



# How to Write an Award Winning Submission

A Tech Trailblazing Judge's Perspective

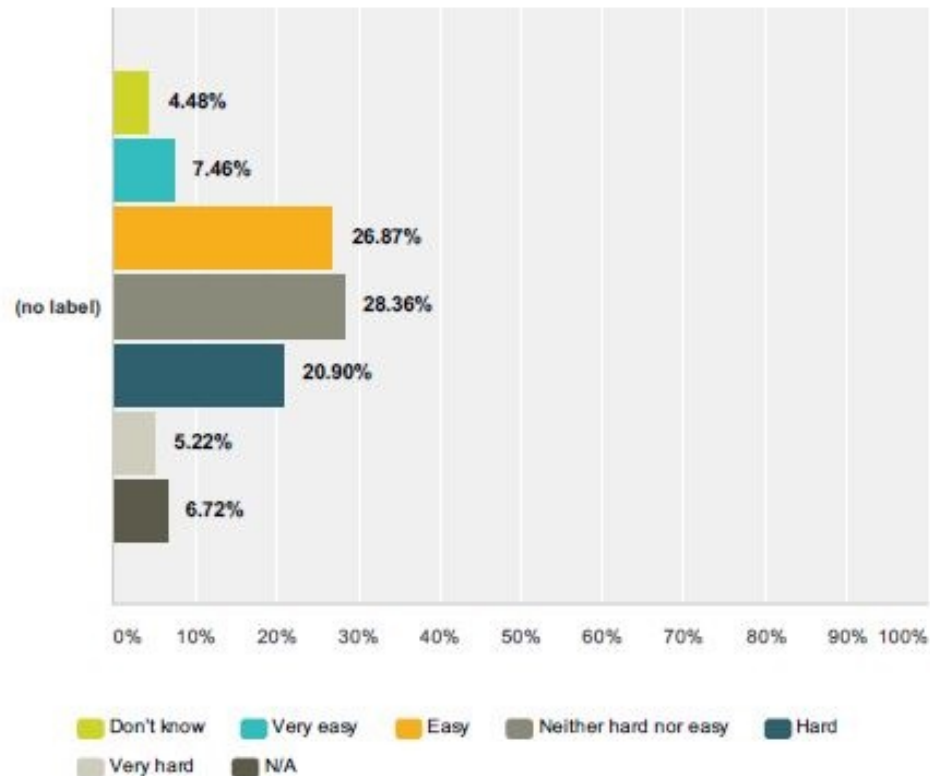


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[www.techtrailblazers.com](http://www.techtrailblazers.com) @techtrailblaze #TTAwards

# Winning isn't easy

Q24 Your recognition: Getting recognition from industry awards etc. for your technology and your startup



Source: Tech Trailblazers Enterprise Tech Startup Index 2014



# The scoring process

- To ensure a fair and even-handed approach, judges mark each entry using a balanced score-card
- THE BASICS
  - Each answer is assessed against the score-card, evaluated for compliance and then scored for capability
- ADDED VALUE
  - Each judge then adds an additional score for each entry based on their own expert opinion of the viability of the entrant and the product



# What goes wrong?

- Entrants don't read the questions
- Entrants don't answer the questions properly
- Entrants copy and paste marketing blurb into the answers
- Entrants ask their PR agency or a junior marketing person to complete
- Read and understand the questions
- Long diatribes are unnecessary, just answer the question
- All of the judges are senior people, your CEO's answers are more likely to win than the PR agency juniors attempt



# What are we looking for?

The segment  
- WHO are you  
selling to?

The problem –  
what GENUINE  
issue to they  
face?

The solution –  
HOW  
differentiated  
is it?

# Proof Points

- Is the solution ready for the market?
- Is the solution a good fit for segment and problem?
- Who are the competition and how are YOU addressing competitive pressure?
- Do you understand the market dynamics, the TAM and how revenues will be generated?
- What IP do you have invested in the product, that can lock in value?
- Is there any evidence of customer acceptance of the product?
- Unsurprisingly you are expected to provide **evidence** NOT JUST MARKETING MATERIAL
- Use Internet links, customer quotes, names, dates, values
- Explain how you are different from the competition
- What is unique and locked in?
- Where did all that blood, sweat and tears go in the product?
- What do customers think? Name names...



# Think of the judges like VCs being asked to invest

- We will be skeptical
- We want evidence and proof points
  - Help us do our research with external links
- Dreams and hopes are nice but what is measurable and done now!
  - And yes we can tell the difference
- What do third-parties think – analysts, customers?
- Tell some war stories about how you solved a customer's problem



# The Prize

- Winning the Tech Trailblazers can be a game changer
- Exposure, mentoring, a huge leg-up
- The questions themselves will challenge and help you get aligned on a winning strategy
- Start-ups create jobs and wealth – Tech Trailblazers are proud to be part of the process





# Be a Winner

