

Category	Best New Concept or Innovation
<p>This award celebrates the best innovations in sports technology, created between June 2015 and November 2017.</p> <p>Entries are invited from across all aspects of the sports sector globally including, but not limited to, organizations or individuals who have created technology with a clear application within sports. This initiative can be led by hardware, software, materials, design, nutrition, mechanics etc.</p> <p>Judges will review entries on the following criteria</p> <ul style="list-style-type: none"> • What is the market for this technology • What need does the innovation meet and how does it do so effectively • To what degree is the technology unique or, where there is competing technology, how is the entry's technology superior (i.e. easier to use, more accessible, more rigorous etc.) • How robust is the technology as a business proposition (i.e. how scalable is the tech, what is its potential for growth and to what degree can it disrupt the existing market) • Quantitative and qualitative data supporting the entry (e.g. stats and third party endorsements) 	
Entry Information	
<p>Entry Overview 200 words max</p> <p>Please supply an overview of your entry which advises the judges as to the nature of your business and the work this entry covers. Please note: in the event of being shortlisted, this copy will be used on the Awards' website so ensure no commercially sensitive is featured</p>	
<p>Sports 50 words max</p>	
<p>Dates Relevant to the Entry</p>	

<p>Background 200 words max</p>	
<p>Case for Winning</p>	
<p>Target market or audience /the market opportunity or gap 200 words max</p>	

<p>How the entry meets the needs of its target market or opportunity 150 words max</p>	
<p>What are the entry's unique selling points or assets, in what way is it unique or superior to its competition 200 words max</p>	

What is the scalability and reach of the entry and what strategy was / will be adopted to realize this
200 words max

Results and Support:

All judges sign an NDA and declare all conflicts of interest. As such, all information shared is confidential. Please note that numbers / hard facts count for more than percentages or testimonials. 500 words max