



## 2010 SELECTION CRITERIA

### ABEX NEW SASKATCHEWAN PRODUCT

Sponsored by the Saskatchewan Research Council

The Achievement for Business Excellence Award for TIA New Saskatchewan Product goes to a business demonstrating exceptional performance in launching a new Saskatchewan-made product, technology or service, which is original and has good commercial potential. A New Product is considered to be anything that has been on the market for less than 3 years, as of the application deadline. The winner will receive a \$10,000.00 monetary prize provided by SRC's Technology-in-Action Fund.

The following provides a guide to assist you in your nomination.

#### The Product

- Clearly explain your company's new product, service or technology
- Illustrate the market need your company was responding to.
- Highlight the originality and/or uniqueness of your company's new product, service or technology.
- Indicate where, if anywhere and when, the product service or technology was available in markets outside of Saskatchewan.

#### Market Expansion

- Clearly explain the rationale behind forecasted sales.
- Identify how your company's new product, service or technology fills a market void.

#### Additional Information

The following information is not mandatory but recommended for this category.

- Letters of support reflecting the development of your company's new product, service or technology.
- Articles or other media pieces portraying your company's new product.
- Any other materials (e.g. company reports) illustrating the viability of your company's new product, service or technology.

#### Helpful Hints

- Applicants are judged using a points system. Detailed answers typically trigger more points; therefore, make your application as complete as possible.
- Unanswered questions are awarded zero points; please ensure you have answered all the questions.
- The Selection Committee consists of individuals who will not be familiar with your business, please be clear about what you do and avoid the use of abbreviations and jargon.
- The judging criteria for all ABEX Awards takes into account the relative size of the business and the relative impact of their activities.

Questions?

Please contact Trevor Doroshenko at the Chamber office- 306-352-2671