# Best AI hack with Azure Cognitive Services

At Microsoft, we believe that AI empowers innovation and has the ability to shape our future. This challenge is for anyone interested in incorporating artificial intelligence in their projects powered by Azure Cognitive Services.

**What is Azure Cognitive Services?**
Azure Cognitive Services are a set of tools you can use to add intelligence to your apps and projects. This include services for image processing, natural language processing, recommendations, search, and much more.

**What can we build with Azure Cognitive Services?**
Anything and everything! We encourage you think about how AI can address a user problem.  For example, how can you use AI to improve student life or day to day productivity? For inspiration you can check out examples of Microsoft AI projects here at Microsoft AI lab.

**How will our project be judged?**
On a scale from 0 - 10
- **AI functionality:** does the project perform the tasks promised with relevant and strong usage of AI in the project?
- **Technicality:** does the project demonstrate an in-depth usage of Azure Cognitive Services?
- **Originality:** how original is this idea?
- **User experience:** is the project easy to use and interact with?
- **Teamwork:** Did the students work as a team and share the required work equally?

**What will we win?**
Xbox One X for each team member (up to 4).

**Where do I get started?**
For an overview and documentation of what Azure Cognitive services has to offer:
- Azure Cognitive Service documentation
- General Azure Cognitive Service video tutorial
- Azure Machine Learning Studio documentation
    - Drag + drop machine learning
    - Ideal for students with some ML experience

For specific topics and interest:
- Using Custom Vision AI
- Microsoft Bot Framework
    - Integrate with the LUIS cognitive service to create a conversational bot

Examples and tutorials of projects using Azure Cognitive Services:
- Building an iOS app using Custom Vision AI
- Using Microsoft's Vision API and Face API to create a food diary web app