

**Take your place
among the state's
tech elite.**

ENTER BY JANUARY 27TH

10 NEW CATEGORIES

TECHPOINT
MIRA
AWARDS



How to Enter the 2023 Mira Awards Webinar

January 5, 2023

Thank you for joining us!

The webinar will begin
shortly.

Today's Agenda

- Welcome & Introductions
- Awards Program Overview
- Eligibility Requirements
- Resources
- Best Practices
- Video & Why You Should Make One
- Q&A
 - Put your questions in Chat now or at any time during this presentation

Welcome & Introductions

TechPoint Staff

- Joshua Hall - Entry & Judging Process
- Anna Rauh - Nominee & Sponsor Communications and Event Logistics
- Jessica Stephenson - Vice President of Marketing

- Watch the Mira Awards Experience Video
 - https://youtu.be/x7Vrg9xze_E

Mira Awards Program Overview

- Why were the awards created?
- What's at stake?
- How many awards have been given out over 23 years?
- What does Mira stand for?

Resources

- miraawards.com
- [Sponsor Prospectus](#)
- Entry Form Versions
 - [PDF](#)
 - [Microsoft Word](#)
 - [Reviewr Platform](#)
- Still have Questions?
 - Contact Joshua Hall
 - joshua@techpoint.org
 - 317-464-5416 Office
 - 317-413-9354 Mobile
 - Seriously, they pay me to help you! Don't hesitate to contact me.
 - I would rather answer a quick question so you can keep going.

Eligibility Requirements

- Mira Awards Recognize ...
 - Achievements in 2022 (unless otherwise stated)
 - Longer timelines for R&D are permitted, refer to the category descriptions for details
 - Work done in Indiana by Indiana-based companies with Indiana employees
 - Obviously the world has changed, but the spirit of this eligibility requirement remains the same
 - The Mira Awards recognize the “Best of Tech” in Indiana
 - If the work originated here or was done by a team here or driven by Indiana-based employees

Judges & Judging Process

- 50+ independent subject matter experts
 - Panels of 4 judges per category
- Phase I
 - Judges read every entry and score them based on how well they met the criteria
 - The scores determine which applicants advance to be nominees
- Phase II
 - 20-minute presentations/interviews with judging panels
 - Final deliberations the same day determine the winners
 - Please add the Phase II dates to your calendars now - March 8th & 9th

Important Dates & Deadlines

- Friday, January 27, 2023 – Entry Deadline (That's 11:59 p.m. on Friday.)
- Tuesday, February 14th – Mira Award Nominees Announced
- **Tuesday, February 14th – SCHEDULE YOUR LIVE JUDGING PRESENTATION/INTERVIEW**
- Wednesday, March 8th or Thursday, March 9th – Live Judging
 - Live Judging will very likely be in person this year. Details to come.
- Friday, March 24th – Sponsorship Commitment Deadline
- Saturday, April 22nd – Mira Awards Gala at the JW Marriott - Indianapolis

Choosing A Category

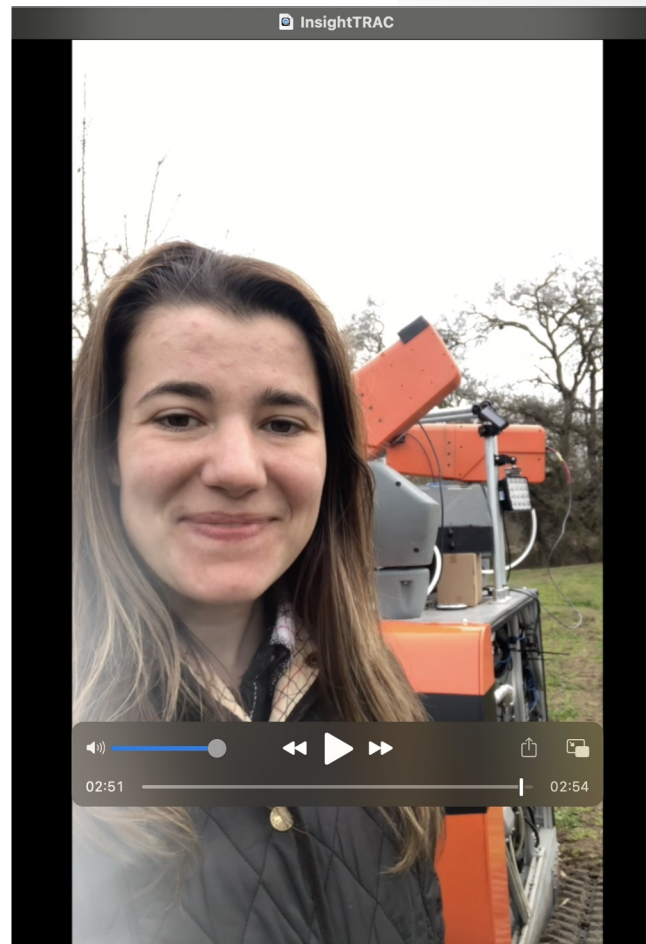
- Sometimes it can be tricky
- Spend some time with the new categories. There are 10 new ones!!
- Yes, you may enter more than one category (and you probably SHOULD)
 - Make it make sense.
 - You are either a startup or a scale-up, not both
 - Your product is either in the R&D development phase and not yet “in market” or it’s currently for sale and has customers using it
 - It is possible to enter several categories, but each application should be unique and address the specific criteria.

Best Practices

- Think about the entry form as telling your story in an 800-word blog post with an embedded video and a couple of photos with captions
 - It's not about your history as a company or your core business approach and corporate values. These things don't belong in your entry form
 - It's about what you have achieved, what's new and innovative and why that matters
 - Put it into the context of both the local/state community and the global tech space as relevant
 - It's not just a page of separate blanks, each question in order builds your story and entry profile
 - Think about this entry form and the subsequent presentation like you would an investor pitch. YES, bring the sizzle, but don't waste time on fluff.

Add A Simple Video to Your Application

- Adding a video does not replace your written application
- Use a video effectively to get the judges rooting for you
- Do not waste time and resources producing something fancy
- Quickly and succinctly answer the questions
 - What have you accomplished and why does it matter?



Q&A

- Put your questions in the chat
- We'll also stay on here after general Q&A to answer any questions you may have that are more specific to your situation
- Want to meet and discuss your entry?
 - <https://calendly.com/joshuahall/15min>
 - joshua@techpoint.org
 - 317-413-9354 Mobile