



Tekne Application Tips from the Judges...

- Be clear! Remember that reviewers may not be familiar with your company, product. Explain **WHAT** your product/service is, and **WHY** it is innovative and meaningful. Don't rely on us to guess.
- Be as specific as possible with all information, use facts and figures to support your application. Stay away from flowery language – judges are typically CEO, CIO's who prefer facts, not fluff.
- Answer **ALL** questions, and explain your answer. If you are thinking about leaving an answer blank, explain why.
- Do not submit the exact same application multiple years; applications should focus on achievements and innovations made within the last year, not the entire history of the company.
- Diversify your accomplishments (awards, milestones, etc)
- If appropriate, give us an idea of who your competitors are, and where you stand compared to them. Illustrate why your product/service cannot be easily replicated by competitors.

Good luck – we look forward to reading your application!