



2018 TechPoint Mira Awards Guidelines

Mission of the TechPoint Mira Awards

The Mira Awards bring us together as a community to celebrate the state's tremendous tech success stories and amplify them to media, investors and technology buyers nationwide.

The awards celebrate technological innovation, personal achievement, and business success in the state of Indiana. Mira Award nominees and winners are among the highest achieving and most innovative businesses, organizations, schools, departments, teams or individuals from across the state.

TechPoint firmly believes that recognizing achievements, celebrating successes and highlighting significant contributions that the tech sector has made to Indiana's overall economy are critical to fostering more of them.

All 2018 TechPoint Mira Awards are given for achievement during calendar year 2017 (except for a couple categories that allow for earlier development).

2018 TechPoint Mira Awards Categories

- PEOPLE
 - Investor of the Year
 - Community Champion of the Year
 - Tech Educator of the Year
 - Rising Star Award
 - TechPoint Foundation for Youth Bridge Builder Award
 - Trailblazer Award

- PRODUCTS
 - Best New Tech Product
 - Tech Service of the Year
 - Innovation of the Year

- COMPANIES
 - Corporate Innovator of the Year
 - Company Culture of the Year
 - New Tech Startup of the Year
 - Scale-up of the Year (\$100,000-\$5 Million Revenue)
 - Scale-up of the Year (\$5 Million-\$20 Million Revenue)
 - Tech Company of the Year (\$20 Million Revenue and Higher)

- PEOPLE'S CHOICE CATEGORIES
 - Best Tech T-Shirt or Swag
 - Best Tech Event
 - Best Tech Space

Important Dates & Deadlines for the 2017 Mira Awards

Thursday, November 16, 2017	Applications OPEN, Call for Entries
Friday, January 19, 2018	Application Forms Due from All Companies, Organizations and Individuals
Thursday, February 1, 2018 through Monday, February 12, 2018	All applications will be read, evaluated and scored by independent panels of subject matter experts to arrive at the 2018 class of Mira Awards nominees
Tuesday February 20, 2018	2018 Mira Awards Nominee Announcement
Wednesday, March 7, 2018 & Thursday, March 8, 2018	Nominee Interviews with Judging Panels (Interviews will be scheduled after February 20th finalist announcement.)
Friday, March 30, 2018, Midnight	Early-Bird Ticket Purchase Deadlines
Saturday April 28, 2018	TechPoint 2018 Mira Awards Gala at the JW Marriott Indianapolis -- Downtown Indianapolis, Indiana

Application Process and General Eligibility Requirements

- Anyone may submit an application.
- There is no cost to apply.
- Self-nomination through the application process is common and encouraged. (You don't have to be nominated by someone else, just go ahead and apply.)
- Individual applicants must work and live in the state of Indiana, except for the Tech Investor of the Year category.
- Company applicants must either be headquartered in Indiana or at a minimum have a significant Indiana-based operation with employees who work and live within the state of Indiana. Only work done by Indiana employees will be considered for awards.
- Product/service or technology applicants must have been primarily developed by Indiana-based employees.
- Association with TechPoint is not required and sponsorship has no impact on an applicant's chances of being named a nominee or winning.
- Should an application appear to better qualify for a different category than originally submitted, Mira Award judges and TechPoint staff reserve the right to enter the application into the more suitable category.

People's Choice Categories

The People's Choice Mira Awards categories were new as of last year and will be judged via public voting system. Social voting and sharing will also be enabled for the People, Products and Companies categories for awareness and promotion purposes, but the results will not impact the judges independent evaluations and decisions.

Application Process and Applicant Interview Dates

Mira Award applications are reviewed and ranked by independent panels of company founders, CEO/presidents, CIOs, VPs and a variety of other subject matter experts. The rankings determine which applicants will be included in the 2018 class of Mira Award nominees.

Next, Mira Award nominees are required to deliver brief presentations and participate in 20-minute in-person interviews with the judging panel from their specific category on March 7th or March 8th**, and should be prepared to answer questions and discuss their application in further detail.

** We recommend making note of both of these interview dates in your calendar immediately to avoid conflicts that may prevent you from being available to present.

**** MARK YOUR CALENDAR: REQUIRED IN-PERSON NOMINEE INTERVIEWS TAKE PLACE WEDNESDAY, MARCH 7 OR THURSDAY MARCH 8. PLEASE RESERVE BOTH DATES, AS APPOINTMENTS WILL BE MADE FOLLOWING THE FEBRUARY 20, 2018 NOMINEE ANNOUNCEMENT.**

Because the volunteer judges are busy professionals themselves, it is impossible to reschedule missed interview appointments.

Mira Award nominees will be announced on Tuesday, February 20, 2018. Mira Award winners will be announced during the Mira Awards Gala on Saturday, April 28, 2018, at the JW Marriott Indianapolis.

Confidentiality

TechPoint and the TechPoint Mira Awards judges agree to maintain the highest standards of confidentiality with respect to information that is not in the public domain regarding organizations, individuals, or technologies nominated for the TechPoint Mira Awards.

Questions

If you have any questions about the nomination form or process, please contact Joshua Hall at joshua@techpoint.org or call 317-464-5416.

Award Categories:

PEOPLE

Investor of the Year

(Individual or Team)

This award category recognizes investors who bet on Indiana tech companies and serve as critical mentors and connectors beyond the financial instrument.

To be eligible, the investor must have made an investment in at least one Indiana headquartered technology company during calendar-year 2017. This is not a firm award; a specific outstanding individual or team is required.

Individuals from venture capital firms, peer-lending organizations, investor groups, angel investors and personal investors located within and outside of the state of Indiana are encouraged to apply.

The following criteria will be considered in determining the nominees and winner:

- Did the applicant demonstrate a high level of excellence/risk taking, civic engagement, and commitment to the Indiana/Indianapolis tech community?
- Why does the applicant have a special interest or passion for investing in Indiana companies? What inspired her/him/them to be a part of this community?
- When did you first invest in an Indiana company?

- What is the grand total you have invested in Indiana companies over time?

Community Champion of the Year

(Individual or Team)

This award category celebrates and thanks people who have championed the advancement of Indiana's tech community.

To be eligible, a major effort or project should have been executed during the 2017 calendar year. Special attention will be paid to those applicants who demonstrate genuine drive to improve the tech community and the careers and/or lives of people living and working in Indiana.

For example:

- A legislator who champions pro-technology Indiana public policy
- An educator who helps children discover STEM and steers them toward more opportunities
- An early-adopter corporation with a commitment to buy its technology within Indiana
- A public figure who helps to draw attention to the tech community's vitality

The following criteria will be considered in determining the nominees and winner:

- Is the community champion innovative, creative and adding value?
- Has the champion demonstrated a commitment to contribute to the industry and drive it forward?
- Does the champion project passion for the community/industry and inspire others?
- Is this community champion an advocate for diversity and inclusion?

Tech Educator of the Year Award

(Individual or Team)

This award recognizes educators who inspire students to learn and whose creative, innovative application of technology in the classroom or other learning environments has had a positive impact on student achievement.

No school association is required. Many applicants are associated with an educational institution including K-12 and post-secondary schools, however, educators of all kinds teaching in diverse and non-traditional environments are encouraged to apply.

The following criteria will be considered in determining the nominees and winner:

- Has the educator demonstrated excellence and/or innovation in the use of technology for educational achievement?
- Has the educator developed an innovative way to teach technology beyond the mere *use* of technology?
- Does the educator inspire students and excite them regarding the opportunities available to them through technology?
- Did the educator demonstrate how she/he motivated, rewarded and/or challenged students to achieve through the application of technology?

Rising Star Award

This award recognizes a young person working in tech who has made an impact and demonstrates outstanding, continuous achievement.

To be eligible, applicants must be 29 years old or younger as of December 31, 2017. There is no minimum age limit. Students and teen entrepreneurs who hold professional positions and/or run their own businesses are eligible.

The following criteria will be considered in determining the nominees and winner:

- Has the applicant achieved more than would be expected from someone at her or his level of training and experience?
 - Specifically outline tangible achievements such as dollars raised, audience reached and lives impacted.
- Has the applicant demonstrated a desire to be a part of advancing Indiana's tech community?
- Does the applicant have any other accomplishments, civic activity or community involvement that distinguish him/her in Indiana as outstanding, or other reasons why judges should select her or him for this award?
- Use the Additional Information space to provide other awards, accolades and associations
 - Please list previous awards/honors received, as well as relevant memberships and associations.

TechPoint Foundation for Youth Bridge Builder Award & TechPoint Trailblazer in Technology Award

Both of the prestigious industry awards – TechPoint Foundation for Youth Bridge Builder and TechPoint Trailblazer in Technology – are selected by the respective boards of directors of the

TechPoint Foundation for Youth and TechPoint. There is no public nomination process for these two awards.

PRODUCTS

Best New Tech Product

This award category recognizes innovative new commercially available, technology-based products (hardware or software).

To be eligible, products must currently be in-market and must have been available for sale for the first time (no upgrades or Mark II products unless entirely new) prior to December 31, 2017 and no earlier than July 1, 2016.

The following criteria will be considered in determining the nominees and winner:

- Provide detailed descriptions of a problem/opportunity, the solution and the results/outcome.
- Does the product demonstrate tech innovation or market disruption?
- Describe your specific approach to innovation as it relates to this product.
 - How has your Product differentiated itself in its technology approach?
- Is the product a great value for its target audience?
- Has the product proven to have market viability either through mass usage, strong pilots, or paying customers?
- Does the product have lasting ability and the potential to become a technology staple?

Tech Service of the Year Award

This award category recognizes the year's best solution, which is defined as including delivery to a client of both technology product(s) and professional services to solve a particular problem or take advantage of a specific opportunity.

To be eligible, the tech service/solution must have been in use by a paying customer during calendar-year 2017. The tech service of the year is a singular solution, not a company or body of work. The tech service must have been primarily developed in Indiana. New versions of previously marketed solutions will not be considered.

The following criteria will be considered in determining the nominees and winner:

- Provide detailed descriptions of a problem/opportunity, the solution and the results/outcome.

- Be sure to address the following:
 - Why was this service made?
 - What problems is it solving for users?
 - How do you know you're making an impact with your service?
 - How are you using feedback from users to make your service better?
- How does this tech service demonstrate innovation or market disruption?
- Is the service a great value for its target audience?
 - Provide customer results and/or other results of this tech service that demonstrate its real-world success
- Has the service proven to have market viability either through mass usage, strong pilots, or paying customers?
- Does the tech service have lasting ability and the potential to become an industry benchmark?

Innovation of the Year Award

This award category recognizes scientific achievements, the results of R&D efforts and other trailblazing, market disrupting new technologies, which may include completed products.

To be eligible, the innovation must have achieved a significant development milestone in 2017. The innovation of the year is a singular innovation, not a company or body of work. The technology-based innovation must have been primarily developed in Indiana. New versions of previously marketed technologies will not be considered.

Nominees are expected to demonstrate how this innovation positions the company or licensees for sustainable future growth and business success, even though actual sales are not a requirement. However, commercial viability will be closely examined.

The following criteria will be considered in determining the nominees and winner:

- Provide detailed descriptions of a problem/opportunity, the solution and the results/outcome.
- What specifically about the work is innovative?
 - It is critical in your response to the question: “Why does this applicant deserve a Mira Award?” that you begin with what is innovative about the work.

COMPANIES

Corporate Innovator of the Year

This award category recognizes technological innovation within a company that has had a significant, measureable impact on the organization. Tech-enabled companies outside of the technology industry are encouraged to apply.

To be eligible, the corporate innovation must have achieved a significant development milestone in 2017. The corporate innovation must have been primarily developed in Indiana.

The following criteria will be considered in determining the nominees and winner:

- Has the innovation positioned the company for future growth and success?
- Does the innovation create a new market entry for the company or significantly strengthen the company's ability to compete in existing markets?
- Has the innovation resulted in significant budgetary savings or new revenues with a high return on investment?

Company Culture of the Year

This category recognizes tech companies that have cultivated workplaces that inspire their employees to succeed in a positive, productive environment that drives the organization forward.

To be eligible, companies must be headquartered in Indiana or at a minimum have a significant Indiana-based operation or division/business unit with employees who work and live within the state of Indiana.

The following criteria will be considered in determining the nominees and winner:

- How does the company's culture support communications/feedback with employees and customers?
- Is professional development via continuing education, training and other methods an integral part of the company's culture? How?
- How does the company's culture enhance performance and help it to sustain a competitive advantage?
- How does workspace design impact the company's culture and what impact does the physical space have on the employee and/or brand experience?
- Has the company demonstrated a commitment to diversity and inclusion that is genuine and effective?
- Describe your plans for new hires/employee growth over the next three years.
- Describe your plans for revenue growth over the next three years.
- How has the company focused on leveraging or developing talent within Indiana (e.g. focusing on schools, training, etc)?
- What is the company doing to focus on Triple Bottom Line - the 3 P's of sustainability. People, Planet, and Profit. Good corporate citizens do all three.

New Tech Startup of the Year

(Launched in 2017)

The New Tech Startup of the Year category recognizes startups with great potential that demonstrate the creative, strategic and innovative entrepreneurial spirit of Indiana's technology industry.

To be eligible, startups must have executed public launch activities after January 1, 2017. The incorporation date of the company can be earlier, but the primary launch of the company must be in 2017, and there must be an in-market tech product or service that can be purchased.

Nominees will be judged on a variety of factors including the quality of their business idea and plan, the strength of the founding team and their ability to fund initial operations.

The following criteria will be considered in determining the nominees and winner:

- Has the company achieved measurable growth since its inception or has it sufficiently demonstrated a strong likelihood for measurable growth?
- Does the company show potential for high-growth \$10MM-\$50MM in a much larger market?
- Are the company's go-to-market strategies unique and strong? How are they measuring/demonstrating success?
- Who makes up the leadership team and how are they driving this company's success?
- How much capital has been raised to launch and sustain this venture?
 - Please provide a brief summary of fundraising rounds/sources.
 - When is the planned date of profitability for this venture?
- Describe your plans for new hires/employee growth over the next three years.
- Describe your plans for revenue growth over the next three years.

Tech Scale-up Company of the Year

(Two Levels: \$100,000-\$5 Million Revenue and \$5 Million-\$20 Million Revenue)

This award category recognizes two different levels of high-growth, innovation-driven companies that provide technology products or services (or are a highly tech-enabled business), are gaining traction and could be Indiana's next big success stories.

Two Levels:

- \$100,000 - \$5,000,000 Revenue
- \$5,000,000 - \$20,000,000 Revenue

To be eligible, companies must be headquartered in Indiana or at a minimum have a significant Indiana-based operation or division/business unit with employees who work and live within the state of Indiana.

Minimum Qualifications:

- At least (1) one year old
- Annual revenue of at least \$100,000, up to millions
- At least 20% annual revenue growth
- Desire to grow and hire significantly in Indiana
- Fewer than 500 employees

Key considerations are financial growth, business growth, sustainability, impact on the market/industry, and technical business and product/service excellence.

The following criteria will be considered in determining the nominees and winner:

- Is the company thinking big? Do they have a well-reasoned and easily explained plan to reach a \$1 billion valuation (or high-water mark for this particular company/industry)?
- Who makes up the leadership team and how are they driving this company's success?
- Has the company demonstrated positive financial growth during each of the previous three years, and has the company's value increased as a result of its financial performance?
- Has the company grown its employee base in Indiana substantially in the past three years?
- Has the company consistently and significantly grown its revenue per employee in the past three years?
- How much capital has been raised to launch and sustain this venture?
 - Please provide a brief summary of fundraising rounds/sources
 - When is the planned date of profitability for this venture?
- Describe your plans for new hires/employee growth over the next three years.
- Describe your plans for revenue growth over the next three years.

Tech Company of the Year Award

(\$20 Million Revenue and Higher)

This award category recognizes tech companies with \$20 million in revenue and higher that provide technology products or services, and demonstrate exceptional innovation and market position that is helping Indiana to become a recognized technology leader.

To be eligible, companies must be headquartered in Indiana or at a minimum have a significant Indiana-based operation or division/business unit with employees who work and live within the state of Indiana.

Key considerations are financial performance, strategic business development, sustainability, impact on the market/industry, technical business and product/service excellence, and accomplishments as an exceptional corporate citizen.

The following criteria will be considered in determining the nominees and winner:

- Is the company a recognized leader in its market with a reputation for being innovative?
- Who makes up the leadership team and how are they driving this company's success?
- Has the company demonstrated positive financial performance for the previous three years, and has the company's value increased as a result of its financial performance?
- How much capital has been raised to launch and sustain this venture?
 - Please provide a brief summary of fundraising rounds/sources.
 - When is the planned date of profitability for this venture?
- Describe your plans for new hires/employee growth over the next three years.
- Describe your plans for revenue growth over the next three years.
- How has the company focused on leveraging or developing talent within Indiana (e.g. focusing on schools, training, etc)?
- What is the company doing to focus on Triple Bottom Line - the 3 P's of sustainability. People, Planet, and Profit. Good corporate citizens do all three.
- Has the company grown beyond Indiana/United States or gained national exposure for its product/service?

PEOPLE'S CHOICE

NOTE: The following five (5) People's Choice Mira Awards are non-adjudicated and chosen by the community via non-scientific public preference vote.

Best Tech T-Shirt or Swag

The graphic T is the quintessential tech community uniform whether worn with a blazer, a pencil skirt or skinny jeans. These are the tech community's favorites.

Best Tech Event

Whether focused on learning, collaborating, celebrating or hacking, events bring our community together face-to-face, keep us connected and drive positive networks.

Best Tech Space

Tech firms know how to put their best foot forward and it shows in their workplaces. These are the coolest, most striking and unusual tech spaces in our community.

Questions and Contact Information

If you have any questions about the nomination guidelines, nomination form or process, please contact Joshua Hall at joshua@techpoint.org or call 317-464-5416.

For information about corporate sponsorship and sponsored seating, please contact Lauren Petersen at lauren@techpoint.org or call 317-275-2089.

For information about media outreach, please contact Sara Croft at sara@techpoint.org or call 317-224-4897.