

## NOTICE

This document is provided to make preparing your entry as easy as possible. All entries must be completed on our online platform that will open in May. In the case of a discrepancy between this document and our online platform, the online platform will take precedence.

## CATEGORY

Innovative Product or Service

*Product e.g.: Digital lighting, smart glass, WIFI lock, motion sensor faucet, etc.*

*Service e.g.: Enhancements, digitization, automation, maintenance plans, customer support, information and education, warranties, etc.*

## PURPOSE

To feature the innovative advancements in products or services introduced to the local residential construction industry launched during the past year. Product or service will demonstrate the potential to positively influence the success of the entrant's own business or those of their clients'.

## ELIGIBILITY REQUIREMENTS

Innovative Product or Service must have been initially launched during the period between May 1, 2022 to May 15, 2024.

*Winners from the 2021, 2022 and 2023 award program are not eligible to enter the same product.*

## PHOTO REQUIREMENTS

Upload up to a maximum of five (5) photos demonstrating the product or service.

**Images should be high resolution (300ppi), with an ideal width of 3000px. Maximum image upload size is 5MB. Renderings are not permitted.**

## SUPPORTING MEDIA

Upload up to a maximum of two (2) marketing materials or media. *Examples: brochure, audio media, print, or website.*

## INFORMATION

*Maximum 50 words per question unless otherwise noted.*

- 1) Name of product or service: *What is the name of the service or product. (To be used during award ceremony)*
- 2) Product or service: *Describe the product or service entered.*
- 3) Purpose: *Describe the purpose that this product or service fulfills.*
- 4) Target audience: *Describe who is the product or service aimed at.*
- 5) Product Launch Date. *When the product or service launched.*
- 6) Inspiration: *Explain the inspiration for this product or service.*
- 7) Research Process: *Describe the research and development process that went into this product or service.*
- 8) Innovation: *Describe what makes this product or service fresh/innovative. (350 words)*
- 9) Measurable Results: *Describe what measurable results have been achieved as a result of this product or service.*

**SCORING CRITERIA**

**a) Research & Development (10 points)**

Was the research & development effectively executed?

**b) Innovation & Creativity (25 points)**

Is the product or service fresh & innovative?

**c) Purpose (15 points)**

Does it work? Does it fulfill a purpose? Is it useful?

**d) Overall Appeal (15 points)**

Does the product or service appeal to you or how well does it appeal to a consumer?

Is the product or service successful?