



CATEGORY

- Innovative Product or Service

Product or Service e.g.: Digital lighting, smart glass, WIFI lock, motion sensor faucet, enhancements, digitization, automation, maintenance plans, education, warranties, etc.

This category recognizes innovative products or services introduced to the local residential construction industry within the past year. Submissions should demonstrate how the product or service has the potential to positively impact the success of the entrant's business and/or that of their clients.

ELIGIBILITY REQUIREMENTS

Innovative Product or Service must have been initially implemented (introduced to the Alberta market) during the period between May 1, 2024 to May 15, 2026.

Winners from the 2023-2025 award program are not eligible to enter the same product.

PHOTO REQUIREMENTS

- Up to five (5) photos demonstrating the product or service.
 - Images should be a minimum of 2000 px wide and 1000 px high at 72 dpi.
 - Maximum image upload size is **5MB**.
 - Renderings are not permitted.
 - Do not upload duplicate photos.

SUPPORTING MEDIA

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

DETAILED INFORMATION

Maximum 50 words per question unless otherwise noted.

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



INNOVATION

SCORING CRITERIA

a. Research & Development (10 points)

Was the research & development effectively executed?

b. Innovation & Creativity (45 points)

Is the product or service fresh & innovative?

c. Purpose (25 points)

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

d. Overall Appeal (20 points)

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

Is the product or service successful?