

How to Write an Award Winning Submission

A Tech Trailblazing Judge's Perspective

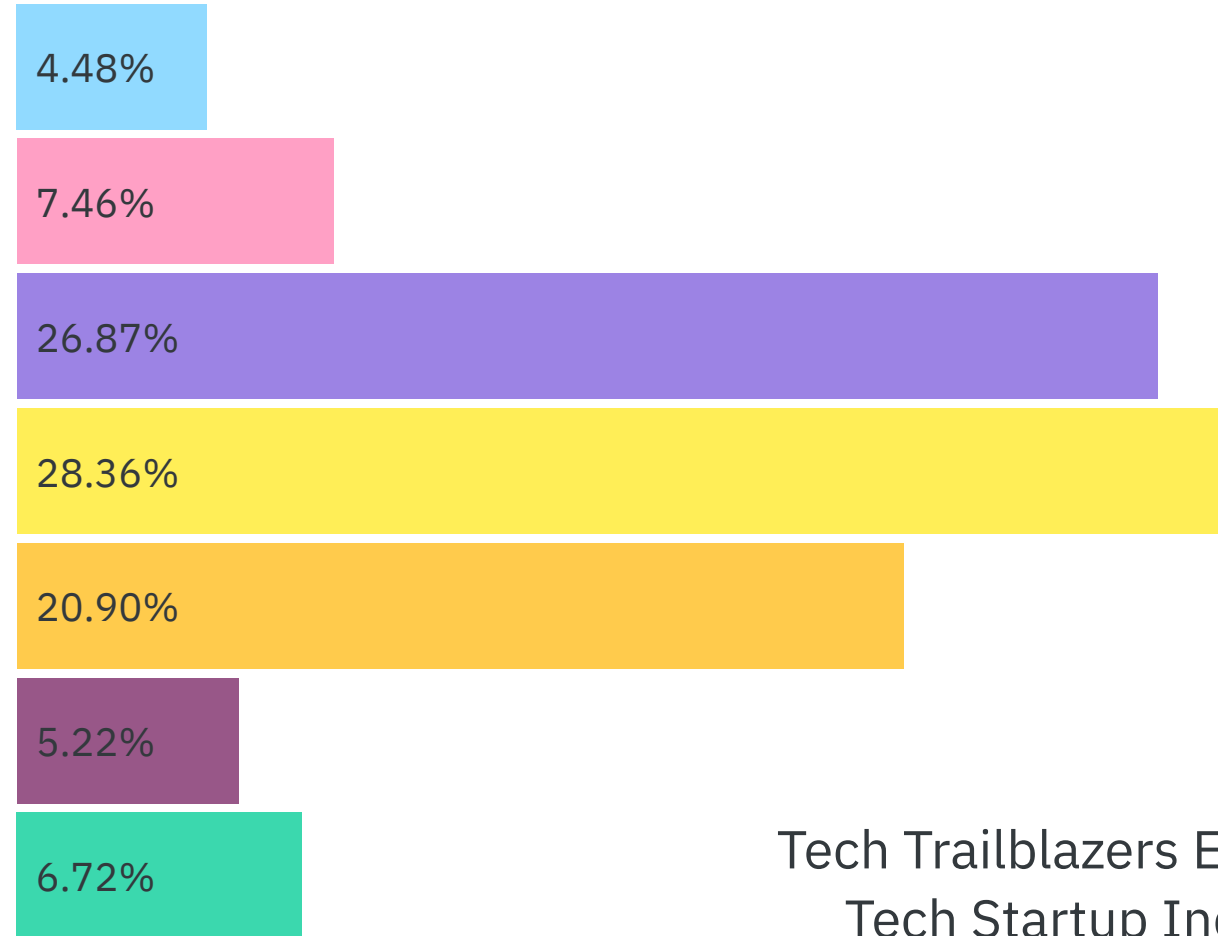
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Winning isn't easy

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 do 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!

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