



moonshot catalyst

awards 2023

Presentation by:

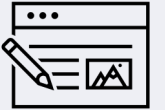
Mahima Khurana
Head of Catalysts, TM Forum

agenda

- Award Categories
- Judging process & criteria
- Awards submission form
- Live Tutorial
- Judging onsite
- Timelines
- Best practices & tips
- Post-event
- Q&A



11 moonshot catalysts



73 unique companies



unique team members **280+**

Moonshot

catalyst awards



- Recognize catalysts which best solves the set Moonshot Challenges offering innovative & commercially viable technology solutions to the key industry challenges.
- Applicable only for Moonshot Catalysts.
- Promotion & gaining industry feedback.
- Judged by the executive panel of industry specialists.
- Recognition through TM Forum wider media exposure, and social media.
- Winners announced live at Awards Ceremony on 21st Sept at 1:15pm CEST.



catalysts

award
categories



Best Moonshot Catalyst – The Energy Challenge

Catalyst that demonstrates best answer to the Energy Challenge offering innovative & commercially viable technology solutions towards our sustainability goals of carbon neutrality & reduced energy consumption.



Best Moonshot Catalyst – The Metaverse Challenge

Catalyst that demonstrates best answer to the Metaverse Challenge offering innovative & commercially viable technology solutions using Metaverse capabilities to unlock the benefits for connectivity providers.



catalysts

**judging process
& criteria**

Judging process

- Each award category would be judged against 6 parameters or judging criteria:-
- Judges review teams based on:
 - Awards Submission form entries (Pre-read)
 - Catalyst Spaces/URL/Resources shared on spaces etc (Pre-read)
 - Onsite team interactions/demos at their booths (Onsite)
- Each Catalyst will be allocated a panel of Executive Judges/Coaches to review & score the teams.
- Teams would require submitting their Awards submission forms.
- Each Catalyst team will be allocated a common Username & Password to access the Awards portal and for submitting their Awards Submission Forms.

Judging criteria



MOONSHOT CHALLENGE

How well the team defined problem statement for their moonshot challenges?

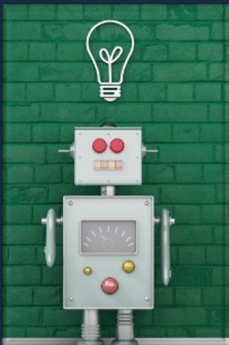
(1=Did not define correctly, 10=Super clear & precise definition of the problem statement/Moonshot goals)



QUANTIFIED RESULTS

Is the Catalyst able to quantify with proof points, the business outcomes (in terms of number, dollar, %age)?

(1=Vague results, 10=Clear & precise quantifiable business outcomes)



SOLUTION

How well the Catalyst demonstrates their solution and help the team to achieve the moonshot ambition?

(1=Did not correctly, 10=Most innovative solution to their moonshot ambitions)



POTENTIAL IMPACT ON INDUSTRY

What is the potential impact of the Catalyst solution in revolutionizing & solving the moonshot challenge?

(1=Not much impact, 10=Potential to create a ripple effect & solving the industry challenge completely)



PITCH

How well did the team pitched their Catalyst idea & solution to Judges?

(1=Not engaging/boring, 10= Most engaging, interactive & engrossing demo/pitch)



TEAM COLLABORATION

How well has the participants & champions contributed & collaborated towards catalyst success?



catalysts

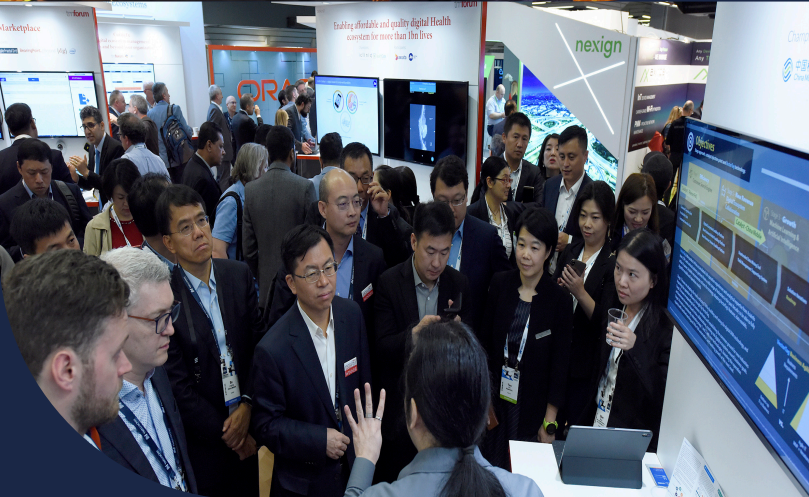
**awards
submission form**



moonshot
catalyst

awards 2023

Awards submission form



- Before submitting online, download the [Awards Submission form template](#) and discuss with your team.
- Each team is required to fill in **ONLY ONE FORM**.
- Entry deadline: **25th August 2023 (midnight - EST)**
- Please submit before deadline, as system will automatically close the entry submission after the deadline.

Log in

Email or mobile [?](#)

M23.0.xxx@collaboration.tmforum.org

Continue

Password

[Forgot password](#)

.....



Remember me

Log in [Cancel](#)

Awards submission form

- For online submission, go to URL: <https://awards.tmforum.org/>
- Login credentials emailed to each project lead or co-lead. Please reach out if not received or any issue.
- Buttons on form:
 - 'START ENTRY' to start the entry form first time.
 - 'SAVE+NEXT' to save & proceed to the next tab.
 - 'SAVE+CLOSE' to save & return to form later. Also, to save form after submission (but before deadline).
 - 'PREVIEW' to preview the entire form at anytime. Use this button specifically when filling tables.
 - 'SUBMIT' when all tabs filled & team satisfied with their entry.
- Scroll down online form completely to view & fill in all contents.
- Preview the submission form before submitting.
- Even after submission, team can edit before 25th August & submit by using 'SAVE+CLOSE' button instead.



Live tutorial

Do's &

Don'ts



- Select 'Moonshot Catalyst Awards' only.
- Select the respective 'Award Category' based on the corresponding Moonshot Challenge.
- Do not select 'Forgot Password' to reset. If any access issues, please reach out.
- Single member accesses at given time.
- For 'Entry Name' – enter your final Catalyst Title (if changed). Logins were created based on the current titles.
- You can edit the form multiple times **BEFORE DEADLINE** – even after submission.
- Submit before deadline → to avoid last minute technical glitches & delays.



catalysts

judging
onsite

Onsite Judging

JUDGING SLOTS

- Executive Coaches/Judges will visit teams at their stands to interact & score.
- Most judging slots will be focused on 19th Sept.
- Although most judges visit together in slot, some may visit based on their availability.
- Details of allocated judges & slots will be available to teams by first week of September.
- Ensure presence of your key team member at kiosk.
- Judging slots different from presentation slots.

AWARD CEREMONY

- Winners will be announced at Awards Ceremony
- 21st Sept at 1:15pm.



Timelines

Awards & Judging

Awards Submission Forms

3rd July to 25th August

Judging at DTW Copenhagen

19th September



Catalyst Awards Webinar

12th July



Awards Submission Forms

3rd July to 25th August



Update Catalyst Spaces

by 4th Sept (recommended)



Judging at DTW Copenhagen

19th September



Catalyst Awards Ceremony

21st September



catalysts

**best
practices & tips**

Practices



focus

on highlighting the goals & how Catalyst solution addressed the Moonshot Challenge. **Use template to discuss** with your team and submit the Awards Submission form online.



update

Catalyst Spaces with all resources & content to illustrate the Catalyst in clear, concise & presentable way, by deadline.



follow

our **Confluence page** for latest information about Moonshot Catalyst Awards. Also recommend to promote catalyst using marketing toolkit.



present

to judges onsite - **clearly** expressing the how best the Catalyst addressed & achieved the set Moonshot challenge, **focussing on proof points.**



catalysts

post
event

Post-event award

Outstanding Contribution to TM Forum Assets



- Judged & Awarded Post-Event to Catalyst team that uses the program to make most substantial contribution to TM Forum's assets.
- All submissions reviewed by TM Forum Staff & judged by TM Forum's Collaboration Subcommittee.
- Catalysts assessed based on
 - Overall impact to collaboration projects
 - Number of contributions
 - Quality of contributions

Post-event award

Application Process



- To do contribution, you must be part of the TM Forum Collaboration program (free to all members).
- Please find and join the right program <https://myaccount.tmforum.org/joinproject>
- In confluence find the correct project & in Project space side bar, you can navigate to "Contributions" page
- Click on "Submit Contribution" & select issue type as "Catalyst Contribution"
- Email list of contribution with project URN to Shengfan Hou.
- Last date to submit contribution: **3rd November'23.**
- [More details about contribution-here](#)
- [More details about process - here](#)



Judges' Feedback

- Judges' feedback comments will also be accessible through the Awards platform, using the same login credentials.
- Will be available from 2nd October & will stay accessible till 31st December.

Post-event promotions

- Catalyst promotions & inform articles will continue to be published post-event as well.

Stay informed!



- Latest information available on confluence [Catalyst Awards page](#).
- Recording & presentation will be uploaded
- Important Catalyst webpages:
 - [TM Forum website](#)
 - [Catalyst Spaces](#)
 - [Catalyst Awards webpage](#)
- Weekly check-in emails
- Contact us:-
 - [TM Forum Service Desk](#), or
 - Email us:-
 - [Catalyst Operations](#)
 - [Mahima Khurana](#) (for awards)
 - [Shengfan Hou](#) (for contributions)



catalysts

**Any
Questions?**



catalysts

**Thank
You!**