

award application: **excellence in product innovation**

THEME: INNOVATION TO A NEW OR EXISTING COMMERCIAL PRODUCT LINE/TECHNOLOGY SERVICE

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AWARD DESCRIPTION

This award acknowledges a unique solution or technology that will dramatically impact or change the current market. The innovation should demonstrate an alternative solution or a next stage development in technology, with an eye toward commercialization. Past winner: Sophos (2009)

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 Excellence in Product Innovation Award category. Explain the significance of the product innovation to the company or industry based on the following four equally weighted criteria and using the listed questions as a general guideline:

a. Product/service

- What is your breakthrough innovation?
- Is it for a new or existing product line?
- Does it rely on commercially available or other emerging technology?
- What other technology is utilized?

b. Differentiation

- Describe what makes it unique and how it differs from any competitive products?
- What is your sustainable competitive advantage?

c. Potential to execute

- What indicators do you have that you will be able to successfully commercialize this product.
- How does your technology lend itself toward volume production?
(This may also include team track record, customer adoption, user acceptance and/or third party validation)
- What other execution factors will impact on complete product delivery?

d. Value proposition

What problem does this product solve?

How do you plan to generate revenues from this breakthrough?

What are the benefits experienced as a result of this product? (Productivity, cost savings, etc.)

Can you give examples of practical applications?

What is the market size, who is the competition?

Please provide financial results, if applicable.

ALL INFORMATION PROVIDED WILL BE KEPT STRICTLY CONFIDENTIAL. (2000 words maximum)

IMPACT

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

SUPPORTING DOCUMENTATION

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

application: **details**

APPLICATION DEADLINE: March 17, 2010

For more information on how to submit, please visit: www.bctia.org/awards

Note: Paper submissions will not be accepted.

Non-BCTIA members will be charged a \$400 processing fee

FOR MORE INFORMATION, PLEASE CONTACT BCTIA 604.683.6159
