

APPLICATION QUESTIONS TO REVIEW BEFORE STARTING THE ONLINE APPLICATION

NOTE: 100-WORD/900-CHARACTER LIMIT FOR ALL TEXT ANSWERS.

I. CONTACT AND COMPANY INFORMATION

Applicant Information

Name _____
Email _____
Phone Number _____

Information on Company *(applying for the award)*

Company Name _____
CEO Name _____
Company Website _____
Company Phone _____
Company Location (Country, City) _____
Company: Years Active _____
LinkedIn _____
Instagram _____ Facebook _____

Mailing Address *(Finalists are mailed "Finalist Packages")*

Company or Person Name _____
Street Address _____
City _____
State / Province / Region _____
Country _____
Postal Code _____

II. YOUR PRODUCT: THE BASICS

Product name _____

Product description *(one sentence)* _____

Core technology *(choose one)*

- AR/VR/MR
- Autonomous Systems
- Biomedical
- Cameras and Imaging Systems
- Lasers
- Sensors
- Software
- Test and Measurement
- Quantum Tech

Other/Explain: _____

Date introduced to market / launch date _____

III. TECHNICAL INNOVATION

What problem are you solving? *(one sentence)*

What is your solution? *(one sentence)*

Positioning Statement

List top 3 benefits or value propositions

1. _____
2. _____
3. _____

List all patents pending and granted

IV. MONEY: CURRENT AND POTENTIAL

Who has bought your product *(companies, organizations)?*

1. _____
2. _____
3. _____

(next page)

List top 5 target markets *(Select all that apply)*

- Additive Manufacturing/3D Printing
- Aerospace
- Agriculture/Food Safety
- Augmented Reality/Virtual Reality
- Autonomous Vehicles
- Authentication/Identification
- Communications
- Consumer Electronics
- Computing/Storage
- Defense/Security
- Displays

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PRESENTED BY SPIE

- Energy
- Environmental Protection
- Illumination
- Life Sciences Research
- Machine Vision
- Medical Devices (surgical devices, therapeutics)
- Medical Diagnostics (in-vivo, in-vitro, wearable)
- Medical Imaging (MRI, CT, fluorescence, microscopy), Metrology/Inspection
- Pharmaceuticals/Cosmetics
- Robotics
- Semiconductor Fabrication
- Sensor Networks (smart homes/smart cities)
- Transportation
- Other/Explain: _____

V. SOCIAL IMPACT

Optics and photonics are important enabling technologies that help us address global challenges related to poverty, inequality, climate change, environmental degradation, peace and justice, and more.

Which areas* can your product help? And why?

(* Partial list of UN Sustainable Development Goals.)

- Poverty _____
- Good Health and Well-Being _____
- Gender Equality _____
- Clean Water and Sanitation _____
- Affordable and Clean Energy _____
- Decent Work and Economic Growth _____
- Sustainable Cities and Communities _____
- Responsible Consumption and Production _____
- Life Below Water _____
- Life on Land _____
- Peace and Justice _____
- Other, explain _____

What is your company doing to help achieve a better and more sustainable future for all?

VI. COMPETITIVE LANDSCAPE

List top 3 competitors

1. _____
2. _____
3. _____

Other competitive threats you are addressing

(e.g. new entrants, economic conditions, substitutes)

1. _____
2. _____
3. _____

VII. ORGANIZATIONAL BUSINESS STRATEGY

What is your business model?

What is your pricing strategy?

What is your go to market strategy?

Who are your potential *channel partners?

(* A channel partner is a company that partners with a manufacturer or producer to market and sell the manufacturer's products, services, or technologies.)

1. _____
2. _____
3. _____

VIII. ANYTHING ELSE YOU WOULD LIKE TO SAY? TELL US!
