



# APPLICATION INFO





# APPLICATIONS OPEN THROUGH FEBRUARY 2





# APPLICATION PROCESS





## Step 1. Confirm you meet the applicant criteria

### Who should apply?

- Any company who in 2017 created an innovative internal or external product, program, or service.

### Applicants must meet **ONE** of the following criteria:

- Be headquartered in the Greater Washington, D.C. region defined as south of Baltimore, north of Richmond, from the Chesapeake to the Shenandoah;
- Have more than 50 percent of employees in the Greater Washington, D.C. region; or
- Have at least 100 or more employees in the Greater Washington, D.C. region



## Step 2. Choose the category/categories in which you will apply

### In which category should I apply?

- You should apply in the category that directly correlates to your innovative product, program, or service.

### Can I apply in more than one category?

- Yes! We encourage you to apply in any categories for which you qualify.
- If you apply for more than one category you **MUST** fill out an innovation application for each category.
- You may also apply in the same category for multiple innovations. A separate innovation summary must be submitted for each innovation.



## AWARD CATEGORIES

### **CYBERSECURITY INNOVATOR OF THE YEAR**

Presented to a Greater Washington area company that has produced a groundbreaking product or service that has advanced the practice of information security. Cybersecurity categories may include threat detection and response, authentication and systems integrity.

### **TECH INNOVATOR OF THE YEAR**

Presented to a Greater Washington area technology company that has launched a dynamic internal or external product or process that has directly influenced how we do business in the metropolitan region.

- Emerging Tech – business in operation for less than 5 years
- Mature Tech – business in operation for greater than 5 years

### **COMMUNITY IMPACT INNOVATOR OF THE YEAR**

Presented to a Greater Washington area nonprofit organization, government agency or academic institution whose unique focus on innovation serves the community at large, improves the quality of life in the region and/or educates the workforce of tomorrow.



### **FINANCIAL SERVICES INNOVATOR OF THE YEAR**

Presented to a Greater Washington area company that has provided or implemented innovation in back office technologies used by financial services firms including procurement and supply chain, technologies within the financial sector including innovations in financial literacy, education and retail banking or investments in crypto-currencies and/or blockchain technologies.

### **PROFESSIONAL SERVICES INNOVATOR OF THE YEAR**

Presented to a Greater Washington area professional services organization (including but not limited to developers, accounting firms and marketing agencies) that has created a product or service, or implemented an initiative, that has positively impacted business performance and increased customer satisfaction.

### **HEALTH & LIFE SCIENCES INNOVATOR OF THE YEAR**

Presented to a Greater Washington area healthcare organization (including but not limited to digital health, hospitals, pharmaceutical companies or other life sciences organizations) that has created an innovative internal or external product, service, or program that has improved the quality and delivery of care to consumers.





### Step 3. Submit your Innovation Summary via the online portal

- Applicants must submit a brief description of their innovation through the online portal by 11:59 PM on February 2.

#### Innovation Application Questions

1. In which category are you applying?
2. In 500 words or less, explain the innovative product or process that was created, including:
  - What problem were you working to address (did the innovation meet a previously unmet need or create a new market)?
  - Who was impacted by the innovation (customers, employees, community)?
  - When did you implement the innovation (is it still in testing or has it been fully utilized by third parties)?
  - Where has the innovation been deployed (local, state, nation-wide, internationally)?
  - What competitive advantage did your organization gain?
  - What supporting financial evidence or market acceptance can the innovation demonstrate (have you been able to obtain patents)?





#### Step 4. Await invitation for Innovation Showcase

- All online Innovation Application submissions will be reviewed by the Awards Nominations Committee. The committee will select a group of applicants from each category to participate in the Innovation Showcase on March 2.
- Selected applicants will receive Innovation Showcase invitations by Friday, February 9.
- Participation in the Innovation Showcase includes hosting an exhibit style display table and delivering an in-person presentation to the Selection Panel.



## Step 5. Prepare your in-person presentation and display table for the Innovation Showcase

If invited to the Innovation Showcase, follow these guidelines to prepare your display table. Display tables should be focused on your innovation, so the materials you bring should be specific to the innovation and not just your organization.

- Display tables are 6' long x 30" wide
- **Suggested materials include**
  - Signage (pop-up banners, signs on easels, tabletop signs)
  - Table cloths
  - Presentation/videos/media (you must provide your own monitors and computers)
  - Innovation specific marketing materials
  - Promotional giveaways
  - Business cards



If invited to the Innovation Showcase, follow these guidelines to prepare your in-person presentation for the Selection Panel.

Presentations should be no longer than 5 minutes. Clearly answer these questions in your presentation:

- What problem were you working to address (did the innovation meet a previously unmet need or create a new market)?
- Who was impacted by the innovation (customers, employees, community) Explain the benefit to these individuals?
- When did you implement the innovation (is it still in testing or has it been fully utilized by third parties)?
- Where has the innovation been deployed (local, state, nation-wide, internationally)?
- What competitive advantage did your organization gain?
- What supporting financial evidence or market acceptance can the innovation demonstrate (have you been able to obtain patents)?

Use of slides is encouraged. A projector, screen, wireless slide advancer and computer will be available for use.

Providing materials to the Selection Panel is allowed. You may provide copies of your presentation, marketing materials, etc.





## Step 6. Deliver your in-person presentation and host your display table at the Innovation Showcase

- The Innovation Showcase will take place on Friday, March 2 from 8:00 – 11:00 AM at the Fairview Park Marriott.
- Display tables will be open for the duration of the program. You should designate at least two individuals to host your display table.
- In-person presentations will take place throughout the event in separate breakout rooms. Specific time slots will be provided in the invitation from the Nominations Committee. One to two company representatives, different from those hosting the display table, should be on-site at least 15 minutes prior to your presentation time.
- Selection Panel members as well as attendees of the Innovation Showcase will be seated in the presentation room.



## Step 7. Participate in the Greater Washington Innovation Awards™

- All Innovation Showcase participants are invited to the Greater Washington Innovation Awards™
- Finalists and winners from each awards category will be announced live during the event.
- Tickets will be available for purchase beginning Friday, February 9. Ticket prices are below.

	<b>Individual Tickets Member/Non-Member</b>	<b>Discounted Group of 5+ Tickets Member/Non-Member</b>	<b>Discounted Group of 10+ Tickets Member/Non-Member</b>
<b>2/9 – 3/2</b>	<b>\$85/\$110</b>	<b>\$80/\$105</b>	<b>\$75/\$100</b>
<b>3/3 – 3/23</b>	<b>\$100/\$125</b>	<b>\$95/\$120</b>	<b>\$90/\$115</b>
<b>3/23 – Until Awards</b>	<b>\$125/\$150</b>	<b>\$120/\$145</b>	<b>\$115/\$140</b>



# APPLICATION FAQs





## Why Apply?

- This is a cost-effective way to thank and honor your valued employees.
- If selected to participate in the innovation showcase, your logo will be featured in all news about the event. We extensively promote participants across our website and through traditional and social media. Our website receives 20,000 visitors monthly; we have an e-newsletter subscription list of over 10,000; and we have thousands of followers on Facebook, Twitter, and LinkedIn.
- Businesses of all sizes are encouraged to apply—your small business could be a winner next to a major player in the DC Metro region, conversely, your large business could be exposed to new innovative professionals.





## Who are the judges?

- The selection panel members are regional leaders from the diverse industries represented in the six award categories. They have made significant contributions to the Greater Washington business community.
- Past Selection Panelists include:
- Technology
  - Ed Albrigo, President & CEO, Center for Innovative Technology
  - Jim Chung, Associate VP for Innovation and Entrepreneurship, George Washington University
  - Julia Spicer, Executive Director, Mid-Atlantic Venture Association
- Public Service
  - Sarah Nutter, Dean, School of Management, George Mason University
  - Jay Garant, Administrator, Business and Community Partnerships
  - Dr. Gerald Gordon, President & CEO, Fairfax County Economic Development Authority
- Professional Service
  - Gordon Bernhardt, President & Founder, Bernhardt Wealth Management
  - Mario DeLuca, Partner, Tax Services Group, Aronson LLC
  - Mark Moore, EVP and Chief Lending Officer, John Marshall Bank





- Hospitality, Tourism & Entertainment
  - Barry Biggar, President & CEO, Visit Fairfax
  - Arvind Manocha, President & CEO, Wolf Trap Foundation for the Performing Arts
  - Joe Dupriest, SVP and CMO, Monumental Sports and Entertainment
- Health & Life Sciences
  - Soula Antoniou, Executive Director, American Heart Association, Greater Washington
  - Linda Mathes, CEO, American Red Cross in the National Capital Region
  - Tom Woteki, Chief Technology Officer, MAXIMUS Federal Services
- Marketing & Advertising
  - Tabasum Lufti, VP, Operations, TriVision Creative
  - Joe Dupriest, SVP and CMO, Monumental Sports and Entertainment
  - Matt White, Chairman & CEO, WHITE64

### On what will be my innovation be judged?

- The selection panel will evaluate each application on three overall criteria:
  - Design of Innovation
  - Impact of Innovation
  - Significance of Innovation



## Can I mail in a hard copy of my innovation application?

- No. Application submissions will be accepted through our online portal ONLY.

## Do I have to be a member to apply?

- No. Anyone can apply as long as you qualify.

## Is there an application fee?

- No. This is a free application process.





## Can I complete an innovation application on behalf of my company?

- Yes. We encourage you to submit an online application for your company, as well as nominate your deserving clients or business partners.

## Can I complete an innovation application for someone else?

- Yes. If you do so, we ask that you provide their contact information. There will be space in the application to do so.
- You must notify the organization in advance that you are submitting on their behalf.
- You may not deliver the in-person presentation or host the display booth on someone else's behalf.





## When and how are finalists and winners announced?

- Finalists and winners will be announced live at the Innovation Awards.



# AWARDS ARCHIVE:

CLICK [HERE](#) TO VIEW PREVIOUS WINNERS.





# CLICK HERE TO SUBMIT YOUR INNOVATION APPLICATION





**Application Questions:**

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Visit our website to learn more: <http://www.novachamber.org/innovation-awards.html>



**THANK YOU  
AND  
GOOD LUCK!**

