

## award application: **most promising start-up**

**THEME:** START UP MOST LIKELY TO SUCCEED

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### GENERAL GUIDELINES:

These are **general guidelines only**, intended to assist the applicant in determining the most appropriate award category

- Company is: up to 3 years old
- Employees: 1 – 30
- Revenues: up to \$3 million

### AWARD DESCRIPTION

This award acknowledges an early-stage (less than 3 years old) technology company with commercially available products that demonstrates significant potential, creativity and a promising future.  
Past winner: Energy Aware Technology Inc. (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 Most Promising Start Up Award category and explain the relevancy of the business concept based on the following four equally weighted criteria and answering the questions below:

#### a. Value proposition

What problem are you solving?

For whom?

How will you make money?

**b. Competitive differentiator**

What differentiates your product, service or technology from alternative solutions?

What is your sustainable competitive advantage?

**c. Market opportunity**

Please be specific as to the addressable segment of the market you are targeting.

How large is your market?

What is the nature of the competitive landscape?

**d. Management team**

Who are your key team members and board/advisors?

Why does your team have the ability to execute on the business plan?

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.).

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## application: **details**

**APPLICATION DEADLINE:** March 17, 2010

For more information on how to submit, please visit: [www.bctia.org/awards](http://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**

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