

## APPLICATION QUESTIONS TO REVIEW BEFORE STARTING THE ONLINE APPLICATION

**NOTE: 100-WORD/900-CHARACTER LIMIT FOR ALL TEXT ANSWERS.**

### I. CONTACT AND COMPANY INFORMATION

#### Applicant Information

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

#### Information on Company *(applying for the award)*

Company Name \_\_\_\_\_

CEO Name \_\_\_\_\_

Company Website \_\_\_\_\_

Company Phone \_\_\_\_\_

Company Location (Country, City) \_\_\_\_\_

Company: Years Active \_\_\_\_\_

LinkedIn \_\_\_\_\_

Instagram \_\_\_\_\_

Facebook \_\_\_\_\_

Mailing Address *(Finalists are mailed "Finalist Packages")*

Company or Person Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State / Province / Region \_\_\_\_\_

Country \_\_\_\_\_

Postal Code \_\_\_\_\_

### II. YOUR PRODUCT: THE BASICS

**Product name** \_\_\_\_\_

**Product description** *(one sentence)* \_\_\_\_\_

#### Core technology *(choose one)*

- AR/VR/MR
- Biomedical
- Cameras and Imaging Systems
- Lasers
- Optical Materials and Components
- Sensors
- Software
- Test and Measurement
- Quantum Tech
- Other/Explain: \_\_\_\_\_

**Date introduced to market / launch date** \_\_\_\_\_

### III. TECHNICAL INNOVATION

**What problem are you solving?** *(one sentence)*

\_\_\_\_\_

**What is your solution?** *(one sentence)*

\_\_\_\_\_

#### Positioning Statement

*List top 3 benefits or value propositions*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### List all patents pending and granted

\_\_\_\_\_  
\_\_\_\_\_

### IV. MONEY: CURRENT AND POTENTIAL

**Who has bought your product** *(companies, organizations)?*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**List top 5 target markets** *(Select all that apply)*

- Additive Manufacturing/3D Printing
- Aerospace
- Agriculture/Food Safety
- Augmented Reality/Virtual Reality
- Autonomous Vehicles
- Authentication/Identification
- Communications
- Consumer Electronics
- Computing/Storage
- Defense/Security
- Displays
- Energy
- Environmental Protection
- Illumination
- Life Sciences Research

*(next page)*

- Machine Vision
- Medical Devices (surgical devices, therapeutics)
- Medical Diagnostics (in-vivo, in-vitro, wearable)
- Medical Imaging (MRI, CT, fluorescence, microscopy) Metrology/Inspection
- Pharmaceuticals/Cosmetics
- Robotics
- Semiconductor Fabrication
- Sensor Networks (smart homes/smart cities)
- Transportation
- Other/Explain: \_\_\_\_\_

## V. SOCIAL IMPACT

Optics and photonics are important enabling technologies that help us address global challenges related to poverty, inequality, climate change, environmental degradation, peace and justice, and more.

### Which areas\* can your product help? And why?

(\* Partial list of UN Sustainable Development Goals.)

- Poverty \_\_\_\_\_
- Good Health and Well-Being \_\_\_\_\_
- Gender Equality \_\_\_\_\_
- Clean Water and Sanitation \_\_\_\_\_
- Affordable and Clean Energy \_\_\_\_\_
- Decent Work and Economic Growth \_\_\_\_\_
- Sustainable Cities and Communities \_\_\_\_\_
- Responsible Consumption and Production \_\_\_\_\_
- Life Below Water \_\_\_\_\_
- Life on Land \_\_\_\_\_
- Peace and Justice \_\_\_\_\_
- Other, explain \_\_\_\_\_

### What is your company doing to help achieve a better and more sustainable future for all?

---

---

## VI. COMPETITIVE LANDSCAPE

List top 3 competitors

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Other competitive threats you are addressing

(e.g. new entrants, economic conditions, substitutes)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## VII. ORGANIZATIONAL BUSINESS STRATEGY

### What is your business model?

---

---

### What is your pricing strategy?

---

---

### What is your go to market strategy?

---

---

### Who are your potential \*channel partners?

(\* A channel partner is a company that partners with a manufacturer or producer to market and sell the manufacturer's products, services, or technologies.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## VIII. ANYTHING ELSE YOU WOULD LIKE TO SAY? TELL US!

---

---