

2012

Excellence in Product Innovation Award

Award Sponsored by: 

GENERAL GUIDELINES

These are **general guidelines** intended to assist the applicant in determining if this is the most appropriate award category for their company.

AWARD DESCRIPTION

This award acknowledges a unique solution or product that has the ability to dramatically impact or change the current market. The product should demonstrate an alternative solution or a next-stage development in technology and must be commercialized.

COMPANY HISTORY AND DESCRIPTION

Describe what the company does, its origin, date of inception, number of employees. (500 words maximum)

EVALUATION CRITERIA

Summarize why this product should be considered for the Excellence in Product Innovation award. Explain the significant impact the product will have on your company and for the targeted industry. Use the four equally weighted criteria below as a guideline. All information provided will be kept strictly confidential. (2000 words maximum)

a) **Product Overview**

- Describe the breakthrough innovation.
- Is it a new product or an extension of an existing product?
- Does it require the support of other commercially available or emerging technologies?

b) **Differentiation**

- What makes the product unique?
- How does it differ from other competitive products?

c) **Commercialization Success**

- What indicators support the commercialization success of this product?
- What is the sustainable competitive advantage for this product?

d) **Value Proposition**

- What problem does this product solve and what are the expected benefits to the adopter?
- What are the forecasted revenues to be generated by this product?

SUPPORTING DOCUMENTATION

Please provide the URL for any supporting documentation (annual report, promotional material, specifications etc.)

COMPANY IMPACT

Describe the impact your organization has made on your customers and employees, the community where you are located, and/or the BC economy in general. (250 words maximum)

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Application details:

APPLICATION DEADLINE: March 16, 2012

Application Fee: BCTIA Members - \$0 / Non-BCTIA Members \$400 (Due upon submission)

Paper submissions will not be accepted. Submit online at www.thetias.com

FOR MORE INFORMATION, PLEASE CONTACT BCTIA 604.683.6159

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