Judging Criteria for the 2024 Awards

Judges will review and score the entries on the criteria below. They will take into consideration the materials (including videos and URL links) submitted to support the entry. For 2024 a short video must be supplied which shows or describes the entry (this may be 30 seconds and upwards, but short videos are encouraged)

Scores are combined to give an overall score. Highest scoring entries determine the shortlists. Judges will meet to discuss entries and the shortlists and agree the winner in each category.

Criteria

- How the innovation addresses a current or unmet need in the market
- Whether the innovation creates a new market
- How the innovation improves the end user experience
- What the potential or proven commercial/non-commercial KPIs for success are
- Business model robustness
- Strength of customer/marketing testing response and endorsements
- What the clear points of differentiation are from other products/services in the market
- What the wider social impact is - diversity and inclusion, sustainability and environmental impact
- Start-ups will additionally be evaluated on scalability

The judging panel is looking for novel ideas and solutions to existing business or customer challenges, accompanied by evidence that the innovation has been, or will be, translated into worthwhile benefits.

Succinct, clear entries are welcomed.

The judges reserve the right to request additional clarifying information. Requests for this - if needed - will come from the Stationers' office and not directly from judges themselves.

Entries must be in by the closing date of **Thursday 16th May 2024** at 7pm.

Winners will be announced at the in-person Awards ceremony on 11th October 2024, at Stationers' Hall.

The judges' decision is final and binding.

April 2024