



2023 AWARDS ENTRY KIT

2023 TECHPOINT

MIRA AWARDS



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AWARD ENTRY DEADLINE

Friday, January 27, 2023, at 11:59 p.m. (Midnight on Friday before it turns to Saturday.)

MIRA AWARDS GALA AT THE JW MARRIOTT – INDIANAPOLIS

Saturday, April 22, 2023

INSIDE THIS ENTRY KIT

This is your all-in-one guide for how to enter the state's top tech honors crossing all industries. From "at a glance" category overviews and frequently asked questions to the complete category and criteria descriptions, you'll find everything you need to prepare and submit an award-winning entry.

ABOUT THE MIRA AWARDS

The Mira Awards, now in its 24th year, is a six-month program that culminates with our signature ball gown and black tie gala that has come to be known as "Tech's Biggest Night" and the "Oscars for Tech" in Indiana. It's a tremendous platform for celebrating our state's tech successes, as well as coming together as a community, highlighting what's important to us and sharing our vision for the future.

QUESTIONS AND CONTACTS

If you have questions about entering the Mira Awards, including nominating someone else, applying for yourself or your company, filling out the forms and the evaluation process, please contact Joshua Hall at joshua@techpoint.org or call 317-413-9354.

WATCH THE "HOW TO ENTER THE MIRA AWARDS" WEBINAR RECORDING

On January 5th, TechPoint team member Joshua Hall conducted a webinar walking through the logistics of how to enter using the Reviewr platform, along with some helpful tips and best practices for putting your best foot forward with the judges.

[Watch the recording on YouTube](#) and follow along with the [Webinar Slides](#) so that you are prepared to create an award-winning Mira Award entry.



SPONSORSHIP

For sponsorship information, please view the [2023 Mira Award Sponsor Prospectus](#). It contains the details for each available sponsorship level for the awards program and gala event being held at the JW Marriott – Indianapolis on Saturday, April 22, 2023.

If you are ready to become a sponsor, contact Jennifer Merrell at jennifer@techpoint.org.

IMPORTANT DATES & DEADLINES FOR THE 2023 MIRA AWARDS

Tuesday, December 13, 2023	Call for Entries, Nominations & Applications Open to the Public
Thursday, January 5, 2023, 3-4 p.m. EDT	“How to Enter the Mira Awards” Live Webinar with TechPoint’s Joshua Hall
Friday, January 27, 2023	All Entry Forms Due
Tuesday, February 14, 2023	2023 Mira Awards Nominee Announcement
Wednesday, March 8, 2023 & Thursday, March 9, 2023 ** Pro Tip: Put these two dates on your CEO’s or other presenters’ calendars right now! It will prevent conflicts later.	Nominee Presentations/Interviews with Judging Panels (Interviews will be scheduled after February 14th finalist announcement.)
Saturday, April 22, 2023	The 24th Annual TechPoint Mira Awards Gala at the JW Marriott – Indianapolis

VIDEO, VIDEO, VIDEO: WE RECOMMEND ADDING AN EXPLAINER VIDEO TO YOUR ENTRY

Did you know you can submit a brief explainer video with your award entry? You can upload the video file itself using the attachments uploader tool in the online application, or you can upload your video to a video platform like YouTube or Vimeo and include a link to the video in your entry content.

All entrants are encouraged to provide a five (5) minutes maximum explainer video. Shorter is better. This could be as simple as a smartphone or Zoom recording of your CEO, product manager or other relevant leader explaining what you have accomplished and why it matters—your awards entry elevator pitch, if you will.



While this will not replace the primary essay on the written entry entirely, it may make it easier for you to get your point across to the judges. Regardless of whether or not you provide an explainer video, you must still complete the written entry form.

Our best suggestion is to use the explainer video as your dynamic entry introduction to the judges, and then use the first essay question on the form—WHY DOES THIS APPLICANT DESERVE A MIRA AWARD—as the top line highlights of the video spelling out your entry's key achievements and significance.

GENERAL ELIGIBILITY REQUIREMENTS

- Anyone may submit an award entry.
- There is no cost to apply.
- Self-nomination through the entry process is common and encouraged. (You don't have to be nominated by someone else, just go ahead and enter.)
- Individual entrants should work or live in the state of Indiana unless otherwise specified in the category description.
- Company entrants should be headquartered in Indiana or at a minimum have a comprehensive set of business functions located in Indiana, and Indiana employees should have been central to the business' accomplishments or culture depending on the category. Only work done that includes Indiana-based employees will be considered for awards.
- Association with TechPoint is not required and membership/sponsorship has no impact on an award entry's chances of being named a nominee or winning.
- Should an entry appear to better qualify for a different category than originally submitted, Mira Award judges and TechPoint staff reserve the right to move the entry into the more suitable category.

NOMINATION VS. AWARD ENTRY

The public is encouraged to nominate deserving individuals, teams, organizations and companies using the simplified [Nomination Form](#). Those nominated will receive notification and they must complete the official [Mira Awards Entry Form](#) in order to be considered for an award.

NOTE: The [Nomination Form](#) and the [Mira Awards Entry Form](#) are one and the same. Just check the radio button to indicate that you are entering *myself/my company* or check the other button to *nominate someone else*.



Only those who complete the Entry Form will be considered for awards. All entries are evaluated by the judges and then the scoring determines which applicants move forward as official Mira Award nominees.

ELIGIBILITY FOR COMPANIES HEADQUARTERED OUT-OF-STATE

To qualify for the Exceptional Employer Award, Scale-up of the Year, Startup of the Year, Disruptor of the Year and other company-related categories, a company must have a comprehensive set of business functions located in Indiana, and Indiana employees must have been central to the businesses accomplishments.

For example, a company with only sales and marketing offices in Indiana would not qualify, but a company with product development, sales, marketing, and services likely would. Revenue and growth results should focus on the Indiana-relevant business unit results, not just the corporate whole.

To qualify for Product Innovation of the Year, Product Launch of the Year, Service Partner of the Year, the product, service, or innovation must have been primarily developed in Indiana or by Indiana-based employees of the company.

If you are unsure of whether or not you or your company is eligible for a Mira Award, focus on the spirit of the awards, which is to recognize the Best of Tech in Indiana. If the company doesn't have a significant presence in the state or the bulk of the work was done elsewhere by people with little or no connection to Indiana, then it doesn't qualify.

Contact Joshua Hall at joshua@techpoint.org or call 317-413-9354 to discuss your specific eligibility questions.



ENTRY PROCESS AND LIVE JUDGING PRESENTATION/INTERVIEW DATES

Mira Award entries 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 2023 class of Mira Award nominees.

Next, Mira Award nominees are required to deliver brief presentations and participate in interviews (20 minutes total) with the judging panel from their specific category on March 8th or March 9th**, and should be prepared to answer questions and discuss their entry in further detail.

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

**** MARK YOUR CALENDAR: REQUIRED NOMINEE PRESENTATIONS/INTERVIEWS TAKE PLACE WEDNESDAY, MARCH 8TH OR THURSDAY, MARCH 9TH. PLEASE RESERVE BOTH DATES, AS APPOINTMENTS WILL BE MADE FOLLOWING THE FEBRUARY 14, 2023 NOMINEE ANNOUNCEMENT.**

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

Mira Award nominees will be announced on Tuesday, February 14, 2023. Mira Award winners will be announced during the Mira Awards Gala on April 22, 2023.

PRO TIP: The best way to think about your application is as a whole—not just individual questions—and that you are writing a compelling story for the judges to read. It should not be long. It should not be difficult for a subject matter expert in your field to understand. And the innovative, unique or most interesting thing about your achievement should be right in the beginning of the question “Why does this applicant deserve to win a Mira Award?”

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 317-413-9354.

2023 MIRA AWARDS CATEGORIES

The first important step to entering is deciding which category or categories are the right ones for you. You may enter all categories for which you are eligible.

TWO PRIMARY DIVISIONS

1. Talent & Pipeline Awards
2. Digital Innovation Awards

TALENT & PIPELINE AWARDS

- **NEW** Nextech K-12 Computer Science Teacher of the Year (\$1,000 Grant)
- TechPoint Foundation for Youth Bridge Builder Award (\$1,000 Grant)
- **NEW** Education Impact Award
- **NEW** Mission41K Talent Champion Award
- **NEW** Student Entrepreneur of the Year
- **NEW** Tech Team of the Year
- Rising Entrepreneur Award
- Exceptional Employer Award
- TechPoint Trailblazer Award

DIGITAL INNOVATION AWARDS

- **NEW** Digital Transformation Award
- **NEW** Product Innovation of the Year
- **NEW** Product Launch of the Year
- **NEW** Disruptor of the Year
- **NEW** Deal of the Year
- **NEW** Entrepreneurial Service Excellence Award
- Service Partner of the Year
- Startup of the Year
- Scale-up of the Year

TALENT & PIPELINE AWARDS DESCRIPTIONS & CRITERIA

NEW Nextech K-12 Computer Science Teacher of the Year (\$1,000 Grant)

Recognizing licensed Indiana computer science teachers who teach a full CS course at any public, charter, parochial or other school.

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

1. List this teacher's significant achievements relevant to computer science education.



2. How do these achievements advance the education of students beyond the mere use of technology?
3. In what way or ways does this teacher inspire students to learn?
4. Describe their impact on student achievement.
5. List civic activity including advancing diversity, equity and inclusion and/or creating opportunities for underrepresented individuals.

TechPoint Foundation for Youth Bridge Builder Award (\$1,000 Grant)

Recognizing visionary leaders helping underserved students in Indiana access experiential learning that inspires the pursuit of STEM careers.

This award is chosen by the TechPoint Foundation for Youth board of directors.

NEW Education Impact Award

Recognizing educators, organizations, coaches, programs and platforms that inspire and open doors for learners of any ages, create economic opportunities and have an undeniably positive impact on student achievement and the future workforce.

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

1. What have they developed that is new or innovative?
2. How does this development advance tech education and/or the education of students beyond the mere use of technology?
3. In what way or ways do they inspire students to learn?
4. Describe their impact on student achievement.
5. List civic activity including advancing diversity, equity and inclusion and/or creating opportunities for underrepresented individuals.

NEW Mission41K Talent Champion Award

Recognizing Mission41K pledging employers that are adopting skills-based talent management, implementing apprenticeships and more.

This award is chosen by TechPoint based on data provided through the Mission41K pledge.

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

1. Has this company implemented internships, apprenticeships, total rewards or other notable, forward-thinking tech talent pipeline activities? Please explain.
2. Describe the steps this company has taken to adopt skills-based talent management and hiring.
3. How has the company developed and leveraged its Indiana-based talent?
4. Describe the company's culture in relation to how it supports, attracts and recruits a diverse workforce.



5. In what ways has the company advanced diversity, equity and inclusion and/or created opportunities for underrepresented individuals?

NEW Student Entrepreneur of the Year

Recognizing exceptional student startup founders and/or operators of any age and experience who have looked outside the box, started something new, and generated momentum, students must be enrolled in K-12 schools or higher education institutions.

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

1. What business (or businesses) have they started?
2. Have they raised capital? if yes, list amount and source. If bootstrapped, explain.
3. List their primary entrepreneurial accomplishments.
4. List awards/honors received.
5. List civic activity, memberships and associations, and any other community involvement, including diversity, equity and inclusion efforts.

NEW Tech Team of the Year

Recognizing teams that demonstrate effective management of people and projects to achieve significant milestone(s) in product development, design, discovery, engineering, company advancement and more.

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

1. What specifically did this team achieve together?
2. In what ways is this achievement innovative or problem-solving?
3. Describe the development process including a timeline.
4. How did you measure success?
5. How did this team's achievement(s) impact the larger organization?

Rising Entrepreneur Award

Recognizing exceptional non-student startup founders or operators of any age and experience who have looked outside the box, started something new, and generated momentum.

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

1. What business (or businesses) have they started?
2. Have they raised capital? if yes, list amount and source. If bootstrapped, explain.
3. List their primary entrepreneurial accomplishments.
4. List awards/honors received.
5. List civic activity, memberships and associations, and any other community involvement, including diversity, equity and inclusion efforts.



Exceptional Employer Award

Recognizing tech companies that are developing talent; advancing DE&I; cultivating workplace culture; and making a positive impact in the community.

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

1. Describe company plans for new hires/employee growth over the next three years.
2. Describe company plans for revenue growth over the next three years.
3. How has the company developed and leveraged its Indiana-based talent?
4. How does the company's culture enhance performance and help it to sustain a competitive advantage?
5. In what ways has the company advanced diversity, equity and inclusion and/or created opportunities for underrepresented individuals?

TechPoint Trailblazer Award

Recognizing visionaries whose contributions have had lasting and significant impact on the state and its technology ecosystem.

This award is chosen by the executive committee of the TechPoint board of directors.

DIGITAL INNOVATION AWARDS DESCRIPTIONS & CRITERIA

NEW Digital Transformation Award

Focused on corporate teams that are driving digital adoption, while nearly all Mira Awards categories are industry agnostic and recognize tech achievement in any industry, this award was specifically created to recognize the pervasiveness of technology and its oversized role in an organization's success regardless of the core business (i.e. life sciences, advanced manufacturing and logistics, energy, agbiosciences, academia and more)

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

1. What exactly was transformed and how was this achieved?
2. Describe the steps taken to shift from "the old way" to the new one.
3. Who executed this digital transformation? List the internal teams or individuals, service providers, partners, etc.
4. What impact did this digital transformation have on your business and how did you measure success.
5. How has this digital transformation set your company up for future success?

NEW Product Innovation of the Year

Focused on scientific achievements, tech R&D efforts and other trailblazing discoveries



coming from Indiana universities and businesses, or individual scientists, researchers, and entrepreneurs.

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

1. What problem/opportunity does this product solve for and how does it solve it?
2. What specifically about this product is innovative?
3. Who developed this product? List the internal teams or individuals, service providers, partners, etc.
4. Describe how this product was developed, such as your specific innovation approach, including a development timeline.
5. Has the product proven its market viability through mass usage, strong pilots, paying customers or other metrics? Explain.

NEW Product Launch of the Year

Focused on digital product adoption, go-to-market success and rapid customer adoption achieved through outstanding sales and marketing strategy and execution.

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

1. Who launched this product? List the internal teams or individuals, service providers, partners, etc.
2. What was the primary strategy for launching the product including the target audience(s).
3. Outline the activities and tools deployed for the product launch.
4. Describe the launch results and how you measured success.
5. What impact has this launch had on the success of the product and company?

NEW Disruptor of the Year

Focused on new market creation or reshaping, serving overlooked or discontented customers, challenging incumbents, including new spin-outs or corporate innovation activities.

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

1. What exactly has been disrupted and in what way(s)?
2. How is this disruption pioneering compared to the conventional competitors?
3. Describe the steps taken to disrupt this product or service category, market or industry, etc.
4. Who executed this disruption? List the internal teams or individuals, service providers, partners, etc.
5. What impact has this disruption had on your business and how are you measuring success?



NEW Deal of the Year

Formerly called “Investor of the Year,” this award is no longer an adjudicated category, all organizations that invest in Indiana tech companies in the two years prior to the award year are eligible as are all firms and companies that have executed exits.

This award is chosen by the executive committee of the TechPoint board of directors.

NEW Entrepreneurial Service Excellence Award

Recognizing accelerators, firms and organizations that have demonstrated a strong commitment to helping Indiana entrepreneurs thrive, providing resources, counsel, connections and more.

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

1. Describe the entrepreneurial services provided by this organization.
2. What is unique about this organization or sets it apart from other entrepreneurial service providers?
3. List the Indiana-based entrepreneurs and organizations represented or supported by or otherwise connected to this service provider.
4. How has this service provider contributed to entrepreneurial growth, advancement and development in Indiana?
5. List civic activity including advancing diversity, equity and inclusion and/or creating opportunities for underrepresented individuals.

Service Partner of the Year

Focused on professional services firms or internal corporate teams that are creating solutions, products or providing other professional services relating to IT/cyber, design/branding, marketing/PR, legal/accounting, consulting, data science or other.

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

1. What primary services are offered by this provider?
2. Describe recent significant achievement(s) and how success was measured.
3. In what ways is the service provided excellent, new, or innovative?
4. What impact has this provider had on company or client success?
5. How is this provider planning and preparing for the future?

Startup of the Year

Recognizing new companies (five years old or younger with less than \$5 million in revenue) that have shown the greatest development, market traction and have the most promising



potential for success including impressive year-over-year growth, focused on company performance and the management team.

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

1. Describe company plans for new hires/employee growth over the next three years.
2. Describe company plans for revenue growth over the next three years.
3. What are the startup's go-to-market strategies and how is success being measured?
4. List the complete leadership team and their roles in driving success, including any key advisors.
5. How has this startup achieved or demonstrated a likelihood to achieve measurable growth and potential for high-growth in the future?

Scale-up of the Year

Recognizing high-growth, innovation-driven, emerging companies (older than five years with less than \$20 million in revenue) that have built up market traction beyond the startup stage, focused on company performance and the management team.

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

1. Describe company plans for new hires/employee growth over the next three years.
2. Describe company plans for revenue growth over the next three years.
3. List the complete leadership team and their roles in driving success, including any key advisors.
4. In what ways is this scale-up thinking big? How will the company reach a \$1 billion valuation (or high-water mark for this particular company/industry)?
5. Explain how this company's performance over the past three years have set up future high growth for the scale-up.

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 317-413-9354.

For information about corporate sponsorship, please contact Jennifer Merrell at jennifer@techpoint.org.