

# Application for the 7<sup>th</sup> Annual Technology Awards

Submit your technology applications into the 2010 Technology Awards Program now! To make the process easier, we recommend use this document to plan your answers, then copy and paste the answers into our online form.

## Rules and Regulations

### 1. Eligibility:

- Participation is limited to companies that have developed technology applications in New England in the past year (February 2009 – February 2010).
- Previous entrants are eligible if a new version of the product/service has been released or new features/improvements have been made in the past year.
- Entrants are not required to be MITX members.
- An entry can be submitted for multiple categories, but can only win one category. Entrants can win in multiple categories with different entries.
- Entries must be in final form. Incomplete entries may be disqualified at MITX's discretion.
- **Entries must be received by Friday March 26<sup>th</sup> 2010** (*extended deadline from the original date of Wednesday, March 17<sup>th</sup>*). No exceptions.

**2. Submissions must be installed and/or fully functional (installed and operational). For applications that have not been deployed, entries will still be considered for a “promise” award.** See description of “Award Types” on the website for more information.

**3. Applications will only be accepted via the online submission process.** This form serves as your planning document only. We recommend you complete your application using this form first, and enter it online AFTER it is completed.

### 4. Payment Information:

- \$150 per entry for current MITX corporate members. \$275 per entry for non-members.
- If your company is in the pre-funding/ boot strapping stage, the entry fee is \$25. In order to receive this rate, you must first get approved by emailing [awards@mitx.org](mailto:awards@mitx.org) with the name of your company, contact information and an explanation of why you meet the requirements for this discounted rate.
- VISA, MasterCard, American Express, check or money order accepted.
- Checks/money orders need to be payable in US dollars to Massachusetts Innovation & Technology Exchange and can be mailed to: MITX, 222 Third Street, Suite 0300, Cambridge, 02142. Please include your Contact Information and Entry Title with your check.
- All fees must be paid in order to be eligible to pass through judging as a finalist

### 5. Important Considerations:

- MITX is not responsible for determining whether or not entrants have credited the appropriate developers or obtained approval.
- MITX is not liable for misrepresentation due to a lack of information provided from the entrant.
- MITX reserves the right to re-categorize entries and/or create, consolidate or eliminate categories at its discretion.
- In order to receive the member rate, you must be a MITX corporate member at the time of your entry.
- Please review the 2010 MITX Technology Awards Terms and Conditions prior to entering.

### 6. When writing your application:

- Word limits are to be strictly observed. Judges will only receive the exact number of words requested in the question.
- Innovation is key. Judges are not looking for a litany of features or functions. We are looking for the most innovative technologies; therefore judges will give most weight to technical merit and the degree of innovation that is present. Be sure your submission addresses the real-world business problem solved or the benefit provided.
- Answer all of the questions on the application to the best of your ability. In the event you are legally unable to disclose information requested in the form, please indicate so and, if possible, provide a brief explanation of the situation for the judges.
- If you are in an industry with unique characteristics (such as biotechnology, energy, environmental, financial and manufacturing), it will help to highlight how your product distinctively addresses the unique needs in your industry.

## **Section 1: Category Information**

### **1. Category Selection**

*Directions: Your entry may be considered in one of two categories as deemed appropriate by our judges. This determination will be based on the number of entries in each category, the appropriateness of your entry vis-a-vis the other entries and other subjective factors. You will be notified of the category in which you will be judged.*

*Our judges may also consider your entry for one of our "Best Of" Awards, which are specific awards for products or services that have made a significant technological, business or user innovation. Examples of these categories include Best Overall Concept, Best Usability and Best Customer Impact.*

*You may indicate up to two categories that best reflect your product or technology.*

Please choose your primary category choice:

- Analytics & Business Intelligence
- Cloud Computing
- Devices
- Enabling Technologies
- Gaming
- Marketing/Customer Relationship Technologies
- Mobile
- Online Advertising
- Rich Media
- Social Media

Please choose your secondary category choice:

- Analytics & Business Intelligence
- Cloud Computing
- Devices
- Enabling Technologies
- Gaming
- Marketing/Customer Relationship Technologies
- Mobile
- Online Advertising
- Rich Media
- Social Media

### **2. Keywords.**

*Directions: List any keywords that identify and describe your technology and help us understand your category selection above.*

1.	
2.	
3.	

## **Section 2: Contact, Company and Product Information**

### **Your Contact Information:**

*Directions: Please provide contact information of the individual submitting the entry. This is the person we will contact if there are any questions about the application.*

a. Name:	
b. Title:	
c. Company:	
d. Email address:	
e. Phone number:	
g. Address:	
h. City:	
i. State:	
j. Zip Code:	

### **Applicant Company:**

On behalf of what company are you submitting this entry?	
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### **Product/Technology Development Contact Information.**

*Directions: Please provide contact information for company responsible for product/technology development.*

a. Name:	
b. Title:	
c. Company:	
d. Email address:	
e. Phone number:	
f. Is the applicant company a current MITX corporate member ( <a href="http://www.mitx.org">www.mitx.org</a> )?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know

Please list all other companies that it is necessary to credit for the development of the entry:	
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### **Title of Submission**

*Directions: please list the title of the entry:*

Title of the entry:	
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### **Corporate/Product URL.**

*Directions: please list the corporate or product URL. Example – <http://www.mitx.org>*

Corporate or product URL:	
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**Demonstration URL**

*Directions: Please provide a link to a demonstration of your technology.*

Demonstration URL:	
If log-in details are required in order to access the demonstration URL, please provide a <b>VALIDATED</b> Username/Password here:	

**Demonstration/Click Path.**

*Directions: Please provide the judges with a demonstration flow or click path to review your product or technology (limit 100 words):*

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**Product/Technology Information.**

*Directions: Please provide the following information about the product/technology being submitted for review:*

a. Product/Technology Name:	
b. Initial Release Date	
c. Current Version Release Date:	
d. Current Version Number:	
e. Primary Markets Served:	
f. Key Client List:	
g. Delivery Method: (i.e. server based software, CD, web-based, hardware, reseller)	
h. Application Requirements: (i.e. plug-ins, client downloads, specific browser)	
i. My submission is an... <i>Definitions:</i> <ul style="list-style-type: none"> <li>• <i>Application: program giving instructions that provide the user with tools to accomplish a task</i></li> <li>• <i>Infrastructure: equipment, software, services, and products used in storing, processing, transmitting, and displaying all forms of information</i></li> </ul>	<input type="checkbox"/> Application <input type="checkbox"/> Infrastructure

**Product/Technology Description.** Please describe the product/technology including key product features (limit 100 words):

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**Product Stage Information:**

*Product Revenue:*

- Pre-launch or initial product launch
- Product revenue under \$20 million
- Product revenue of \$20 million or greater
- Internally developed and deployed / no revenue breakout available

*Number of Users:*

- 0-100

- 10-500
- 50-100
- 100+

Number of Years Deployed in the Market:

- Less than 1 year
- 2-3 years
- 3-5 years
- 5+ years

### **Section 3: Key Technology Information**

*In this section, please provide any additional information that you believe will help the judges evaluate your product or technology.*

1. What business solution does this technology provide? Is the value proposition clear and can it be documented/measured? *(Limit 250 words)*

2. What are the most innovative features of your product? If you have submitted your product into the Technology Awards before, what new innovative features have you added in the past year? *(Limit 250 words)*

3. How is the technology differentiated from competitive companies pursuing similar products or solutions? Please include your specific names of your competitors, if applicable. *(Limit 250 words)*

4. Was there anything about the go-to-market strategy for this product that was new or innovative? *(Limit 250 words)*

5. What is the target market for this product? *(Limit 250 words)*

*Please include explicit information about your target/potential market: What is the size of your target market? How did you reach this figure?*

6. What are your plans for the expansion of your product or technology? *(Limit 250 words)*

7. For customers that have successfully implemented this product or solution, please define the cost savings and/or competitive advantage they have gained from it? *(Limit 250 words)*

8. How is the technology protected (patents, licenses, etc.)? *(Limit 250 words)*

## **Section 4: Case Study**

*Directions: please provide a maximum of two case studies that illustrate client success stories. In the event that a client wishes to remain anonymous, please provide general details about the client size, industry and business type to the best of your ability for the case study section. For products that have not been fully deployed, we strongly encourage you to include any results from tests or other examples you can provide that would allow the judges to gain a better perspective on the product's innovation and impact.*

**Case Study #1:** (Limit 250 words)

**Case Study #2:** (Limit 250 words)

## **Step 5: Billing Information**

*Please provide the following payment information in order to complete your entry, keeping in mind the following payment information:*

- \$150 per entry for current MITX corporate members; \$275 per entry for non-members.
  - If your company is in the pre-funding/ boot strapping stage, the entry fee is \$25. In order to receive this rate, you must first get approved by emailing [awards@mitx.org](mailto:awards@mitx.org) with the name of your company, contact information and an explanation of why you meet the requirements for this discounted rate.
  - Email [awards@mitx.org](mailto:awards@mitx.org) if you are unsure if you are a member or not.
- VISA, MasterCard, American Express, check or money order accepted.
  - If paying by check or money order: Make payable in US dollars to Massachusetts Innovation & Technology Exchange. Mail to 222 Third Street, Suite 0300, Cambridge, MA 02142, and don't forget to include your Contact Information and Entry Title with your payment.
- Applications and all fees must be received no later than March 26<sup>th</sup>, 2010. Incomplete or late entries will be disqualified with no refund. MITX cannot and will not return entries or entry materials.
- By submitting entry materials to MITX, you hereby agree to an assignment of all right, title and ownership to MITX. See Terms and Conditions acceptance below for more information.

### **\*Terms and Conditions:**

I comply that I have reviewed the 2010 MITX Technology Awards Terms and Conditions posted on the MITX Awards Web site (<http://www.mitxawards.org>), and I understand and agree with them all. I ensure that I have been granted authorization to submit this entry form on behalf of my company/client/partners and that the information provided in this entry form is true and accurate.

I comply with the above statement:

### **\*Payment Option:**

- Pay by Credit Card:
- Pay by Check or Money Order:

**Credit Card Information:** (required if paying by credit card)

\*Name on Card:

\*Billing Email:

\*Billing Address:

\*City:                    \*State:                    \*Zip:

\*Card Type:

\*Expiration:

\*Card Number: