



## 2012 NOMINATION FORM GUIDE

*Preparing to Submit Your Nomination*

### **Support, Influence and Impact**

Edison Award nominees represent active contributors to the cause and purpose of innovation in the world. A percentage of every nomination fee is a tax deductible contribution used to help tell the broader story of innovation, advance the values and principles of Thomas A. Edison and other accomplished innovators, to fund programs and conferences dedicated to innovation and education and to fund the development of new innovation curricula.

Award winners are given a unique opportunity to share their stories to a variety of audiences. These include business audiences, higher education institutions, K-12 education systems and museums focused on science, industry, innovation, etc. Whether through direct connections the Edison Awards facilitates to these audiences or as a part of educational assets developed by Edison Universe, award winners are encouraged to give back to current and future innovators through storytelling, direct teaching and communication in a variety of media. For more information about the value of an Edison Award, visit [www.edisonawards.com](http://www.edisonawards.com) or email [inge@edisonawards.com](mailto:inge@edisonawards.com).

### **Instructions**

When you click on the “Nominate Now” button on [our website](#) you will be asked to provide information about the product, service or other offering that you are nominating. In addition to providing URLs for the company and/or product webpages, photo, video (optional) and appropriate contact information, you will be asked to respond to the following fields/questions:

### **Thumbnail Description**

Provide a brief description (50 words or less) that best describes your new innovation, which will be used to describe your product or service (or organization for Green Award nominees) on the final ballot (along with a link to additional information needed for judges).

### **Award Category**

Choose one category from the list below:

Consumer Packaged Goods  
Media/Visual Communications  
Energy/Sustainability  
Lifestyle/Social Impact  
Science/Medical  
Transportation  
Applied Technology

Edison Green Award\*  
Electronics/Computers  
Industrial Design  
Living, Working & Learning Environments  
New Retail Frontiers  
Innovative Services  
Thomas A. Edison Marketing Award by MENG

\*Refer to Edison Green Award Nomination Guide

### **When did/will your innovation become available?**

To qualify for consideration as a nominee for a 2012 Edison Award, your product or service must have been launched on the market and be available to end-users between July 1, 2010 and February 29, 2012.

### **Evaluation Criteria**

Building on the heritage of Thomas Edison and the 25-year legacy of the Edison Awards, we have evolved our evaluation criteria ensuring that all companies, regardless of industry, domain or innovation type can clearly communicate, affirm and support their nomination. These new evaluation criteria were established to be more relevant, more comprehensive, more aligned with the ever-evolving definition of “innovation,” more transparent for nominees AND more clearly defined for our voting bodies.

Clearly there are no precise, objective metrics that unambiguously define how companies and concepts rank for each evaluation criteria. But we have developed the new evaluation criteria and a corresponding set of assessment tools and scales that we believe allow for a fair, honest and equitable assessment of each entry.

Read each evaluation criteria carefully and try to understand the overall perspective and clarity we are seeking in each response. We recognize that there are clearly overlaps and interactions among the four criteria we have defined.

We also know that 100 words is a challenge and that you may experience difficulty shaping your responses within that limitation. However, we encourage you to employ as much focus, clarity and precision in your responses so that we can best assess your entry on its merits. On the occasion when our judges have questions, you may be contacted to provide additional information during the judging process.

## **CRITERIA #1: CONCEPT**

*Opportunity, conception, method & development*

In the true spirit of Thomas Edison, we are looking for innovations that not only address a need and solve a problem but also seize an opportunity and create a new market or industry. And true to Edison's work, we are interested in the overall method and development of the concept and opportunity. We would like to understand how discovery, collaboration, iteration, prototyping, etc. contributed to the conception and development of your innovation as it progressed from genesis to design and implementation.

*In 100 words or less, please describe the basis of your concept, your method of development and the overall process of bringing your concept to life.*

## **CRITERIA #2: VALUE**

*Need/desire, differentiation, advantage & cost*

For Edison, value was a primary driver for his innovations. We would like to understand how your innovation satisfies an existing need or desire. We are seeking evidence for how your offering is different and whether it has distinct, game changing advantages over any alternatives. We also want to evaluate its unique value proposition, the relationship between its cost and benefits and its economic desirability.

*In 100 words or less, please provide an explanation of your concept's underlying need or desirability, its distinct advantages, unique value proposition and cost-desirability profile.*

## **CRITERIA #3: DELIVERY**

*Message, engagement, availability, achievement*

Edison was not only an accomplished innovator but also a great communicator, marketer and master of delivery. We would like to understand how the message and broader story of your innovation is communicated in clear and compelling ways. We are looking for interesting examples of how you have engaged consumers and how you have delivered and made your offering available to the marketplace. Finally, we are interested in how the value proposition of your offering is being achieved, fulfilled and validated in the marketplace.

*In 100 words or less, please give us a clear sense of how you are positioning, communicating, distributing, marketing and validating your innovation.*

## **CRITERIA #4: IMPACT**

*Sustainability, social responsibility & potential*

Edison devoutly believed that real innovation not only demonstrated commercial success but also sustained sensitivity to broader implications. We would like to understand the immediate and longer term impact your innovation has on the environment and society as a whole. We are also interested in how your offering may establish a vision or be the basis of a larger system or platform of innovations and how it might be an inspiration to future innovation and innovators.

*In 100 words or less, please share the impact and results your innovation is having on the environment, society as a whole, future innovations and future innovators.*

**Nomination Fees\***

	<u>Sept. 1 – Oct. 14</u>	<u>Oct. 15 – Nov. 30</u>	<u>After Nov. 30</u>
Corporate	\$450	\$600	\$800
Non-Profit	\$250	\$300	\$350
Student Innovator	\$50	\$75	\$100

\*A portion of your nomination fee will be donated to the Edison Universe, a 501(c)3 non-profit organization dedicated to educating and fostering future innovators in the K-12 and community college levels.

**Completing the Process**

When you have completed your responses to the questions, you will click through to a Paypal payments page, which will offer you the option to submit your nomination fee via your VISA, MasterCard or American Express credit card (or your Paypal account). You will then receive an automated receipt for your payment. Within 24-48 hours, you will also receive confirmation of your nomination from the Edison Awards, including a “2012 Nominee” seal image, which you may begin using on your website, email signatures and other media.

**IMPORTANT! Save Your Information**

While you are able to re-visit and complete your nomination in more than one session, you will *not* be able to access your nomination *once it's complete*. We strongly urge you to keep a copy of the information you have submitted, especially your responses in the criteria fields, in the event you want to refer back or share the information with members of your team.