

## **WSA 2020 - APPLICATION FORM TEMPLATE FOR WSA DATABASE**

The application procedure for WSA 2020 requires detailed information on your product that you have to provide in the [WSA database](#).

Please find below the template with the WSA database fields you will have to fill in. To make this process easier for you, you can complete this template and later copy it on your official application in the [WSA database](#): <https://db.icnm.net/Signup/WSA/2020/>

Please find also some guidelines what information we are looking for in order to make a strong candidature. More detailed information about the application process and the WSA Database manual here: [WSA website](#).

**PLEASE NOTE:** *all fields marked with \* are obligatory.*

### **Contact Person**

- First name\* :
- Last name\*:
- Phone number\*: (incl. country code)
- Email\*:
- Address\*:
- ZIP code / City\*:
- Birthday\*:
- Country\*:

### **Project Data**

**PLEASE NOTE:**

*In case of nomination, some data may have been entered by your WSA nation expert and will be not editable. If there are any changes necessary, please contact: [office@worldsummitawards.org](mailto:office@worldsummitawards.org)*

- Title in English Language\*:
- Title in Original Language\*:
- Category\*:
- Language(s) of the product interface\*:
- Type of organisation\*:
- Project/Product URL\*:
- University/Company Homepage:
- Platform\*:
- Media format\*:
- Special/System requirements:

- Facebook page of the project/company:
- Twitter page of the project/company:
- Instagram of the project/company:
- YouTube Channel of the project/company:

## **Producers / Team**

**PLEASE NOTE:** You can add up to 28 team members here.

- Gender\*:
- First name\*:
- Surname\*:
- Date of Birth\*:
- Job Title\*:
- Email\*:

## **Project Information**

### **PLEASE PROVIDE THE LINK TO A SHORT VIDEO ABOUT YOUR SOLUTION**

>> Limit of characters: 150

*Please provide a short video about your product. It should be short and explanatory, so one can get a good impression about what your project is about. Jury members prefer to view a video to get a first impression and to understand what your digital innovation is about, before they go into screening the text provided.*

*If possible, the video should be in high resolution, but can be also a simple video showing your digital innovation, or a marketing video you have.*

*The video is not obligatory, but we highly recommend it.*

### **WHICH PROBLEM DO YOU SOLVE WITH YOUR PRODUCT? \***

*\*obligatory*

>> Limit of characters: 500

*Please describe the concrete problem that your company/your solution/your product is solving.*

*Give the jury a concrete summary of what issue your product solves, which issue it addresses and why it makes an impact.*

## HOW DO YOU SOLVE THE AFOREMENTIONED PROBLEM WITH YOUR PRODUCT?

\*

*\*obligatory* >> Limit of characters: 500

*Concretely, how are you solving the described problem? Describe what your product achieves/aims for, give details on how it works.*

*Please provide in this field comprehensive, detailed information about your digital project.*

*Please summarize the most important aspects of your project in a nutshell. It should give the jurors a short overview about your project, give an easy insight into the purpose of the project and point out the general outlay.*

*Please be precise and on point, and give a solid impression on your project.*

## PROVIDE A SHORT MARKETING/PR TEXT ABOUT YOUR SOLUTION \*

*\*obligatory* >> Limit of characters: 600

*Please provide a marketing/PR text about your solution! This text should contain your USP, your WHY and the most relevant information that an interested person needs to know.*

*WSA will use this text as basis for PR or a presentation on social media or webpage.*

## When was the market introduction of your solution (year)?\*

*\*obligatory* >> Limit of characters: 300

*If your product was launched more than 2 years ago, what were innovations, additional services, updates, functions in the past 2 years?*

## STAGE OF PRODUCT/SOLUTION \*

*\*obligatory* ☐ Checkbox

Established; Fully-functioning; Testing phase; On the market; market entry level; market-ready

*Please let us know in which phase you are with your product/solution. Select the what fits best to your project phase.*

## As WSA is awarding new services and products, that have been launched, please elaborate more (infobox).

>> Limit of characters: 500

*WSA can only award solutions that have been introduced to the market and can prove at least some impact locally or in the respective community.*

*If your solution is still in "testing-phase", please elaborate what are your next phase and your timeline.*

*Please make sure to have a provide a proof of the functionality and tell us more about your testing audience.*

## **WHY SHOULD YOUR SOLUTION BE SELECTED AS WSA WINNER? WHAT 'S YOUR USP? \***

*\*obligatory* >> Limit of characters: 400

*Describe your USP - why are you innovative, why is your product outstanding?*

## **COMPETITION/COMPARISON - WHO IS DOING SOMETHING SIMILAR? \***

*\*obligatory* >> Limit of characters: 400

*Do you know your competitors and who is doing something similar? What's your comparative advantage?*

## **WHAT 'S YOUR TARGET GROUP/PEOPLE ADDRESSED? \***

*\*obligatory* >> Limit of characters: 300

*Please name the target group of your project. This is important for the Jury to understand, who the digital innovation is aimed at.*

- *Who are the users?*
- *What is the intended impact?*

## **WHAT MEASURES DO YOU SET TO REACH YOUR TARGET GROUP/COMMUNITY ADDRESSED? \***

*\*obligatory* >> Limit of characters: 500

*How do you address your target group? What are the strategies to reach your target group? Are there any specific cooperation's/ specific technologies/campaign's you engage in to reach your target group?*

## **TELL US MORE ABOUT YOUR TEAM! \***

*\*obligatory* >> Limit of characters: 500

*Who is your team? What's your governance structure?*

*Do you have an Advisory Board? Any Specific Mentors, etc)*

*Please let us know more about your team.*

- *How many people are working for your project/solution?*
- *Who is the leading team?*

*WSA is not foremost about the content and innovation, but we also would like to know about the innovators standing behind the unique solutions.*

*This is why we would like to learn more about yourself and/or your team. Explain e.g. your motivation, give some information about your bio/personal experiences and describe the structure of your team, if applicable.*

## **METRICS OF ACHIEVEMENT**

>> *Limit of characters: 500*

*How do you measure success for your solution? What did you achieve in the last 1-3 years? (e.g. impact, customers, any relevant numbers)*

## **Tell us some impact numbers, users / downloads, etc**

>> *Limit of characters: 500*

*Tell us some numbers that are relevant for the impact of your solutions. How many people do you reach, how many customers do you have?*

## **TELL US MORE ABOUT THE LOCAL CONTEXT OF YOUR SOLUTION \***

*\*obligatory >> Limit of characters: 500*

*WSA is about local content –explain why your solution is relevant locally and how it makes an impact in your country. Make sure to specify the local circumstances.*

## **WHICH KEY TECHNOLOGIES ARE YOU USING? \***

*\*obligatory >> checkbox*

AR; VR; AI; Big Data; Blockchain; Deep learning; IoT; Wearables; 3D Printing; NLP; Robotics; None of the above

*Please choose the technologies that your product/service contains. Select the technologies you use in your project.*

## **RESILIENCE / BUSINESS MODEL \***

*\*obligatory >> Limit of characters: 500*

*Share some info about your business/revenue model or how your solution will scale and become economically sustainable.*

## **Sustainability and Diversity! What is your contribution (as team, in your working process, your product, your community) in terms of sustainability - climate change and diversity?**

>> *Limit of characters: 600*

*Share some info about your business/revenue model or how your solution will scale and become economically sustainable.*

## PLEASE SHARE SOME INFORMATION IF AND HOW THE JURY MEMBERS CAN TEST YOUR SOLUTION

>> Limit of characters: 1000

*Please share some information if and how the jury members can test your solution. Provide login data/download links/tutorials etc.*

*Please provide some tips for the jurors, how they should navigate through your solution. This is the section to pinpoint which areas, sections etc. the Jurors should have a special focus on.*

*If necessary, please provide free access codes and installation procedure for jury members.*

- *Demo version links (working links)*
- *Demo users and passwords*
- *Download links*

## HAS YOUR PRODUCT ALREADY WON OTHER AWARDS OR RECOGNITIONS?

>> Limit of characters: 600

*Let the jury know if and which awards/recognitions you already won and when?*

## WHAT 'S NEXT? WHAT ARE YOUR NEXT PLANS AND STEPS?

>> Limit of characters: 500

*Let the jury know what are your upcoming plans are in terms of:*

- *development of your product/application*
- *access to new markets*
- *funding*
- *new technologies or services*

## Uploading additional files, videos and pictures

*Please upload videos, screenshots, PowerPoints to visualize the unique value of your digital innovation.*

**PLEASE NOTE:** *The jury will evaluate your product online and needs to get an idea how your project works and looks, they won't download applications etc. in the first round to try them, so provide as much material as possible to demonstrate the uniqueness of your digital innovation!*

*(Allowed Filetypes: jpeg, jpg, png, gif, tif, doc, docx, pdf, ppt, pptx, ppsx, xls, xlsx, avi, mp4, wmv | Max File size: 8.00 MB)*

**IMPORTANT:** *If you provide a download link (e.g. WeTransfer), please make sure the files are available for download for at least 6 months.*