

**Northwest Automotive Alliance Business Awards**

**APPLICATION FORM FOR THE 2014 INNOVATION AWARD**

This award is for technical innovation and is related to either a product or a process. Innovation projects entered for this category would typically have had the benefit of grant funding (either TSB or other) during the year. Innovations and the award application should detail demonstrable, quantified benefits. Credit will be given for positive environmental impact, proven results, unique and innovative solutions.

Please answer the questions as fully as possible, the word limit is given as guidance, however the judges will not read excessively long applications. You are welcome to include photographs or diagrams that help explain the innovation.

Prior winners (2012 & 2013) are ineligible.

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| **COMPANY NAME** ***(This is the name that will appear on the certificate)*** |  |
| **COMPANY ADDRESS** |  |
| **CONTACT NAME** |  |
| **CONTACT POSITION** |  |
| **CONTACT PHONE NUMBER** |  |
| **CONTACT EMAIL**  |  |
| **NUMBER OF EMPLOYEES** |  |
| **SECTION 1: COMPANY.** Please provide a brief overview of your company *Word limit:**100 words*  |
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| **SECTION 2: INNOVATION***Please describe the innovation, and identify what is innovative about the product / process. What patents exist and who owns them. Has the company been a recipient of any grants linked into developing the product / process e.g. TSB, FP7, RGF, AMSCI etc**Word limit: 500 words* |
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| **SECTION 3: BUSINESS STRATEGY, MARKET VISION AND OPPORTUNITY***What is the business strategy for the product / process and is there a clear vision for the market opportunity and the volumes & return on investment for the product / process? Is there an understanding of the competition and the dynamics of the market**Word limit: 300 words* |
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| **SECTION 4: ADOPTION / EXPLOITATION***How will the product/process be exploited? Is there an understanding of the additional investment required for full exploitation. What sales or customers have been identified?**Word limit: 300 words* |
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| **SECTION 5: ECONOMIC, SOCIAL & ENVIRONMENTAL BENEFITS***What are the sustainable benefits of the product/process both inside and outside of the company**Word limit: 300 words* |
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| **SECTION 6: PRODUCT/PROCESS READINESS LEVEL***What TRL/MRL level is the product or process at? What development has happened to-date. Is there a clear understanding of the associated risks of the product/process and how will these be mitigated.* *Word limit: 500 words* |
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| **SECTION 7: CURRENT STATUS & FUTURE PLANS***What has been achieved to-date and what are the next steps? What are the longer term plans?**Word limit: 300 words* |
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**CLOSING DATE:**

The closing date for all entries is 31st July 2014. Completed forms should be submitted to Amanda Holmes via email a.holmes@nwautoalliance.com

**CONDITIONS OF ENTRY:**

* All entries must be submitted on the application form in electronic format
* All entries must represent activities within the last 12 months
* The closing date for receipt of completed applications is 31st July 2014.
* Applicants must address the criteria established for each category, against which the judges will make their decisions
* Award is open to both paid NAA members and Business Excellence Members
* The judge’s decision is final
* You are prepared to provide pictures of your company or project to support the application, which will be used at the Awards Ceremony and in future publicity linked to the Awards.
* A summary of your application will be prepared for use in the Dinner Brochure, this will be developed in conjunction with you and you will have final approval on the content. Photography & logos are also required at this stage. The completion date for this is 30th September 2014.

**JUDGING:**

* NAA will appoint a panel of judges from sponsors and experts in the individual categories
* The judges will shortlist a minimum of 3 finalists in each category and the winners will be announced at the Awards ceremony on 6th November 2014.
* Applicants may be contacted for further information or matters of clarification

If you have any queries relating to any aspects of the competition, please contact Amanda Holmes on 07815 284 360.