Application tips from Tekne judges

- Be clear! Remember that reviewers may not be familiar with your company, product or service. 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 prefer facts, not fluff.

- 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 project, product or service cannot be easily replicated by competitors.

- Include supporting documents or links to pertinent information that will make your Tekne application a standout during our review of your submission.