



**Endace**

## Most Innovative Hi-Tech Hardware Product 2017

All entries must be submitted via the online entry portal accessible on the  
NZ Hi-Tech Awards website: [www.hitech.org.nz](http://www.hitech.org.nz)

### Welcome to the 2017 NZ Hi-Tech Awards

This year's entry form comprises several sections which can be individually completed at any time, up until entries close at 5pm on Monday 6th March 2017.

You are able to add information to your entry at any time and save for future use but **DO NOT close your browser between sessions** as data may be lost. Once submitted your entry is final and no further changes can be made.

Entries in this category are judged by a panel of both local and international judges.

**If you have any questions**, please don't hesitate to email us at [info@hitech.org.nz](mailto:info@hitech.org.nz) or call us on 09 984 4140.

### Eligibility for this category

- You are currently a registered New Zealand company and qualify against **at least two** of the following criteria:

- Founded in New Zealand
- Headquartered in New Zealand (location of your global head office)
- Have at least 20% of your employees reside in New Zealand.

**Note** – If you're not sure you qualify, please ask for verification.

- You have developed a hardware product that is genuinely innovative and can demonstrate how it's positioned for future success.
- Your technology solution must be clearly differentiated from that of your competition.
- Your product may include software but the real competitive advantage has to come from its physical design.
- You will be able to provide evidence of at least one arms-length sale in the last calendar year; Jan-Dec 2016.
- On request, you will promptly supply the judges with evidence to support any claims made in this entry and be able to prove that:
  - The solution was designed in New Zealand
  - Your company owns the IP

### Answering the questions – this is important!

- Stick to the character limit (and YES it does include spaces)
- Use bullet points unless asked to do otherwise.
- Don't use jargon or technical acronyms
- Wherever possible give us numbers - \$, % or '000's
- If you don't answer a question, your entry will automatically be discounted
- The first round of judging is based on the content in this form – make it great
- Judges may also review information accessible on or from, your website
- You may be asked to provide further information at any stage of the judging process

### Demonstration of numbered point format.

In some of the questions you will be asked to provide your answer in “numbered points”. This enables you to provide short, sharp statements within the text box provided... much like bullet points. The following is an example of how you should format your response when numbered points are asked for – all letters, characters, numbers and spaces between the words are counted in the total character count (not the lines between paragraphs). The example given has a total character count of 739 in MS Word.

**1** Suspendisse consequat arcu erat, eget feugiat quam feugiat id. Morbi pharetra condimentum est et luctus. Integer viverra mi vitae tortor sodales, blandit mollis nisl elementum. Phasellus tortor lectus, 63% ornare in pharetra sed, convallis non dui. Vestibulum sit amet varius metus, ut blandit leo. Cras ornare velit a diam congue pharetra id sed augue.

**2** Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse potenti. Vestibulum tellus dui, vulputate quis tincidunt vitae, rhoncus a turpis.

**3** Curabitur semper tincidunt neque, \$200 sed maximus quam egestas sit amet. Phasellus quis maximus nulla. Suspendisse cursus neque eget erat ornare, a lobortis felis tempus.

**4** Aenean suscipit enim eget orci condimentum pharetra.

**You may also qualify to enter a number of other categories** some of which focus on the innovative nature and success of your business, as opposed to the technical innovation relating to your product or service. There is no limit to the categories you can enter and entry is free.

If you are not certain which category(s) to enter, please email us at [info@hitech.org.nz](mailto:info@hitech.org.nz) or call us on 09 984 4140.

---

**FIRSTLY Who is responsible for completing this entry?**

Company name

First name

Last name

Role

Email address

Phone number

## **1. What you tell the world**

### **a) Your elevator pitch**

In one paragraph of no more than 500 characters (including spaces), describe your hardware product and tell us what makes it innovative and its potential so special. Should you become a finalist in 2017 this pitch will be published as part of the Awards programme and any potential media coverage – so make it amazing but also make it real.

**Note:** This is the only part of your entry that may be made public.

### **b) Your website address(es)**

*Please list all relevant web addresses for your company, starting with your primary site.*

## **2. Your product**

### **a) Why did you build it?**

Using three to four bullet points and no more than 2000 characters (including spaces), describe the circumstances that led to you building the product you're entering.

### **b) What did you build?**

In one paragraph of no more than 1000 characters (including spaces) describe the product you've built and don't be afraid to be 'technical'.

**c) What did you invent that's new or unique?**

**This question is important; it represents 40% of the weighting from judges in the initial scoring of your entry.** Using five or six numbered points and no more than 3000 characters (including spaces) describe why you think your product is “innovative” – include any technology stretch and reference any IP protection you have in place.

### **3. Your market**

**a) Who cares about your product and why?**

Using three to four bullet points and no more than 2000 characters (including spaces), tell us who will use your product and why it is important to them.

**b) Where do you find these users/customers and who else competes for their attention?**

Using three to four numbered points and no more than 2000 characters (including spaces), describe the market you are going after with this product – be specific as to geography, size, competitors etc.

### **4. Success**

**a) What does success look like and how will you measure it?**

Using three to four numbered points and no more than 2000 characters (including spaces), describe what you are aiming to achieve and how you will measure your success.

**b) How will you achieve your objectives?**

Using three to four numbered points and no more than 2000 characters (including spaces), outline what you need to do to be successful.

**c) Where are you on the path to success?**

Using three to four numbered points and no more than 2000 characters (including spaces), tell us where you've got to on your journey to success... don't worry if you're just out of the starting blocks or ten years into your plan – we're looking for an honest appraisal of where you're at right now.

**d) Who is going to get you there?**

List the names, positions and roles of up to ten key team members, including directors and advisors that are instrumental in your journey.

Name	Position	Role
John Smith	Chief Executive officer	Business strategy and leadership

---

**Terms and Conditions – completing this section is also compulsory**

- 1. Who will represent you in the Awards programme? (Note this is usually your CEO or equivalent – only complete if different to the person previous)**

First name

Last name

Role

Email address

Please confirm the following by ticking the boxes that apply:

**2. The company is currently registered in New Zealand.**

☐

Yes

**AND you qualify for at least two out of the following three criteria (tick all that apply):**

i) The company was founded in New Zealand.

☐

Yes

ii) The company is headquartered (has its global head office) in New Zealand.

☐

Yes

iii) At least 20% of our employees reside in New Zealand.

☐

Yes

**3. We are not aware of any issues that would harm the integrity of the Hi-Tech Awards 2017.**

*These issues may include (but are not limited to) past, pending or anticipated actions involving directors and or shareholders or the company which have resulted, or would result, in the company's insolvency, or conviction for a serious offence.*

☐

Yes

**4. Now, please provide:**

- Evidence of having made at least one arms-length sale of your hardware product described in this entry, for the calendar year ending 31 December 2016, i.e. not to a family member, friend, shareholder etc.

**Please upload the evidence**

*The file you upload must be: gif, jpeg, jpg, png, doc, docx or pdf. The maximum file size is 10MB.*

*Please attach the required documents – maximum of two*

**FINALLY acknowledge you understand and agree to comply with, the following Hi-Tech Awards Entry Terms & Conditions:**

1. Your entry must be submitted to the Hi-Tech Awards Ubiquity Entry Portal by **5.00pm, Monday 6th March 2017**. Late entries are not accepted.

2. If you do not receive acknowledgement your entry has been received within two hours of submission you must email [info@hitech.org.nz](mailto:info@hitech.org.nz) within 24 hours, or your entry will be discounted. We strongly advise making a copy of your entry.
3. You understand the NZ Hi-Tech Trust reserves the right to reject any entry and that the judges' decision is final with no consultation being entered into.
4. All entries are received and judged in commercial confidence. Judges operate under a non-disclosure agreement and declare any conflict of interest prior to judging a category.
5. **Wednesday 29th March, 2017 5.30pm – 7.00pm Announcement of finalists events.** Held simultaneously in Auckland, Wellington and Christchurch – as an entrant you **must have representation at least one event** but may have up to two people attend any or all of these events.
6. **Block out this date:** Face-to-face panel judging will be held between **9am and 5pm on Wednesday 12th April 2017**. This date **cannot be changed** and we strongly advise you plan to attend in person. The timing and venue will be confirmed once the finalists have been announced.
7. **Save the date: Thursday 11<sup>th</sup> May, 2017 from 9am to 4pm – Alumni Event.** As an entrant you are entitled to have two people attend this event. Venue to be determined.
8. Winners are announced in style so make sure you're available **Friday 12<sup>th</sup> May, 2017 from 6pm to late – to attend the Gala Dinner in Auckland**. If you are named as a finalist you are required to have representation at this event.
9. **In submitting this entry you are also confirming that:**
  - i. The information submitted is correct.
  - ii. No information has been omitted or misrepresented, through which omission or misrepresentation may materially diminish the standing of the NZ Hi-Tech Awards or affect the judging of an award category. (In particular, there are no known financial or legal issues associated with the company that is entering.)
  - iii. All rights and clearances with regard to any third parties or any third-party intellectual property associated with this entry have been obtained.
  - iv. If asked by the judges, you will promptly provide supporting evidence to substantiate any claim you have made.
  - v. If asked by the judges, you will provide proof of IP ownership and/or that the product was designed by your team in New Zealand.
  - vi. The NZ Hi-Tech Trust will not be held responsible for any loss or damage incurred to the entry either in transit or whilst in its possession.

**We have read and agree to the Hi-Tech Awards Entry Terms & Conditions as stated above**

☐

Yes

## 5. Further information - you don't have to complete this but we'd appreciate it if you do

a) Has this company previously entered this category of the NZ Hi-Tech Awards?

*This information is for the organisers' reference only and will not impact the judges' decision.*

☐

Yes

☐

No

☐

Not sure

b) As an entrant to the Hi-Tech Awards, we would like to offer you a free one-hour consultation with technology marketing firm Swaytech. Please tick this box if you would like the Swaytech team to contact you.

☐

Yes

c) Would you like to be put forward for entry into a global awards programme? Please tick the box to participate and someone from NZTech will be in touch.

☐

Yes

Is there any feedback you'd like to give us on the entry process that could improve the HiTech Awards moving forward?

Thank you for completing your entry for the **Most Innovative Hi-Tech Hardware Product Award 2017** category.

We wish you all the best with your entry.