Dear Catalyst teams,

Hope you are all doing well!

Thank you for successfully submitting your Catalyst Awards Submission Forms!

Now, as you are all gearing up to showcase your Catalyst at DTW Ignite in Copenhagen, please find below the requisite details about the Judging onsite & post-event activities. Kindly read through the entire email to get all the necessary queries addressed around Judging.

GUIDELINES
- For DTW'23, each Catalyst has been allocated a panel of 3 Judges.
- Each of these 3 Judges will be reviewing ALL the Award Categories chosen by the team (as per your Awards Submission forms) & will be scoring Catalyst based on the respective judging criteria.
- All Open Innovation **Catalyst judging will take place on 19th September (11am to 5pm) and 20th September (11am to 2pm). All judging will conclude at 2pm on 20th Sept.**
- **Although Judges have the flexibility to visit their allocated teams ANYTIME during these 1.5 days of the event; we allocate JUDGING TIME BANDS to judges to streamline the process & to ensure they can VISIT ALL THEIR ALLOCATED TEAMS IN THAT BAND.**
- This year, based on the feedback received - instead of a prescribed 20 min slot to each team, we have divided **Judging into 3-time bands of 3 hours each. Judges will be devoting about <u>20-30 min per Catalyst</u> ANYTIME during these times:**

  - **Tuesday (19th September) ◊ 11:00 AM to 2:00 PM   [Judging time band - 1]**
  - **Tuesday (19th September) ◊ 2:00 PM to 5:00 PM   [Judging time band - 2]**
  - **Wednesday (20th September) ◊ 11:00 AM to 2:00 PM   [Judging time band - 3]**

- **Judges can visit together or separately as per their availability & preference. Judge will be given a clothes Pin / badge & subject to they wear it – this will allow teams to distinguish Judges when they visit your kiosk.**
- **Kindly refer the reference link & enclosed webinar copy, for criteria and other awards related details.**

JUDGE & TIME BAND ALLOCATIONS
- **Please find below the list of judges allocated to each Catalyst team & the indicative judging time bands (APPENDIX 1)**
- **KINDLY DO NOT CONFUSE THESE JUDGING TIME BANDS WITH ARENA PRESENTATIONS. THE TWO ACTIVITIES ARE SEPARATE.**

BEST PRACTICES
- **RESOURCES (pre-event) – Please ensure to upload Resources on your Catalyst Spaces (i.e., public facing Catalyst project page on TM Forum website), latest by 11th September. Judges will gain access to your forms on 11th Sept, and they will start visiting your online webpages to get more details about the Catalyst as a pre-read review material.**
- **JUDGE INTERRACTION –** Ensure to present the Catalyst in most interactive manner and touching on all the judging criteria points for all the 3 award categories selected.

- **CRISP, CONCISE & TIGHT PITCH –** Catalyst projects are extremely critical when it comes to pitching to Judges. Please ensure your responses to judges' questions are crisp, concise, and well-presented to leave a strong impression.
- **COLLABORATION & KIOSK MANAGEMENT -** Please ensure your Catalyst kiosk is manned at all time & judges have enough people to share the demo/pitch to them. Express a strong team collaboration by expressing how well you collaborated.
- **USP –** Ensure to highlight the problem your Catalyst solves, and what is new & unique with your Catalyst or the new phase of the previous Catalyst.
- **TM FORUM ASSETS** – Highlight the TM Forum assets used by your Catalyst in clear manner.
- **LEARN FROM FEEDBACK –** Please find enclosed a compilation of the Judges' anonymized general comments/feedback to previous Catalysts, to gain more insights. (APPENDIX 2)

OTHER REFERENCES:
- [Open Innovation Awards Information Page (on Confluence)](#) ◊ Refer this for all updates, award criteria, list of Judges etc
- [TM Forum Website - Awards Page](#) ◊ Refer for all categories, Judges list & photos. Post-event : Winners & Finalists will be available here.
- [Previous Catalyst winners & finalists (DTW Asia)](#)
- [Previous Catalyst Winners & Finalists (DTW'22 & Before)](#)
- Presentation of the Awards webinar (held on 5th July) & recording available [HERE.](#)

To address many of your judging queries, kindly read through the entire email for all possible concerns. For any other information, please feel free to reach out.

Thanks & regards
Mahima Khurana