and see what we could create. The Imagine Cup gave us the perfect opportunity to not only extend and challenge ourselves, but also to create something that could truly help people all around the world.

**WHAT HAS BEEN YOUR FAVOURITE PART OF THE IMAGINE CUP COMPETITION THUS FAR?**

Working with the people that our system would finally impact has been the greatest part of the competition. It was so rewarding collaborating with each of them and seeing the excitement they showed as the realisation set in that SOAK would actually be able to deliver what they required.

**HOW DID YOU COME UP WITH YOUR IDEA?**

We started by trying to define what

problem would impact people the most. Water conservation seemed to be a big global problem. We started looking at ways to save water in the home, but after further research we discovered that agricultural use of water is many times that of households. We spent over two months just interviewing ground staff and farm management to discover what sort of features and requirements they would need in an agriculture system. From there the system grew and grew until we came up with the final vision of SOAK.

**WHAT DO YOU PLAN ON DOING NOW AFTER THE IMAGINE CUP FINALS IN FRANCE? DO YOU PLAN TO USE YOUR PROJECT TO LAUNCH A NEW BUSINESS?**

We are currently talking to many parties that are interested in assisting us to commercialise SOAK. With backing from industry bodies (like the National Party of Australia and the Victorian Farmers Federation), SOAK has a high chance of commercial success. There is a need in the market for a holistic system that can assist farmers in this problem domain.

# keeping connected

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Telecom is an Australasian group of companies positioned at the forefront of telecommunications services within the region and are New Zealand's largest communications services provider. The Telecom Corporation of New Zealand Ltd was formed in 1987 out of the telecommunications division of the New Zealand Post Office, a government department. In 1990, Telecom became one of the first telcos in the world to be fully privatised.

Telecom NZ provide a full range of internet, data, voice, mobile and fixed-line services throughout New Zealand and Australia and is listed on the New Zealand, Australian and New York stock exchanges.

The company comprises of business components such as Telecom Retail,

which is responsible for Telecom fixed-line, mobile and internet services for consumer and small-to-medium business markets and Gen-i, that provides converged technology and telecommunications solutions for Telecom's business customers across New Zealand and Australia. Gen-i has a team of more than 2,000 people who are among the most highly-skilled and experienced ICT integrators in Australasia.

Chorus is another important operationally-separate business unit within Telecom NZ that manages Telecom's local access network in New Zealand. Chorus also operates the national field services group. Led by Chief Executive Mark Ratcliffe, Chorus will take the lead on significant developments like access fibre and Telecom's cabinetisation programme,

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