

## **COMPANY AWARDS**

### **Economic Winner**

#### **Criteria**

1. Company is more than 5 years old
2. Company has 20+ employees in the region
3. Company has \$8M+ in annual revenue
4. Company exhibits substantial and sustained growth in sales and profitability

#### **Include the following information in application video (as applicable):**

Speak to the company's contribution to its industry and the Capital Region. Consider highlighting customers secured and how – and what it means for the company in terms of revenue and employment growth. Confidential application online should include revenue information for judging purposes, however video application can also include this information without disclosing specifics. Feel free to talk about percentage growth in terms of revenue/profit, customers, and employees. How is this company succeeding now – and also exhibiting visionary strategic planning for the future?

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### **Lift-Off**

#### **Criteria**

1. Company is 2 - 10 years old
2. Company has 2+ employees in the region
3. Company has \$1M+ in annual revenue
4. Company has overcome initial funding barriers and demonstrates scaling of business

#### **Include the following information in application video (as applicable):**

Tell us how this venture shows long-term promise and is scalable. What's the potential impact on its industry, and community? What are some notable achievements from the last year in terms of customer growth, sales, funds raised, impact of product/service on the Capital Region ecosystem? What does growth look like to date in terms of employees hired, partnerships attained, and new customers secured? What do the next 6 months look like? The next year? What do you anticipate next in terms of markets, employment, customers, etc.?

## Start-Up Star

### Criteria

1. Company is 1-5 years old
2. Company has 1+ employees in the region
3. Company has under \$1M in annual revenue
4. Company is an early-stage start-up; must have formed a legal entity

### Include the following information in application video (as applicable):

Companies in this category display great potential for future growth, through creation of pioneering technologies, new slant on existing technology, etc. Tell us why this company was started and what potential impact it has on its industry and the community. What's the potential – is there long-term promise? Speak to any IP secured, prototypes created, business plans won, etc. What's the company's business model and market plan? Do you have a well-developed customer discovery process? Share any growth to date – including funding secured, employees hired, partnerships attained, customers secured (if any).

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## Technology Innovation

### Criteria

1. Company must have formed a legal entity
2. Company has 1+ employees in the region
3. Company has (a) developed new technology and is using it to serve new markets, (b) leveraged new technology that has led to increases in own productivity, sales or new markets, or (c) taken technology from another entity and brought it into the market via tech transfer.

### Include the following information in application video (as applicable):

Tell us about the company's new innovative technology, product or process and the impact it has on the company and/or the company's market/industry and the Capital Region. What problem does the innovation solve or need does it address? Does it have potential to revolutionize an industry or way of life? How does it have distinct, game-changing advantages over alternatives? How did the company come up with this new technology? Does the technology provide a solution that is a 5x change in their industry? Has the company leveraged new technology such as robotics or data mining that has led to major increases in productivity, sales or new markets?

## INDIVIDUAL AWARDS

### Technology Trailblazer

#### Criteria

1. Individual who has contributed to the development of the technology economy in the Capital Region through the formation of new business(es), products or processes OR
2. Individual who exemplifies risk-taking entrepreneurial spirit OR
3. Individual who has contributed to development of new technology through research that has been adopted by an industry or has been commercialized by them or another company. Ideally the individual will have been involved in R&D that has contributed to advancements in an industry that have been adopted more than once to truly be a trailblazer.

#### Include the following information in application video (as applicable):

Speak to the individual's exemplification of risk-taking, ability to be innovative, dedication and success as an entrepreneur. What successes and challenges were faced that shaped where the nominee is today? If applicable, what businesses did the individual create, and what is their current status? If applicable, what research did the individual conduct that then contributed to significant, notable industry advancements?

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### Jeffrey A. Lawrence Lifetime Contributor Award

#### Criteria

1. Individual who has shaped and had a clear impact on the technology community in the Capital Region
2. Individual who has offered their time, expertise and knowledge networks in support of technology companies and entrepreneurs

#### Include the following information in application video (as applicable):

Speak to individuals exemplification of dedication and success as a mentor - how has the nominee used their knowledge and expertise to guide entrepreneurs and companies and help them navigate the challenges they face? What is their current and past involvement within the technology community? Provide some examples of companies and individuals supported and how.