Awards Guidebook - Startup

**NASSCOM Engineering and Innovation Excellence Awards**

**COM Engineering and Innovation Excellence Awards**

**Jan 2021**

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# Table of Contents

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# Terms and Conditions

## Criteria for Participation

The awards are open to ER&D organizations in the following categories

* GCCs
* Service Providers
* Start Ups
* Indian Manufacturing Companies

The participating companies could have presence in the following industry verticals

* Automotive
* Consumer Electronics
* Industrial & Energy
* Aerospace & Defense
* Telecom
* Semiconductors
* Computing systems
* Medical devices

## Definitions

Engineering, Research & Development (ER&D): Engineering services are those that augment or manage processes that are associated with the creation of a product or service, as well as those associated with maximizing the life span and optimizing the yield associated with a product or asset. This not only includes design elements of the product or service itself, but also encompasses the infrastructure, equipment and processes engaged in manufacturing/delivering them. R&D services involve providing research and development for hardware and software technologies, running on embedded systems.

Start-Up: An entity working on building hardware and software technology solutions, running on embedded systems. The age of the entity should be less than 5 years, originated from India, and it should have at least a prototype or an MVP.

Indian Manufacturing Company: A manufacturing company with its global headquarters registered in India with focus on engineering, research, development, and manufacturing of products.

## Key Considerations

* Date of Submission – The last date for submissions is 26th February 2021
* Verification of Submissions –  Apart from the information contained within this document, NASSCOM may reach out to the organization for additional information to evaluate the application.
* The award is open to all entities registered in India (both members and non-members of NASSCOM)
* NASSCOM does not charge any fees for participation in this initiative
* Please note that any information shared in the RFI/Online Nomination form will be kept strictly confidential and will be covered under the standard NDA between NASSCOM and participating company.

# Award Applicability

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Award Categories** | **GCC** | **Service Provider** | **Start Ups** | **Indian Manufacturing**  **Company** |
| **Next-Gen Product of the Year**1  *(Product Category)* | ✓ | ✓ | ✓ | ✓ |
| **Engineered-in-India Product of the Year**  *(Product Category)* | ✓ | ✓ |  | ✓ |
| **Service Delivery Excellence of the Year**  *(Organization Category)* | ✓ | ✓ |  |  |
| **ER&D Organization of the Year**  *(Organization Category)* | ✓ | ✓ |  |  |
| **Woman Role Model in ER&D**  *(Individual Award)* | ✓ | ✓ | ✓ | ✓ |
| **Social Impact Solution of the Year**  *(Product Category)* | ✓ | ✓ | ✓ | ✓ |

1 - Should leverage new age /emerging technologies

## Terms and Conditions

**For Product Categories** (*Next-Gen Product of the Year, Engineered-In-India Product of the Year, and Social Impact Solution of the Year*)

* Over 70% of the Product Lifecycle Ownership should be in India.
* The product should be a hardware or a software running on embedded systems or both.
* The nominated product should have been launched in the market after Jan 2018.
* The product should be external customer facing in nature.
* Participating organizations can nominate up to 3 products under each category.

**For Service Delivery Excellence of the Year Award -**

* The project should have been initiated after Jan 2018.

**Disclaimer – The offline nomination form is for reference only. Only nominations submitted via the online portal will be accepted.**

# Next-Gen Product of the Year

This award recognizes futuristic products that leverage new-age technologies (Digital technologies - Artificial Intelligence, Blockchain, Big Data Analytics, Cloud Computing, Cyber Security, Internet of Things, Virtual Reality & 3D Printing, etc. or Vertical specific technologies - 5G for Telecom, CASE for Auto, etc.) for breakthrough innovation.

**Product Overview**

1. Product Overview
2. Please provide details of the product name, its description and the target market for the product

|  |
| --- |
| *(For e.g., “A cloud-based Industrial IoT (IIoT) platform enabling customers to offer a predictive maintenance-as-a-service”)* |

1. Please provide details of the industry context for the product, including details of the industry pain areas/gain areas addressed by the product

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| --- |
| *(For e.g., “Connected systems are transforming the manufacturing industry, moving away from a “reactive” to a “scheduled” or “predictive” approach for equipment maintenance using advanced analytics and IoT technologies”)* |

1. Please highlight the business objectives of the product

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| *(For e.g., “The product offers equipment health monitoring and predictive maintenance services to the customers in an “as-a-service” model”)* |

1. Please provide details of the solution approach for the product

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| --- |
| *(For e.g., “End-to-end cloud-based remote monitoring and diagnostic intelligence platform that uses wireless sensors and employs predictive analytics to pin-point the scope and schedule of predictive maintenance activities.* *This customer-centric system enables the client to monetize knowledge by monitoring mission critical equipment, collecting and analyzing product performance data and enabling the ability to provide actionable insights to maximize asset value”)* |

1. Please list the new-age\* technologies leveraged for building this product

|  |
| --- |
| *\*Digital technologies such as Artificial Intelligence, Blockchain, Big Data Analytics, etc. or vertical specific technologies such as 5G for Telecom, CASE for Auto, etc.* |

1. Please specify the role of new-age\* technologies leveraged for building this product

|  |
| --- |
| *(For e.g., “Big data analytics features help to identify the problem by providing insights to be acted upon for equipment maintenance, repair and overhaul. The application was hosted on PTC Thingworx IoT Platform”)* |

*\*Digital technologies such as Artificial Intelligence, Blockchain, Big Data Analytics, etc. or vertical specific technologies such as 5G for Telecom, CASE for Auto, etc.*

1. Please upload an image of the product or schematic representation of the solution

|  |
| --- |
|  |

**Business Impact**

1. What are the top 3 expected business benefits of the product for enterprise customer or retail customer?

|  |
| --- |
| *(For e.g., “End-users benefitted with an average of 25% productivity improvement and 50-60% reduction in inventory cost of holding spare parts. Client has witnessed 30% improvement in utilization of the field services team and over 20% reduction in warranty costs. The solution enhanced the client’s market position and opened up new line of revenue worth over $300 million per year.”)* |

1. What are the top 3 expected business benefits of the product for your organization?

|  |
| --- |
|  |

**Market Adoption**

1. When was the product launched in the market? (MM/YYYY)

|  |
| --- |
|  |

1. Please specify the revenues from the product in the first 12 months from the date of launch

|  |  |
| --- | --- |
| Select the Revenue Range: | 0.1-0.25 Million USD  0.25-0.5 Million USD  0.5- 1 Million USD  1-2.5 Million USD  2.5- 5 Million USD  5 -10 Million USD  10+ Million USD |

1. What are the expected cumulative revenues of the product in the next 3 years as per the approved business plan?

|  |  |
| --- | --- |
| Select the Revenue Range: | 0.5- 1 Million USD  1-2.5 Million USD  2.5- 5 Million USD  5 -10 Million USD  10 - 15 Million USD  15 - 20 Million USD  20 – 25 Million USD  25+ Million USD |

1. Please specify the number of countries where the product is sold (12 months from date of launch)

|  |
| --- |
|  |

1. Please specify the number of enterprise/retail customers for the product (12 months from date of launch)

|  |
| --- |
|  |

1. What is the market potential of the product over the next 5 years? What are the potential risks associated with growth?

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**Product Differentiation**

1. Please provide details of the competitive differentiation of the product. Also, specify the details of top 3 competitor products

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| --- |
|  |

1. Please provide details of any IPs that were created as a part of building this product *(Patents, IPs filed globally and in India)*

|  |  |
| --- | --- |
| **Total IPs Filed Across All Countries** |  |
| **Total IPs Filed in India** |  |
| **Total IPs Contributed by the India Entity across all countries** |  |
| **Total IPs Contributed by the India Entity in India** |  |

1. What are some of the award recognitions received by this product?

|  |  |
| --- | --- |
| **No. of International Awards won by product** |  |
| **Names of the awards and the awarding authority** | *(Award Name – Awarding Authority)* |
| **No. of National Awards won by the product** |  |
| **Names of the awards and the awarding authority** | *(Award Name – Awarding Authority)* |

**Partnership Details**

1. What were the top 5 partnerships that were forged in creating this product?

*(Partnerships with Universities, Start-Ups, technology companies, others)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Name of the organization** | **Type of partner**  *(start-up, technology provider, academia etc.)* | **Details of nature of collaboration**  *(niche capabilities, technology, IP, solution, research etc.)* | **Details of benefit generated from the partnership**  *(e.g., reduction in TTM / project cost /product cost, improvement in product quality etc.)* |
|  |  |  |  |  |
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|  |  |  |  |  |
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|  |  |  |  |  |

**Project Team Details**

1. Please provide details of the team and efforts involved in the building the product

|  |  |
| --- | --- |
| **Product Development Efforts for the Indian Entity** | *(Total Person Months)* |
| **What was team composition for product ideation?** | *Indian Entity / Customer / Both* |

**Future Product Development**

1. What is the future roadmap associated with the product?

|  |
| --- |
|  |

# Woman Role Model in ER&D

The award recognizes women in positions of technical leadership who serve as a role-model not just for their organization but also for the entire ER&D ecosystem**.**

1. Please provide details of the woman technical leader being nominated

|  |  |
| --- | --- |
| **Name** |  |
| **Designation** |  |
| **Academic qualifications** |  |
| **Brief of roles and responsibilities in current organization** |  |
| **Technical team size reporting into the individual** |  |

1. Please provide details of the top 3 technical projects driven by the individual

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of the Project** | **Project Description** | **Team size for the project** | **Describe the Business Impact of the project**  *(in terms of revenue impact, new customer acquisition, royalty etc.)* | **How did the individual enable the project to meet its intended outcome?** |
|  |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |

1. Patents/IPs contributed by the individual
2. What is the number of IPs (IPs, patents) authored and co-authored by the individual

|  |  |  |
| --- | --- | --- |
| **Number of patents, IPs contributed by individual till date (cumulative)** | **Number of IPs filed in India** | **Number of IPs filed internationally** |
|  |  |  |

1. What was the business impact of the top 3 IPs contributed by individual?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No.** | **Patent / IP No.** | **Country Filed In** | **Description** | **Describe the Business Impact Generated**  *(in terms of revenue impact, new customer acquisition, etc.)* |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |

1. Details of the technical contributions by the individual
2. What are the total number of Technical Publications\* contributed by individual? *(\*Refers to quality publication of peer reviewed and referred international/national journals from science, engineering and technologies that emphasizes new research, development and their application)*

|  |  |  |
| --- | --- | --- |
| **Number of research publications till date**  **(cumulative)** | **Number of research publications published in India** | **Number of research publications published internationally** |
|  |  |  |

1. Please provide an overview of top 3 recent research publications by individual

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Title** | **Summary** | **Date of Publishing** | **Published in**  **(India / internationally)** | **Forum where the paper was published** | **Impact Factor of the Journal** |
|  |  |  |  |  |  |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |

1. Please mention the top 3 external recognitions received by the individual for her technical contributions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Title of award/recognition** | **Brief description of why the award was given** | **Year when it was conferred** | **Level of recognition (India / international)** | **Forum where the award was conferred** |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |

# Social Impact Solution of the Year

This is a special category award that recognizes products that have leveraged technology to address the critical challenges facing our society and build a sustainable world. The product need not necessarily have a free/no-charge business model, it can also be sold commercially.

**Product Overview**

1. Please provide details of the product across the following dimensions
2. Please provide details of the product name, its description and the target market for the product

|  |
| --- |
| *(For e.g., “An agricultural smart drone which allows users to optimize use of pesticides and water to improve productivity”)* |

1. Please provide details of the industry context for the product, including details of the industry pain areas/gain areas addressed by the product

|  |
| --- |
| *(For e.g., “According to UN, the world’s population will reach 9.7 billion by 2050, thus requiring global agricultural production to increase by 69% between 2010 and 2050. To meet this demand, farmers and agricultural businesses need to leverage technology to boost farm production”)* |

1. Please highlight the business objectives of the product

|  |
| --- |
| *(For e.g., “To create a drone which enables the agricultural user to identify and reach a spot which needs attention such as watering or spraying of pesticides, etc. and allow them to perform the task remotely.”)* |

1. Please provide details of the solution approach for the product

|  |
| --- |
| *(For e.g., “The solution uses existing commercial drone platforms and equips them with sensors for odour detection, and cameras for topographical mapping & measuring Normalized Difference Vegetation Index for determining plant health. They are also equipped with equipment to spray pesticides and fertilizers in optimum quantity.”)* |

1. What are the different social parameters that can be addressed by the product?

|  |
| --- |
| *(poverty alleviation, clean water and sanitation, affordable and clean energy, reduced inequality, etc.)* |

1. Please specify the role of new-age\* technologies leveraged for building this product

|  |
| --- |
| *(For e.g., “The solution leverages cloud based big data and visual analytics solutions to identify infected crops which need attention”)* |

*\*Digital technologies such as Artificial Intelligence, Blockchain, Big Data Analytics, etc. or vertical specific technologies such as 5G for Telecom, CASE for Auto, etc.*

1. Please upload an image of the product or schematic representation of the solution

|  |
| --- |
|  |

**Social Impact**

1. What are the top 3 expected social benefits of the product for the end user?

|  |
| --- |
| *(For e.g., “A farm worker can spray 0.65 acres of farmland with pesticides in a day. The drones can perform that task in 2 minutes, reducing farm effort and farm workers’ exposure to pesticides”)* |

**Market Adoption**

1. When was the product launched in the market? (MM/YYYY)

|  |
| --- |
|  |

1. Specify details on the product’s market adoption

|  |  |
| --- | --- |
| **# of Countries where the Product is Sold (12 months from date of launch)** |  |
| **# of end users for the product (12 months from date of launch)** |  |

1. Is this a revenue generating product?

|  |  |  |  |
| --- | --- | --- | --- |
| **Yes** |  | **No** |  |

1. If answer is Yes to question above, what is the revenue model in place?

|  |  |
| --- | --- |
| **Type of revenue model** | **Mark Applicable** |
| **Licensing** |  |
| **Ad-based** |  |
| **Freemium** |  |
| **Subscription** |  |
| **Mark-up** |  |
| **Others (please specify)** |  |

1. If answer is Yes to question 5 above, please specify the revenues from the product in the first 12 months from the date of launch

|  |  |
| --- | --- |
| Select the Revenue Range: | 0.1-0.25 Million USD  0.25-0.5 Million USD  0.5- 1 Million USD  1-2.5 Million USD  2.5- 5 Million USD  5 -10 Million USD  10+ Million USD |

1. If answer is Yes to question 5 above, please specify the expected revenues from the product in the next 3 years as per the approved business plan

|  |  |
| --- | --- |
| Select the Revenue Range: | 0.5- 1 Million USD  1-2.5 Million USD  2.5- 5 Million USD  5 -10 Million USD  10 - 15 Million USD  15 - 20 Million USD  20 – 25 Million USD  25+ Million USD |

1. What is the market potential of the product over the next 5 years? What are the potential risks associated with growth?

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|  |  |  |  |  |
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|  |
| --- |
|  |