

2012

Emerging Company of the Year Award

Award sponsored by: **wavefront**TM
ACCELERATED
COMMERCIALIZATION

GENERAL GUIDELINES

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

- Company is over 3 years old
- Company has approximately 30 employees
- Company has revenues of approximately \$3MM

AWARD DESCRIPTION

This award acknowledges an emerging company (over 3 years old) demonstrating outstanding performance as a technology enterprise. This company is one that has growing revenues, is on track according to its business plan and has the potential of becoming a leader in its market.

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 submission should be considered for the Emerging Company of the Year award explaining why the company will emerge as a leader in their field based on the following four equally weighted criteria. Please provide financial results, if applicable. All information will be kept strictly confidential (2000 words maximum).

a) Revenue growth and business plan

- Provide the historical financial results that demonstrate revenue growth.
- Provide specific examples that demonstrate the company is on track with its business plan?

b) Product innovation

- Describe the company's products or services and how they are differentiated.
- How has the technology been recognized (technology awards, publications, etc.)?
- Where is the product going in the near term and in the longer term?
- What benefit/advantage does the product bring to your customer?

c) Market opportunity and market acceptance

- What are the key attributes of your target market (size, segmentation, buying criteria/behaviour, etc.)?
- What are the market trends and the nature of the competitive landscape?
- How have you validated your market (own or industry research, analyst comment, etc.)?
- Describe your customer base. Who are your marquee/reference customers?

d) Entrepreneurship and leadership

- Describe your management team's capabilities.
- How have you demonstrated leadership in your space (participation on sands councils, partnering, etc.)?

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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