

2012

Most Promising Start-up Award



Award Sponsored by:

GENERAL GUIDELINES:

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

- Company is less than 3 years old
- Company has 1 – 30 employees
- Company is generating revenues

AWARD DESCRIPTION

This award acknowledges an early-stage technology company with commercialized products and that demonstrates significant potential, creativity and a promising future.

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 company should be considered for the Most Promising Start-up award explaining the relevancy of the business based on the following four equally weighted criteria. Please provide financial results, if applicable. All information provided will be kept strictly confidential (2000 words maximum)

a) **Value proposition**

- What problem are you solving?
- For whom?
- How will you make money?

b) **Competitive differentiator**

- What differentiates your product or solution from other similar solutions?
- What is your sustainable competitive advantage?

c) **Market Opportunity**

- Describe in detail the market segment you are targeting.
- How large is the potential opportunity of this market?
- Describe the competitive landscape?

d) **Team**

- Provide a background on your core team members, board, advisors.
- Why does this team have the ability to execute on the business plan?

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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