

Application Form FOR START-UP COMPANY PRODUCT CATEGORY

GENERAL INFORMATION

Type of Organization *	ICT Company <input type="checkbox"/>	Non ICT Company <input type="checkbox"/>	
Name of Organization / Individual			
Date of Inception of Organization * <small>(mm/yyyy)</small>			
Organization / Individual's Address			
Telephone (General Line)		Fax	
Website (if applicable)			
Name of CEO/MD/GM *			
Email of CEO/MD/GM *			
Contact Person*			
Designation of Contact Person			
Telephone of Contact		Mobile of Contact*	
E-mail of Contact			
Company Profile * (Max 200 words) TO BE FILLED IN BY ALL CATEGORIES			

Please fill in Short company profile (even if attaching company brochure to this application). Include number of employees, number employed in the ICT area in the company.

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* If Applicable

PRODUCT INFORMATION

Product Name	
Competing Category	Start-up
Product Description (Synopsis) (Max 250 Words) TO BE FILLED IN BY ALL CATEGORIES	
<i>Brief description outlining what the product is. What problems /issues are addressed by the product. Target users. Technologies used. Features and functions.</i>	

Business Model & Financial (Max 350 Words) TO BE FILLED IN BY ALL CATEGORIES

Go-to-market strategy. Scope & ability of product features to be expanded to solve problems when the size of the problem increases. Interest shown by the investment community. Envisaged potential to maintain and increase market position. Financial strategy, planning in marketing product. Revenue projections

Unique Selling Proposition/Innovation/Technology (Max 350 Words)

Deployment of latest technology .Standard of CMM/ISO and any other international standards, degree of compliance to target usage requirement. Strategies to manage and minimize market entry barriers including resource ownership, patents and copyrights, government restrictions, and start-up costs. Resource allocations, measures to satisfy multiple market segments. Strategy to meet different needs of users, functions and features provided for this in product.

Execution/Team Composition/Implementation (Max 350 Words)

Business planning system, Business continuity plans, execution strategy. Customer base in the local and regional markets. Business process management system.. Resource management strategy. Quality Service mechanisms Change management plans. Organization chart / structure, roles and responsibilities of team members

ATTACHMENTS

LETTER(S) FROM USERS AT SITES WHERE THE PRODUCT IS INSTALLED	<input type="checkbox"/>
COMPANY PROFILE	<input type="checkbox"/>
PRODUCT PROFILE(S)	<input type="checkbox"/>
PRESENTATIONS	<input type="checkbox"/>
DEMO SYSTEM	<input type="checkbox"/>
OTHER	<input type="checkbox"/>

I/We guarantee that the above product is mainly designed and developed by me/us/my organisation and is the sole owner of the product and the percentage of the Sri Lankan content in the product is more than 51% of the total product. Further I/we certify that the Information provided in this application is True & Correct to my/our knowledge and if found otherwise, accept any penalty and/or stripping of any awards won by the product as per the guidelines adopted by NBQSA Organising Committee.

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Signature

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Company frank

Name of the signatory

Designation

Date

Completed application form together with the application fee (Rs. 15,000 - payable to BCS Sri Lanka Section) should be submitted to the

National Best Quality Software Awards,
BCS Secretariat,
51, Marcus Fernando Mawatha,
Colombo 07, Sri Lanka.

and a copy of the application emailed to applications@nbqsasrilanka.org OR bcs@infotel.lk with subject "NBQSA 2011 - Start-up Company Product Category".

Annexure A

NBQSA 2011 AWARDS CATEGORIES

E-Government & Services Category

Any application of software, hardware or a combination of them that enables more efficient, effective, transparent, equitable and low cost Government Operations or that supports the community at large with the aim to promote the rights of the people and needs of particular groups or that was developed to meet specific Government requirements for Public Service use and its services is managed by Government Institutions or that enables the transformation of internal and external government processes towards people-centricity, providing service delivery opportunities to better fulfil the purposes of government. The application must be installed / operating at least at one government institution for a period of at least one year.

E-Inclusion & E-Community

Any application software, hardware or combination of them to supports the society at large or a specific community with the aim to promote the rights and needs of particular groups/community or to improve the wellbeing, quality of life and standard of living of the group/community with the ultimate intent to bridge the digital divide, developed by an organization (private, commercial or non profit) other than the government. The application must be installed / operating at least at one site for a period of at least one year.

Education & Training Category

Any application of software, hardware or a combination of them that promotes learning of individuals/groups in order to develop, administer, support the acquisition or delivery of the training, general knowledge, academic, technical, vocational skills and cultural attainments. This include those used in schools, preschool, child care centers, colleges, universities, teaching and learning institutions, educational radio and television stations, libraries, museums, enterprises, etc. and e-Learning domain. The application must be installed / operating at least at one customer site for at least one year.

Tourism & Hospitality

Any application of software, hardware or a combination of both that is used for the service based industries such as transport, food and beverage, tours, souvenirs, accommodation, health and eco-tourism, culture, adventure or escape and relaxation. The application must be installed / operating at least at one customer site for at least one year.

Media & Entertainment Category

Any application of software, hardware or their combination that is related to the process of combining text, sound, pictures, and videos to create a diversion that holds the attention (entertainment) in the form of Multimedia, Infotainment, Immersive, and Interactive software, Games, animation etc or Any application software, hardware or its combination that provides management and technical support to the news & entertainment industry such as Television Broadcasting, Radio Broadcasting, Cinema, Live Entertainment, Publishing, Newspaper, Internet News. The application must be installed / operating at least at one customer site for at least one year.

Communications Applications Category

Any application of software, hardware or a combination of both that is related to the transmission of signs, signals, writing, images, sounds, voice, video, data, or intelligence of any nature by digital or analog, electromagnetic or electronic signals through existing and emerging media (e.g., radio, telephone, television, facsimile, SMS, MMS, GPRS, 3G, Internet, WiFi, WiMax, etc.). The application must be installed / operating at least at one customer site for at least one year.

Financial Industry Applications Category

Any application of software, hardware or a combination of both that supports the financial industry related range of functions in

an enterprise that are related to the processing, transferring and managing capital, funds or monetary related entities within or across the enterprise. Included are applications for the banking, insurance, stock exchange, and multi finance industries. The application must be installed / operating at least at one customer site for at least one year.

Industrial Applications Category

Any application of software, hardware or a combination of both that is used by industrial organisations or enterprises to help them increase the process performance of creating products and services, and to improve efficiency and productivity. Some examples are Computer Aided Design and Manufacturing (CAD/CAM), optimization devices and system, process effectiveness monitoring tools, industrial applications for oil and gas, etc. The application must be installed / operating at least at one customer site for at least one year.

E-Logistics & Supply Chain Management

Any application software, hardware or their combination to support and enable the process of planning, implementing, and controlling the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirements. The application must be installed / operating at least at one customer site for at least one year.

Healthcare Category

Any application of software, hardware or a combination of both that is for the use of individuals or communities to promote, maintain, monitor, or restore health. Included are systems for hospitals, clinics, health resorts, etc. The application must be installed / operating at least at one customer site for at least one year.

Security Category

Any application of software, hardware or combination of both that is related to authentication, encryption, intruder detection, anti-virus, data and/or system protection and counter security checking system that is applicable to the information technology environment as well as other security systems at large. The application must be installed / operating at least at one customer site for at least one year.

Tools and Infrastructure Applications Category

Any software, Hardware or combination of both that operates hardware, increases efficiency of systems, measures/monitors systems usage and performance, provides data on access/retrieval, data manipulation (e.g. sort/merge), data management, data warehousing and program design/development. It includes all database management system (DBMS) software; decision-support and executive information system (EIS) programs; spreadsheet programs; front-end and back-end CASE tools; and emerging areas like cooperative processing and/or object management application development tools. The application must be installed / operating at least at one customer site for at least one year.

Research & Development Category

Any Information and Communication Technology research and creation, to discover and invent new knowledge, products, processes, and services or to create new and improved products, processes, and services required by market or product or creation that has been completed fully but not yet actively marketed or it is already actively marketed but still no customer or installation at the customer site yet provided its marketing effort is still less than one year since its product completion or Any product or creation that has not been completed but can be demonstrated to show its features and functionality.

IPR of the Research and Development product must be owned by the company who nominate the product entry. The product must not be commercialized yet.

Start-up Category

Any application of software, hardware or a combination of both developed by a company/organization that is registered not earlier than May 2008. The founder and/or developers are major shareholders of the company. The established company must not be a subsidiary of a well-established parent company. The product must be installed / operating at least at one customer site. The software and /or hardware product can be of any category (e.g. communications application, financial application etc.).

Tertiary Student Project Category

Any ICT project or Research conducted by a student or a group of students who are formally enrolled in an institution of higher-learning, such as college or university, excluding Masters and Doctorate programs.

Secondary Student Project Category

Any ICT project or Research conducted by a student or a group of students from a school comprising any span of grades beginning with the next grade following an elementary or middle-school and ending with or below grade 12. Generally refers to the years of formal education prior to the entry into a college or university.

In-house Application Category

Any application of software, hardware or a combination of the both developed by a company/organization that is implemented 'in-house' in the company/organization for the company/organization's use. The software and /or hardware product can be of any nature (e.g. communications application, financial application etc.) and should be owned by the same company. The application must be installed / operating at the organisation for at least one year.

General Applications Category

Any application of software, hardware or a combination of both created to support a non-financial related range of functions that are commonly used by an enterprise or business entity to improve efficiency and productivity and which do not fall into any of the above categories. Included are back office applications, office productivity tools, human resource information systems, administration tools, procurement systems, customer relationship management systems, etc. The application must be installed / operating at least at one customer site for at least one year.