

ENTRY NAME

INFORMATION MEMORANDUM

NAME/S OF ORGANISATION/S SUBMITTING ENTRY

SUMMARY

Key pitch for your Product or Solution. This summary will be published on the INCITE Awards website and printed in the Awards Ceremony program, should you become a finalist.

WHY WAS THE PROJECT INITIALISED?

What was the problem / need that was identified and why the project was initialised.

What research/analysis/market testing was undertaken and what did it show?

What are the current solutions on the market
What are the gaps in the market.

WHAT IS THE SOLUTION?

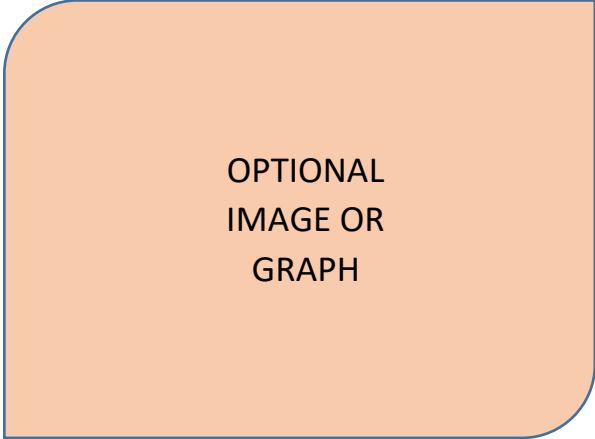
What is the solution

What technology was used to provide the solution and why

How is the solution addressing the problem / need that was identified.

What is your market share.

Management of security and privacy – how is it managed and why



OPTIONAL
IMAGE OR
GRAPH

HOW DOES THE SOLUTION MATCH THE PROBLEM?

- Effectiveness of the solution
- Underlying technology used
- Understanding and implementing user requirements
- Methodology used

WHERE IS THE INNOVATION – WHY DOES THE ENTRY DESERVE TO WIN?

- Why is the solution innovative?
- What type of innovative impact does the solution have – incremental, disruptive, radical or architectural and why?

WHY DOES THE ENTRY DESERVE TO WIN (60 WORDS MAXIMUM)

Why does the entry deserve to win?