



TECHNOLOGY IMPACT AWARDS

2020 | Presented by BC Tech

TIA's APPLICATION

TOP TEN TIPS

What does it take to craft a winning application?

There are a few tricks and tips we have collected over the years we think will help you put together your best possible application to impress the judges. Here they are:

- 1 Consider applying for two awards: one for your size/stage of company, e.g. Startup, Growth, Scale, Anchor, and one where your unique story can really stand out.
- 2 Think about punchy sound bites that will jump off the page.
- 3 Include a glowing customer testimonial about the impact you had on them.
- 4 Put your story on the page! Even though their focus is often on the BC tech community, don't assume judges will know all the details.
- 5 Your achievements are much more impactful than your projections—focus on the former!
- 6 The strongest applications almost always involve company leaders. Has your CEO read your application?
- 7 Plan effectively! Start early on putting your application together so you have time for revisions, approvals, collaboration, and inspiration. Rushed rarely wins.
- 8 What does your company do and why does it matter? How would you explain it in a tweet for a non-tech audience?
- 9 What is the impact your company has (or would like to have) on BC's economy or society?
- 10 Back up your arguments with evidence: numbers, testimonials, examples are great for proving your point and showing judges why you deserve to win.