Please Answer all the questions below in-line with the questions. Please be descriptive in your answers. Save the document and then attach/upload it to the online application. You can delete the underlines

1) Fill out these 3 values below:

Company name:

Product name for nomination:

Company website:

2) First Version of your product

Version Number *(i.e. V4.1)*:

Release Date: *(i.e. 03/05/12)*:

Latest Version of your product

Version Number *(i.e. V4.1)*:

Release Date: *(i.e. 03/05/12)*:

3) What is your target market?

(i.e. enterprise, service providers, Fortune 500, SOHO, etc.)

4) List your current competitors (and product name if known).

5) Specifically, what does your product do? You may provide a broad description but please also include a technical description either in this question or the next question (#6).

6) If you are a hosted service, what equipment/software sits at the customer premise and what sits at the hosted location?

For instance, if you offer SIP trunking, you may require a SIP gateway at the customer premise and the calls are routed over IP to your hosted voice termination network.

Another example: You are a hosted CRM contact management solution. At the customer premise you require just a browser and the hosted side consists of Oracle, Linux servers running Apache, Clustering for redundancy, etc.

7) Innovation is often a question of firsts, i.e. the first on the market or first to develop a particular technology for a given industry. Can you say that your product/service has been the first to accomplish either of these things?

8) Has your product/suite been the first to use an existing technology in a new way, or for a different purpose? Perhaps in conjunction with other industry-related product(s) to create a unique offering? Explain further.

9) Perhaps from a slightly more technical perspective, do any of your product(s) / service(s) break new ground in accomplishing their intended objectives or mission?

10) Why should a potential customer use your product(s)/service(s), over a competitor? You may mention competitors by name here and provide some short comparisons if you wish. Please keep it objective and fact oriented and without “trashing” your competitors.

For instance: Our product is unique in the industry in that it is the only product that works on Windows, Macs, and Linux machines. Our main competitor, Acme Corp only supports Windows.

11) Are there any other unique or distinctive features about your product?

12) What improvements in your product have you made in the last 6 months?

13) Please list customer references of those that have (or soon will) deployed your solution. Include as much contact information as possible, including company, contact name, phone number, and email address. We will accept just company names, but would prefer detailed contact information as well. We keep customer references strictly confidential and will not disclose any customers without explicit permission from both the TMC Labs Innovation Award applicant and the customer. The more references you list, the better.

However customer references are not required in order to win, though it certainly helps if you include them in this application. We look at the whole application and customer references are only one "slice" of the whole pie, so do not be concerned if you can't include customer references. There are many instances when customer references cannot be included, such as selling direct to resellers or direct to consumers. Thus, if you offer an end-user/consumer-type product, then this field may be skipped. There may also be legal restrictions that prevent the divulging of customer references. Please make a note in this question explaining the reason(s) why references could not be included.

Optionally, if you cannot include specific customer references, you may provide “generic” (no company name) descriptions of some of your customers and how they are using your product.

**For example:** A Fortune 500 utility company is using our product to connect multiple call center sites together and it has resulted in a 25% improvement in agent efficiency.