



EDISON AWARDS™

# 2020 EDISON AWARDS NOMINATION GUIDE

PREPARING TO SUBMIT YOUR NOMINATION FORM AT [WWW.EDISONAWARDS.COM](http://WWW.EDISONAWARDS.COM)

The Edison Awards are a globally respected leader in honoring the highest levels of new product and service development, marketing, human-centered design, and innovation. Through this recognition of excellence, The Edison Awards provides a powerful platform for organizations of all sizes to showcase and promote themselves in the same spotlight as the extraordinary innovator Thomas Edison.

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## Important Resources

[Nominations Video](#)

[Nominations How-To Video](#)

[Nominations Worksheet](#) – To assist in compiling your information prior to officially submitting nomination online

## NOMINATION INFORMATION

The [Nominations Worksheet](#) contains specific entry instructions and is a convenient place to compile all your information prior to officially submitting your nomination online. **This document is NOT the form where you will enter your actual nomination entry;** it is simply provided to give a detailed overview and instructions for the entry you will officially enter online. **Official entries must be made online at [www.edisonawards.com](http://www.edisonawards.com) between August 1, 2019 and November 22, 2019.** Additionally, the nominations [How-To Video](#) provides helpful tips.

Finalists will be publicly announced on February 11, 2020 (Thomas Edison’s birthday) and winners will be announced in Spring 2020.

**IMPORTANT NOTE:** Nominees are encouraged to submit their entries early in the season to maximize their visibility to our audience as well as promote their nomination through their own publicity and marketing campaigns.

## EVALUATION CRITERIA

Each nomination is evaluated by our multi-disciplined [Steering Committee](#) and other professional reviewers and are judged on the four Award Criteria: Concept, Value, Delivery and Impact. The Finalist ballot is then sent to 3,000+ industry experts who weigh in on the final vote.

Built on the heritage of Thomas Edison and the 30+ year legacy of the Edison Awards, the evaluation criteria ensures that all organizations can clearly communicate and showcase their nomination. There are no scientific, objective metrics that unambiguously define a product or service’s level of innovation. Edison Awards has developed an evaluation system and a corresponding set of assessment tools and scales to allow for a fair, honest and equitable assessment of each entry.

While responding to each evaluation criteria, realize that there may be overlaps and interactions among the four areas. While responding to each section within 630 characters (approximately 100) words may be a challenge, nominees are encouraged to employ focus, clarity, and precision in their responses so each entry can best be assessed 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, our organization looks 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, the Edison Awards is interested in the overall method and development of the concept and opportunity. How did discovery, collaboration, iteration, prototyping, etc. contribute to the conception and development of your innovation as it progressed from genesis to design and implementation?

## **CRITERIA #2: VALUE – Need/desire, differentiation, advantage & cost**

For Edison, value was a primary driver for his innovations. How does your innovation satisfy an existing need or desire or create a new need that is not currently available in the market? Please provide evidence for how your offering is different and whether it has distinct, game-changing advantages over any alternatives. Also important is its unique value proposition—the relationship between its cost/benefits and its economic desirability.

## **CRITERIA #3: DELIVERY – Message, engagement, availability, achievement**

Edison was not only an accomplished innovator, but also a great communicator, marketer and master of delivery. How is the message and broader story of your innovation communicated in clear and compelling ways? Please provide interesting examples of how you have engaged consumers, and how you have made your offering available to the marketplace. Finally, describe how the value proposition of your offering is being achieved, fulfilled and validated in the marketplace.

## **CRITERIA #4: IMPACT – Sustainability, social responsibility & potential**

Edison devoutly believed that real innovation not only demonstrated commercial success, but also impacted the world in meaningful ways. What is the immediate and long term impact your innovation has on the environment and society as a whole? How does your offering establish a vision or provide inspiration to future innovation and innovators?

## **AWARD CATEGORIES**

Please choose one category from the list below that best aligns with your product or service's industry. The Edison Awards Steering Committee reserves the right to move your nomination into another category or to create an entirely new category if they feel it improves your opportunity to win.

- Aerospace Innovation
- Applied Technology
- Athletics, Sports & Recreation
- Collective Disruption
- Consumer Electronics & Information Technology
- Consumer Goods
- Energy & Sustainability
- Health & Wellness
- Industrial Design
- Innovative Services
- Living, Working & Learning Environments
- Media, Visual Communications & Entertainment
- Medical/Dental
- Materials Science & Engineering
- Social Innovation
- Transportation & Logistics

## **SOCIAL RESPONSIBILITY**

An Edison Award represents an enormous achievement and public recognition that your work is truly innovative with enormous impact in the world. Consistent with Thomas Edison's values and principles, we believe that success carries with it responsibility. As an Edison Award candidate, we hope and expect that, should you win an Edison Award, you will be willing to give back to your employees, your community, your nation and the world in important and meaningful ways.

We are asking all nominees to make a pledge that, should they win an Edison Award, they will be willing to give back in some form, however small or large, to create a positive impact in the world by globally recognizing, honoring and fostering innovation and innovators. Ways of contributing may include mentoring students, sponsoring internships, hosting field trips or organizational tours, serving as a future Edison Award judge or sponsoring a program.

## ACCEPTANCE OF TERMS

**Nominations cannot be submitted without acceptance of the Terms & Conditions below.**

EDISON ACHIEVEMENT AWARD™, EDISON AWARDS™, the Edison Awards Logo, and 2020 EDISON AWARDS™ are trademarks of AF Networks LLC, licensed to Edison Awards™ for purposes of conducting the 2020 Edison Awards™. All information, materials, functions, logos and other content contained on the Edison Awards site is the copyrighted property of AF Networks LLC. No AF Networks LLC trademark or copyrighted material may be used, reproduced, transmitted, distributed or otherwise exploited in any way without the express written consent from AF Networks LLC. Violators will be fined to the extent allowed by law.

**Use of Finalist/Winners’ Products in Advertising**

If your product is selected as a finalist or voted a Gold, Silver or Bronze winner in your category, you authorize the Organizer to use your product to advertise and promote the EDISON AWARDS. For purposes hereof, the term “use” includes but is not limited to any reproduction, photograph, illustration, film, video, digital reproduction or other depiction of your product and its label, packaging and trademark.

**Organizer’s Rights in the Trademarks**

You acknowledge that the EDISON AWARD and EDISON ACHIEVEMENT AWARD Trademarks are the exclusive trademarks of the Organizer and its licensors. You agree not to apply for or obtain registration of the Trademarks for any goods or services in any jurisdiction, nor use the Trademarks or any name or mark confusingly similar to the Trademarks as a company, business, trade or brand name in any jurisdiction.

**Use of Edison Awards Nominee Seal**

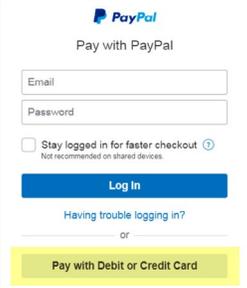
Upon acceptance of your nomination, you will be provided with an Edison Awards Nominee Seal for your use until May 1, 2020.

## COMPLETING THE PROCESS

When you have completed your responses to the questions and agreed to the terms and conditions, you will be directed to the payment screen which will offer you the option to submit your nomination fee via check, ACH transfer or through PayPal with your VISA, MasterCard, or American Express credit card. If you have questions concerning the payment of the fee, contact Rob Manes at 816-510-5128 or [rob@edisonawards.com](mailto:rob@edisonawards.com).

**You do NOT need to have a PayPal account to pay through PayPal. Simply choose the ‘Pay with debit or credit card\*\* option.** You will 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 “2020 Nominee” seal image, which you may begin using on your website, email signatures and other media.

We accept PayPal Credit, which is short-term financing for 6 months with no interest. Contact your Edison Awards sales representative for more information. Remember to obtain approval prior to submitting your nomination.



## NOMINATION FEES\*

RATES (USD)	Until Nov. 22, 2019
<b>Corporate</b>	\$1,395
<b>Nonprofit</b>	\$800
<b>Student</b>	\$250

Please note that nominations received without the appropriate nomination fee will not be forwarded to the Edison Awards Steering Committee for review/consideration.

\*\*Using a credit card will incur a 3% convenience fee

# WHY ENTER THE EDISON AWARDS COMPETITION?

## SALES/BUSINESS DEVELOPMENT

Increase sales by leveraging the Edison Award Winner seal (including the Gold, Silver and Bronze designations) in publicity, marketing campaigns and packaging.

The award delivers an affirmation of superior quality — a confirmation that can reach customers in a way that marketing and advertising cannot.

The seal enables winning products or services to stand out prominently, separating them from the competition.

## REVIEW AND VALIDATION

Nominations receive a high-powered, focus group review by the Edison Awards Steering Committee comprised of hand-picked industry experts from a spectrum of disciplines.

This distinction is recognized by the industry and serves as an unbiased 3rd-party validation for the innovations advancing to Finalist status.

Winning an award boosts the credibility of the team, organization and product/service.

## FUNDING OPPORTUNITIES

Vcs and PEs actively research award honoree lists to discover new opportunities of interest.

Attend the annual black-tie gala awards ceremony and network with the world's top innovative companies, fellow honorees, and potential investors.

Make The Edison Awards part of your growth strategy!

## PR, RECOGNITION AND VISIBILITY

Gain broad global recognition and visibility to business and consumer media outlets.

Admissible nominations are showcased on the Edison Awards website and social media.

Awards significantly distinguish you from your competition!

# 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, seal licensing fee, and gala ticket 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 and to fund programs and conferences dedicated to innovation and education.

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 that the Edison Awards facilitates to these audiences, or through their own endeavors, award winners are encouraged to give back to current and future innovators through storytelling, mentorship programs, direct teaching and communication in a variety of media.

# TIPS FOR CRAFTING AN EXCELLENT NOMINATION

Thomas Edison was eager to put customer needs first and realized that marketing and innovation go hand-in-hand. "Anything that won't sell, I don't want to invent," he said. "Its sale is proof of utility, and utility is success." Just as Thomas Edison coupled his inventions with a strong marketing outreach to bring those discoveries to the public, two factors directly impact the success of your nomination:

1. Whether your product/service is genuinely innovative
2. How effectively your marketing efforts showcase that innovation

## A SUCCESSFUL ENTRY (AND EFFECTIVE MARKETING) INCLUDES THE FOLLOWING:

### Strong Written Descriptions

- Clear, easily understood descriptions of your product or service. Correct spelling and grammar is important.
- Answer ALL the questions in each section.
- In addition to your organization's internal experts, ensure people outside your industry understand the message before submitting it.

### Website – A compelling website has the following features:

- Easy to navigate and to find information
- Clear message about the product or service and its purpose, benefits and value
- A visually appealing, unified theme throughout the site

### Video – Most successful nominations have videos that clearly showcase and explain their product or service.

- The best videos convey their message in two minutes or less.
- Videos can be made with easy-to-use and inexpensive desktop softwares; there's no need for expensive studio time. For example, a simple PowerPoint presentation can be exported as a movie and uploaded to YouTube.

## **IMPORTANT! SAVE/PRINT YOUR NOMINATION 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 and submitted for final consideration. **You are strongly urged to keep a printed and/or electronic copy of the information you have submitted** in the event you want to refer back or share the information with members of your team. When your nomination is complete, you will see a summary page that will prompt you to print.

# EXAMPLES OF EXCELLENT NOMINATIONS

Below are several examples of strong nominations from past Edison Awards finalists.

## EXAMPLE #1

Category: Applied Technology  
Company: Consumer Physics  
Product: SCiO™  
Snapshot Description: World's first hand-held molecular sensor  
Website: <https://www.consumerphysics.com/mySCiO™/>  
Video: [https://www.youtube.com/watch?v=UIFYAOD\\_E3E](https://www.youtube.com/watch?v=UIFYAOD_E3E)



Thumbnail Description: SCiO™ is the world's first molecular sensor that fits in the palm of your hand! With SCiO™ you can scan materials and get instant relevant information directly to your smartphone. It is a non-intrusive, no-touch sensor that provides a seamless user experience. Explore more with the click of a button.

Concept: Smartphones made it easy to research facts, capture images, and navigate, but they haven't brought us closer to the physical environment. SCiO™ is the first handheld molecular sensor. It's an affordable device for everyday use. SCiO™ uses a science that is 100 years old. We made this powerful technology available to everyone by reducing the size and cost of a spectrometer. SCiO™ is based on the proven NIR spectroscopy method. The physical basis is that each type of molecule vibrates in its own unique way; these vibrations interact with light to create a unique optical signature.

Value: SCiO™ is for anyone who would like instant information about the things they interact with and consume every day. It is also great for people who want to help develop a rapidly expanding database of useful knowledge that will benefit the entire community of users. Spectrometers today are too large and expensive and are not available for everyday use. SCiO™ is offered in our online store for \$249 including two years of free Apps. With that, users can begin scanning, learning and sharing their findings with their friends.

Delivery: We launched a Kickstarter campaign in April 2014 in order to get the first community of users that could help us grow SCiO™'s database. We have been communicating with our backers on Kickstarter as well as on Facebook and Twitter. There have also been many magazine, newspaper and TV interviews. We have been attending conferences, introducing SCiO™ to the world and demonstrating its capabilities.

Impact: The ability to scan and learn more about the world around you has tremendous implications on the food we are about to consume, the water we are about to drink, our environment and our health and wellness. With SCiO™ one can tell the nutritional values of the food they are about to consume, the ripeness of fruits and vegetables, if they have been using safe drugs etc. The application allows users to track themselves, record and share with their friends. The more it is used, the greater the database will be. SCiO™ is the first and largest database of matter.

Differentiation: As far as we know there are no other similar products in the market. SCiO™ is the first of its kind aiming to be the world's first database of matter. Spectrometers are used in labs around the world but they are too large and expensive for everyday use.

## EXAMPLE #2

Category: Consumer Goods  
Company: ConnectedYard, Inc.  
Product: pHin Smart Water Care  
Snapshot Description: pHin simplifies pool and hot tub care.  
Website: <https://www.phin.co/>  
Video: <https://www.youtube.com/watch?v=L2ks65Qrhas>



Thumbnail Description: pHin combines a bluetooth and WiFi-enabled water monitor with a mobile app to simplify pool and hot tub care. The monitor measures water chemistry 24/7, and notifies your smartphone when action is needed. Just add pHin's pre-measured, single-dose pods or get dosing instructions when used with your own chemicals.

Concept: At a backyard barbecue Justin Miller and Mark Janes found a shared frustration with the cost and labor involved in maintaining their backyard pools, which led them to found ConnectedYard. Research uncovered more than 14 million pools and hot tubs in the U.S., and Justin and Mark started building what would become the pHin Smart Water Care solution, along with an ecosystem of chemical providers and pool service techs. They promoted pHin online and built a community of early advocates to provide product input. The phenomenal response resulted in thousands of pre-orders for pHin and secured series A funding for the company.

Value: Pool and hot tub owners will tell you that they love enjoying their backyards with family and friends, but hate the cost and labor involved in maintaining their pools and hot tubs. Up until now, choices have been limited -- pay a pricey service to maintain your pool or hot tub, or do it yourself and deal with messy chemicals and complicated water chemistry. Now with pHin, for the first time, pool and hot tub owners have a simple, smart, easy to use, and cost effective solution for maintaining their pools and hot tubs.

Delivery: ConnectedYard has set a new standard in pool care. It coined the term "smart water care" and positioned pHin as the solution. Through integrated, omni-channel marketing and PR, it has garnered thought leadership, industry awards, positive reviews, and built a vibrant Facebook community of pool aficionados. It has also activated Athlete Ambassador Haley Anderson, world championship swimmer, and pHin customer advocates and industry influencers to co-promote the benefits of smart water care with pHin. Its commitment to helping pool owners shines through on the pHin blog, which offers guidance on how to maintain perfectly balanced water.

Impact: A key part of pHin's innovation is how it manages the chemicals used to keep pool and hot tub water balanced. Chemicals are provided in pre-measured, single-dose and color-coded pods so that pool and hot tub owners know exactly what chemicals to add and how much. Each pod is water soluble so pool and hot tub owners can simply drop it in and let it dissolve, eliminating the mess and skin irritation from chemical handling. And pHin is good for the planet, eliminating disposable packaging and reducing chemical waste by monitoring water 24/7 and telling pool and hot tub owners exactly how many pods to add.

Differentiation: pHin is shipping in volume and enables an ecosystem. The mobile app tracks chemical inventory and critical factors, shows real-time data and lets members book pool service with one touch. Its predictive algorithm helps users predict the needs of their pools and hot tubs. Store-bought chemical users can scan a growing list of chemicals for specific dosing instructions. Pool techs can view ALL of their customers' data remotely from the pro mobile app, saving time and money, increasing efficiency and new business. Retailers can understand customers more deeply, increase sales, and become the default store for pHin purchasers.



**NOMINATION DEADLINE IS NOVEMBER 22, 2019 – ENTER AT [WWW.EDISONAWARDS.COM](http://WWW.EDISONAWARDS.COM)**