

**Award Categories****A. MOST IMPACTFUL**

Recognises the innovation and impact behind a product or solution developed by Singapore Infocomm Technology (ICT) companies. The innovations must have an outstanding impact on the way businesses operate, or enhance the quality of lives for consumers.

**B. MOST PROMISING**

Recognises up and coming Singapore ICT companies that have fulfilled a marketplace need by developing a commercially viable business model around a product, service, process or a platform, which has the potential to be sustainable in the long run. These companies must have carved out new markets for themselves with high growth potential.

**C. BEST ADOPTION**

Recognises Singapore companies in the Public/Private/SME sectors who have leveraged technology (e.g. AI/IoT/AR/VR/BCDL) to transform their business operations, resulting in greater competitive advantage, operational efficiency, and enhanced productivity.

**Judging Criteria**

The nominations will be judged by industry veterans, business leaders, investors, and public sector representatives. There will be 2 rounds of judging - Preliminary & Finals. Participants will present to a panel of judges for each category.

Nominations will be judged based on:

- (i) Product innovation and competitive advantage;
- (ii) Types of customers/market served;
- (iii) User experience and ease of implementation; and
- (iv) Value and business impact among others.