tmforum catalyst

TM Forum's Reference Guide to a Successful Catalyst Project

This guide provides an overview and guidance about TM Forum's Catalyst Program, whether you are considering joining a project for the first time, or if you are an existing participant looking for additional information and best practices. This guide is designed to serve both Champions (who may be service providers of all kinds, carriers, cities, SmartX enterprises) and Participants (suppliers of software/hardware/services). We hope that you will find this guide useful and inspiring!

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1) What is a TM Forum Catalyst Project?

Facilitating meaningful collaboration among our members is at the heart of TM Forum's mission, and nothing epitomizes collaboration more than TM Forum Catalyst projects. Catalysts are rapid fire, member-driven, proof-of-concept projects which both inform and leverage TM Forum best practices and standards, connecting service providers, technology suppliers, and global enterprises to create truly thought-leading and innovative solutions to industry challenges.

Champions and Participants:

In the Catalyst ecosystem we have two key players:

CHAMPIONS	PARTICIPANTS
Digital service providers of all kinds - carriers, cities, SmartX enterprises.	Suppliers of all kinds – software, hardware, services. Universities, consultants, other SDOs
1 required per project; multiple are recommended	4 required per project; projects often have more
The typical role of the Champions is to define the challenge for the team to tackle, contribute requirements for a proposed solution, inspire and escort its development, and evaluate the solution.	The role of the Participants is to explore concepts and develop a solution in accordance with the Champions' guidance while using and contributing to TM Forum existing assets where possible.

Concept of the Catalyst Program:

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THERE IS A MAGIC TO IT...

A good Catalyst starts with an idea/topic - one that defines real world challenges that one company can't solve on their own; or that explores new areas where collective wisdom is an accelerator. When you are collaborating to tackle a common challenge in a Catalyst, it creates something you only find in open and collaborative teams like Catalysts. They inspire a sense of working in a startup / incubator with the energy of doing highly creative, impressive and innovative things.

Who Can Participate in a Catalyst?

If your company is a current TM Forum member, you are welcome to join a Catalyst project, as it is one of TM Forum's greatest benefits.

If a company/organization is not a TM Forum member and interested in joining a Catalyst project –
Please contact Catalyst Program Project Manager Jean-Pierre Dufresne at jdufresne@tmforum.org

② Top Benefits of Catalyst Participation:

Catalyst Champions and Participants gain extensive benefits, both business and technical, through their participation. The short duration and common goals of the projects lead to close working relationships being formed, that often blossom to long-term business relationships.

Common benefits for both Champions & Participants:

- Accelerate R&D, leveraging the short project lifecycle and prescribed deadlines to rapidly explore and refine innovative solutions
- Multiply R&D dollars by pooling resources and ideas into a larger team effort
- Validate new products and services quickly and cost effectively
- Develop trusted business relationships and partnerships based on close working relationships
- Receive TM Forum marketing and communication exposure, building brand image and thought leadership positioning for your company

SPECIFIC BENEFITS FOR CHAMPIONS	SPECIFIC BENEFITS FOR PARTICIPANTS
Rapidly work through proof-of-concept development without the constraints of an RFP process	Learn how your solution works with others in the industry in a hands-on environment
Explore new concepts without needing to expend time and energy to form commercial relationships – TM Forum takes care of contracts	Receive real requirements and sincere feedback from the Champions and industry colleagues
Gain exposure to a variety of TM Forum vendor members and solution approaches, enabling learning and better investment decisions	Form close working relationships with potential partners, accelerating the process of doing business together

(3) Catalyst Project Timelines:

Typically, there are two main Catalyst cycles during the year that are tied to TM Forum's events. Each Catalyst cycle is approximately six months in duration. The cycle that culminates with the TM Forum Live! flagship event in Nice runs from **November to June**. The second cycle targets North America and Asia events and runs from **June to November**. Both cycles have their benefits. If you demonstrate at the Nice event you are at a larger, busy, and high-energy event where Catalysts draw lots of attention, but you are also competing for attention of the attendees. This event will have 30+ projects. If you demonstrate at the North America event, while it is a smaller event, it is primarily focused on the Catalysts and you get an opportunity for in depth discussions with attendees who are there to see Catalysts. The Asia event is a blend of the two. The NA and Asia events generally have 10-15 projects. Both timelines are outlined in detail in the following table:

CATALYST PROJECT TIMELINES			
Main Phase/ Sub Phase	**Description**	**For Europe – Nice Live! Event**	**For American & Asian Events**
Ideation	Collecting ideas from Service Providers	October-November	May-June
Open Call for Catalysts 👆	Members get together to create and submit proposals	November-December	June
Proposal Submission Deadline		December	June
Proposals Approvals		Late December	Late June
Matchmaking 👆	Additional Champions and Participants can review and join projects	January-February	June-July
Action Week 👆	Face to Face project Meetings	February	September
Contracts	Issued for both Champions and Participants	January-March	June-July
Contract Deadlines		End of March	End of September
Teams Close	Team formation complete	Beginning of March	Beginning of August
Development and Marketing Phase	Collaboration and communications processes	January – June	June-November
Communications: Establishing online Community and Confluence	The team's online environment for their work	January	June
Communications: Team Weekly Calls	As agreed by the team	December – May	June-November
Marketing: Developing the project deliverables	According to TM Forum plan	January-May	July - October
Booth logistics and equipment	Providing special requirements	March-April	September

CATALYST PROJECT TIMELINES (continued)			
Main Phase/Sub Phase	**Description**	**For Europe – Nice Live! Event**	**For American & Asian Events**
Appointment scheduling with event attendees	Using a TM Forum online tool	April-May	October
Show Time		May	November
Capturing Leads	TM Forum provides scanner	May	November/December
Post-Show		May-June	December
Submitting Contributions	Document standards, best practices, API's etc.	June – July	November-January
Following up on leads	Team can set follow-up meetings	May-June	November-December
Preparing for next phase			

④ **The Level of Commitment and Investment in a Catalyst Project:**

The very best Catalyst projects are the ones where the whole team including Champions and Participants are fully engaged throughout the process. Champions define the challenge, requirements and mentor the development process. Participants work in collaboration to develop the solution. Being in a Catalyst project gives its participants a sense of being part of an innovative incubator.

The actual commitment required from a participant in a specific project varies and is unique to each project. Commitment is agreed by all of the project members and is documented in a Catalyst project charter. However, in addition to fulfilling technical duties (definition, design, implementation and testing), participants are expected to be involved in the team marketing and showcase efforts and may be asked to support one of the key project roles.

The project should appoint team members to fill these roles:

ROLE	DESCRIPTION	TYPE
Team Leader	Responsible for project management and overall project success	Required
Champion/s	Responsible for providing the challenge to be tackled and any requirements. Also, should participate as much as possible and monitor the project to ensure the requirements are met. At least 1 Champion is required but there can be multiple Champions in a project.	Required
Participants	At least 4 Participant companies are required to develop the proposed solution.	Required
Team Marketing Lead	Responsible for leading and coordinating the team's marketing communications plan, creating the team's datasheets and press releases, booth, theater and video presentations and making sure the team takes advantage of the marketing opportunities offered by TM Forum.	Required

The Level of Commitment and Investment in a Catalyst Project: (continued)

ROLE	DESCRIPTION	TYPE
Logistics Lead	Responsible for integration, staging, testing, and ensuring the equipment is shipped to the location on time.	Optional
Document Editor	Responsible for the creation and content of the Catalyst documentation.	Optional

Summary of Catalyst Commitments:

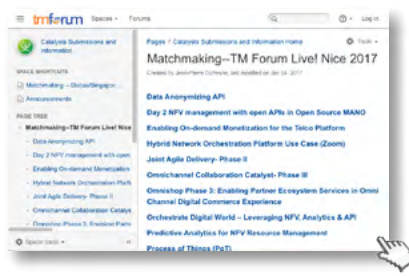| COMMITMENT	CHAMPIONS	PARTICIPANT
Sign a Catalyst Contract	+	+
Pay Catalyst Participation Fees	Free	+
Weekly Involvement	*Typically, 1 - 2 working hours per week*	*Typically, 2 - 3 working hours per week*
Attend Weekly Team Calls	As required, but highly recommended	+
Attend Action Week	Highly recommended *Typically, 2 - 3 days*	Required *Typically, 2 - 3 days*
Attend the TM Forum Live! Event	Required *Typically, 3 - 4 days*	Required *Typically, 3 - 4 days*
Submit the Catalyst Outputs	As needed	Required

⑤ TM Forum Mentoring and Support:

Given the importance of the Catalyst program, each Catalyst is assigned multiple staff members who help the Catalyst in a structured advisory and mentoring capacity to ensure they stay on track, achieve their goals and contribute the most back to TM Forum's suite of standards, best practices and guidelines.

Dedicated TM Forum staff supports all aspects of the project including:

- Project management support – Help your team to meet all deadlines and deliverables. This also includes helping the team to establish and operate the collaboration environment (i.e. Confluence), and facilities (web conferences). Prior to the event, the TM Forum mentor will verify all deliverables are in good standing and ready to be judged in the awards process

- Technical SMEs support – From a technical perspective, helping your team with any technical challenges and to understand, use and ultimately contribute to relevant TM Forum assets

- Marketing support – Help your project to gain publicity and visibility up to and during the event, including attracting visitors to your stand, generating leads, and post-event marketing of success stories. TM Forum's staff is available for support and to help the Team Marketing Lead to create and publish marketing deliverables (i.e. blogs, articles, etc.)

- Logistics Support- Help your team with all their demonstration needs in preparing for and during the event

⑥ Joining a Catalyst Project or Leading Your Own – How to Decide?

TM Forum Has Created a Well-Defined Process for Selecting and Joining a Project:

1 CATALYST IDEATION PHASE:	**2** OPEN CALL FOR CATALYSTS PHASE:	**3** MATCHMAKING PHASE:
TM Forum staff reaches out to its Catalyst Champion candidates (service providers, cities, utilities, end-users, etc.) to gather descriptions of their current and future initiatives and challenges that they are facing as proposals for Catalyst topics.	Based on the ideas collected, the themes and topics are defined for the Open Call for Catalysts. Groups of companies consisting of both Champions and Participants submit project proposals based on the ideas/ themes/topics that suggest a direction for a solution to the challenge they select.	The accepted proposals are posted online with any gaps in the project identified. Additional potential Champions and Participants can review and request to join an appealing project/s for them to fill the gaps or to bring an idea to the team that is an extension of their proposal. Link

A. Examples of Current Themes and Projects:

During the Ideation phase, TM Forum consults with service providers and industry thought leaders about their current and future interests and challenges. Based on their knowledge and insights, TM Forum typically encourages Catalyst projects in areas including Digital Operations Center of the Future, Internet of Everything, Ecosystems, Customer Centricity, Analytics, NFV/SDN management, 5G, and Smart Cities. For a Complete list of current Catalyst projects please visit this page.

JOINING A PROJECT AS A CHAMPION	JOINING A PROJECT AS A PARTICIPANT
Typically, Catalyst project teams are always happy when service providers, cities and other Champions are interested in their work and ask to join the project as a Champion. We invite you to review the list of Current Catalysts, find the one meets your interest for topic and participating companies, then approach the team and ask to join. Ask TM Forum for help in finding a match at any point in the process.	If you are a supplier looking to join an existing Catalyst project – follow this suggested process: 1. Learn about the current Catalyst projects 2. During the Matchmaking phase, find those that are a fit for your company's expertise 3. See who the current Participants are and consider your company's ability to collaborate with them 4. Approach the Catalyst team leader and ask them to consider your request to join the project – be sure to emphasis why you are interested in this particular project and your domain expertise in either an area where they have a gap, or a proposed interesting extension to the project 5. Ask for help from TM Forum if you are not sure about fit or want help exploring a few projects

B. Creating and Leading Your Own Catalyst Project From the Ground Up:

As with all proof of concept projects, defining and leading a Catalyst comes with 'great power and great responsibility'. While it is a great opportunity to watch your own vision come to life, it requires significant investment of time and leadership. This is why while we welcome all new project leaders, we have found that if members' first experience in a Catalyst project is as a project participant, it enables them to fully understand what is required in order to achieve a successful project. On the other hand, if you have participated in a Catalyst project before, and you have an idea for a new project, then this is the ideal situation in which to consult with the TM Forum Catalyst project manager about creating and leading a new project. Leading a Catalyst project has great benefits including close ties to the project Champions and Participants, extensive exposure through marketing where the leader is often the spokesperson, strong influence on the solution and its positioning, and being seen as an industry thought leader.

7) The Catalyst Proposal and Contract:

A. TM Forum's Catalysts Selection Criteria:

TM Forum will accept as many projects as possible that fit the necessary requirements but cannot always take all projects due to space limitations. So, it is important that:

- Your proposal form is complete and presented in a clear and concise manner
- Your proposal has a clear innovation area that it is exploring.
- You focus on business value and benefits
- You explain the application and both the use and contribution to TM Forum assets, best practices and standards.
- You have as many Champions and Participants included in your original proposal as possible

Submissions are ranked and reviewed by the Catalyst Selection Committee, comprised of TM Forum management and technical staff, which makes recommendations to the Collaboration Subcommittee of the TM Forum Board on those projects that should be accepted for inclusion at the event.

B. The Catalyst Contract and Pricing:

Upon acceptance of the Proposal, all Catalyst project members, either Champions or Participants, must make a legal commitment by signing a contract with TM Forum. The Catalyst contract formalizes your participation in the program.   A contract must be signed for each event in which a company will participate. Note that the second half Catalyst season has two events, each has its own contract. Contract signature is required in order to be part of the marketing activities and material throughout the lifecycle of the project.

CONTRACT FOR CHAMPIONS	CONTRACT FOR PARTICIPANTS
Champions are required to sign a Contract to participate in a Catalyst. This contract is a legal commitment covering IP and liability elements with no participation fee.	The Contract covers IP and liability elements, states the fee amount for participation, and outlines the services and marketing benefits that TM Forum provides in return. Catalyst fees are determined based on your Membership Level reflecting the size of your organization. (For the level based Catalyst pricing – please refer to this table. **For Participants participating in more than one project, there is a 25% discount on the 2nd project.**

⑧ The Catalyst Project Development Process:

A. Collaboration – Team Communications, Discussions and Calendar:

In order to comply with TM Forum's Collaboration Operating Guide, IPR Policy and Anti-Trust Guidelines, it is a requirement of the Catalyst program that all team communications, discussions and any project work be performed in the online TM Forum collaboration workspace using the Confluence platform. All Catalyst teams are required to sign up for their specific Catalyst online "Space". In Confluence, you can create and edit online 'Pages', and you can follow the activity in a Space or Page by selecting to "Watch" it. Discussions can be initiated using the "Discussions" area. All team meetings need to be set up through the online calendar in order to keep all team members notified of calls and working sessions. TM Forum can provide training on the Confluence environment as needed.

Example for a Catalyst Confluence environment:
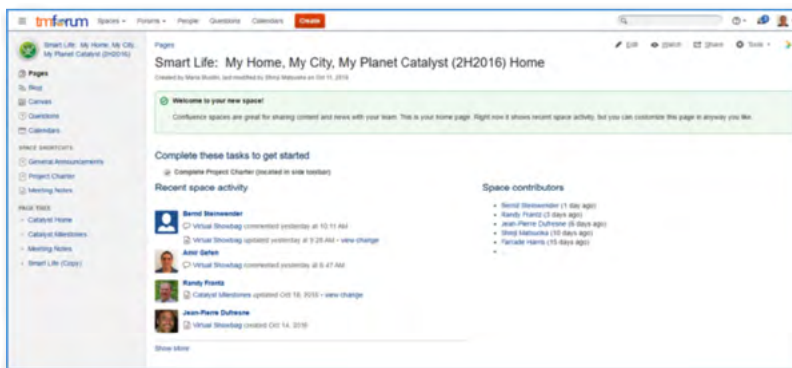
WHAT MAKES A WELL-MANAGED PROJECT?
- Champion engagement
- Strong leadership
- Regular meetings and consistent participation
- Collaborative attitudes by all team members
- Using Confluence for your project
- Regular and significant contributions by all team members

If you are having any issues accessing TM Forum's online environments -
Please contact Catalyst Program Project Manager Jean-Pierre Dufresne at jdufresne@tmforum.org

B. ActionWeek:

TM Forum Action Week is the best opportunity for all approved Catalyst teams to meet face-to-face to begin work on demo scenarios, agree on roles and responsibilities and meet with TM Forum's Catalyst program management, logistics, subject matter experts (SME) and marketing staff who will provide mentorship and guidance.

Action Week is an interactive, collaborative and enjoyable event, with pitches, matchmaking, discussions with SME – all happening at TM Forum's twice yearly gathering where teams of industry professionals meet and interact. Attending in person is generally required for Catalyst Participants, and highly recommended for Champions.

C. Project Charter:

After a Catalyst proposal is approved and the team starts working, a Project Charter is required. It is a document that every Catalyst team has to provide to the TM Forum for review. It summarizes all the main elements of the projects including its goals, business value, expected use and contributions to TM Forum assets, as well as listing all the participants' names and their roles. Example for a Project Charter can be found here.

D. Using and Contributing to TM Forum Assets:

Your Catalyst project should be related to and aligned with the existing TM Forum assets, standards and best practices, as well as expanding on these assets and creating new assets. This process of using and contributing to the Forum's assets is a key element in the Catalyst program. Be sure to learn and become familiar with the assets that you may use and contribute to – starting with this video.

Typical asset uses and contributions might include:

TOPIC	ASSET
Business Process	Business Process Framework (eTOM)
Systems Integration	Open APIs
Customer Experience	Experience Lifecycle Model and Metrics
Orchestration	ZOOM Guidebooks
Analytics	Data Analytics Guidebook
Partner Management	Partnering Guide

E. B2B2X Template and Tool:

This is used to capture the business scenario for your project including stakeholders, value propositions, business canvases, user stories, stakeholder relationships, and partnering models. As you progress through your project you can also use it to capture mappings to TM Forum assets such as Frameworx models and metrics and how APIs are used across your demonstration. It provides an important systematic process that you can follow to ensure that you are thinking through your project from a business perspective.

F. Typical Catalyst Project Development Milestones:

ACTION	EXECUTION
Defining use cases	Capturing the needs of all of the stakeholders in the demonstration scenarios.
Defining demo scenarios	Defining the demo scenarios that will explore the innovation areas that you are working in.
Defining a demo architecture	How will all the pieces fit together from your various project participants? Who will provide which pieces?
Defining which TM Forum existing assets will be used and contributed to	Which TM Forum assets will be part of your solution and which areas will you explore for addition to the assets?
Developing and integrating the demo	Making it all work so that it tells a story and the value of the project comes through.
Testing	Getting ready for show time!
Champions, Acceptance	This will happen throughout the project – with requirements, demo scenarios, etc. In the end, you want to make sure that the story you are telling addresses the original challenge the Champions brought to the table.

G. Technical Process and Deliverables:

As a development project, the Catalyst team works in collaboration for 4-5 months to develop a joint solution that will be presented at the event. The technical process involves the creation of a solution architecture where each supplier has its own part, and then various levels of integration are made between these parts to create a complete solution and workable demo that show the project innovations. In new projects, the focus may be on developing concepts and methods vs. a more mature project where focus might be around details of solution integration and extensive demonstration of use cases with multiple TM Forum assets in play.

⑨ The Marketing Process and Deliverables:

Generating publicity and industry awareness and recognition of your project is one of the key benefits of participating in a Catalyst project. For that reason, each Catalyst team appoints a Marketing Team Leader who drives this effort. In addition, TM Forum provides marketing support and resources to help facilitate exposure using your project's content and deliverables. The Catalyst marketing program typically includes the following:

1	Catalysts are hosted on TM Forum's website, TM Forum Live! 2017 website, Innovation InFocus website and TM Forum Inform channel
2	Opportunity to publish additional blogs, written interviews and articles • Project leader interview to be included in the membership monthly newsletter (sent to approx. 65,000 people) • Catalyst articles to be included in relevant newsletters (Agile IT, Customer Centricity & Open Digital) (sent to approx. 135,000 readers)
3	Promotion via TM Forum social media channels (including Twitter, Facebook and LinkedIn) (over 20,000 combined followers)
4	Each Catalyst project will receive exhibition space as part of the TM Forum zones in which to present their demonstration
5	Catalyst projects will be professionally videotaped at all Action Week events and TM Forum Live! Videos will be uploaded to Vimeo and YouTube (over 9,000 combined views)

The Catalyst Project Marketing Deliverables:
The team, led by the Marketing Leader, needs to develop a set marketing deliverables.

A. Presentations:
Presentations will be used for different purposes and audiences throughout the events:

PRESENTATION NAME	LENGTH/#SLIDES	TARGET AUDIENCE
Elevator Pitch/Short Presentation	5 Minutes / 3 Slides	For visitors who are passing by (the whole team needs to know how to deliver this smoothly)
Theater Presentation	25 Minutes / 15 slides	For attendees with general interest in the project as well as visitors passing by who want more than the elevator pitch Tip: It is highly recommended that one of the project Champions deliver the Theater Presentation as attendees always prefers to hear a Service Provider speak.
Full Story	45 Minutes /30 Slides	For attendees that show high interest in the project. This is your "tell me everything" story and will be your tool for dedicated deep-dive meetings that includes the business part, technical part and demo

TIPS FOR A GOOD PRESENTATION:
- Create them far enough in advance for the team's review and enhancements – don't wait till the last minute.
- Include appealing graphics and visuals (avoid busy text slides)
- Include quotes from your Champion/s around the value of the project
- Ask your TM Forum mentors to review your story and how you will tell it
- Set up a dry-run for the team a week before the event so everybody is familiar with and capable of presenting your story – at least at the level of the Elevator Pitch deck
- Make sure you have one or two "ah-ha" moments in your pitch - things that make people say "now that's really interesting"

B. Videos:

In addition to PowerPoint presentations, TM Forum provides a professional video crew for filming Catalyst projects at its Live! and Action Week events. At Action Week, it is usually a short 2-3 minute elevator pitch interview, and at the Live! event it's a longer video (5-8 minutes) describing the project and the demo. These videos prove to be an effective communication tool to share your project with a greater audience and generate interest from both potential participants and customers. You should prepare in advance and be ready for the video filming at both Action Week and the Live! event. Watch an example.

TIPS FOR A GOOD VIDEO:
- Be sure to know the format of the video and practice.
- If possible, it is highly recommended that a project Champion delivers the video pitch. Your audience usually prefers to see a service provider speaking.
- For your longer video, show something from your demo vs. just talking – at least have screen shots.
- Rehearse and prepare - don't wait until the last minute to create your video pitch.
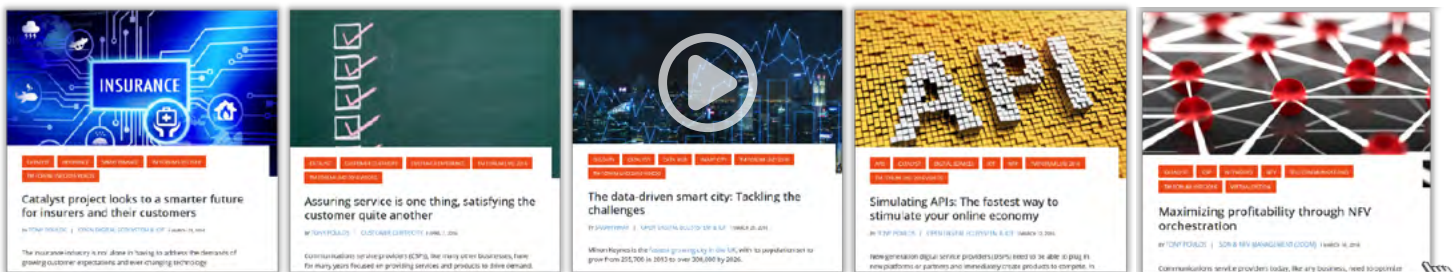
C. Article for TM Forum Newsletter / Blog:

The team is encouraged to write an article about the project - describing the industry challenges, benefits, value as well as TM Forum assets that are used, expected use and contributions. This article is then reviewed by TM Forum staff and when approved will be published in the Forum's media channels.

D. Press Release:

It is possible and recommended that your team issues a joint press release about the project discussing its innovation and benefits, and mentioning all the participating Champions and Participants. It is also possible to ask TM Forum for a supporting quote. To ensure consistency with other press activities, before issuing a release that mentions TM Forum and its Catalyst program, please consult with the TM Forum Catalyst Program Manager Jean-Pierre Dufresne at jdufresne@tmforum.org.

E. Virtual Show Bag:

The Virtual Show Bag is an online library containing marketing materials about the project, as well as the participating companies. When a visitor to your booth is interested in getting this collateral, you can scan their badge and a link to the materials will be sent to the email they provided during registration to the show. In the VSB, participants have the opportunity to include some of their individual companies' branded marketing materials.

F. Datasheet:

A 1-2-page flyer that summarizes your project goals and benefits that the team can print and hand-out to visitors, or distribute electronically using the Virtual Show Bag. TM Forum provides a template, but creation and printing of the datasheet is the responsibility of the team.

G. The Value Proposition - B2B2X:

As mentioned above, B2B2X is a TM Forum model that is created as a PowerPoint presentation tool. It enables the team to document and capture the value proposition of a Catalyst project. Through a well define process, a completed B2B2X business model enables all members of the TM Forum community to learn and understand the value of your project in an organized, easy to understand format. This template can be useful to show the detailed valued proposition of the project.

SUCCESS CRITERIA – YOU KNOW YOUR PROJECT IS SUCCESSFUL WHEN:

- A large team of Participants and Champions is actively engaged in defining and developing the solution
- When the project is progressing, and meeting its agreed timeline
- When you get a full house as you demonstrate at a TM Forum event
- When your Catalyst stand is busy with visitors showing their interest
- When your contributions are published by TM Forum and the industry is adopting them
- When you part or all of your project is seen as being commercially/technically viable

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⑩ Show Time! Demonstrating the Catalyst

In order to maximize your experience and success on-site, the following tips are recommended:

A CATALYST IS MORE ABOUT THE JOINT SOLUTION THAN THE INDIVIDUAL PRODUCTS:

When participating in a Catalyst project, it is first about the joint solution of the team and less about your own company and products. While your company logo and products are visible, this not a product hard sell but rather a soft sell with lots of marketing exposure. As a Catalyst participant you will gain a steady flow of attendees at your project kiosk, including lots of potential customers and partners who come to see the solution because they know that Catalysts are in an innovation zone not a vendor's sales area. Visitors to the Catalyst zone and Theater know they will see new and interesting ideas vs. be sold a specific product so they will spend more time to learn about the solution while your product still plays an important role.

A. Preparing for the Show:

- Book your travel to arrive at the event venue on the day before and stay until the end of the event
- Encourage your Champions to attend and be present on site
- Schedule a team meeting for the day before the show opens
- Make appointments in advance with customers/ prospects. TM Forum has a tool to enable to you to book appointments across the team.
- Set booth staffing for all team members who will be present - assign extra staffing during conference breaks for coffee, lunch and happy hour

  Tip – Many quality meetings and leads tends to happen on the last day, and sometimes on the last hour – stay till the very end and be prepared for them!

B. Things to Do Before the Show Opens:

- Hold your team meeting onsite. Locate and check your stand and establish how you will use your space
- Do a dry-run of the demo and the presentation with the entire team present
- Practice for the video shoot
- Locate the Theater and sync on your presentation/s times (where applicable)
- Review the booth staffing hours

C. During the Show:

- Be sure that your stand is manned the entire time – especially during conference breaks
- Make sure the members at the stand know the entire story and the parts of all the Participants (not just their own company)
- Avoid company product hard-sell
- Be sensitive to matching the right presentation to the right audience (Elevator pitch vs. Full Story)
- Actively invite people who are passing by or who you meet in conference session, at lunch or anywhere else to visit your stand
- If your company have other delegates at the event – have them direct their guests to visit the Catalyst project that you are part of
- Capture leads – ensure everyone on your team is trained to use the scanners
- Schedule a dry-run the day before
- Have a team dinner

D. Catalyst Awards:

At each of TM Forum's Live! events, the Collaboration Sub-Committee selects several outstanding Catalyst projects to receive a prestigious Catalyst Award. Typically awards are around use of and contribution to TM Forum assets as well as around projects that are deemed to be "best" in various categories. Generally, awards are given to the Catalyst team that tackles a real business challenge, displays innovation ('wow' factor), produces an effective implementation or proof of concept, uses and contributes to TM Forum best practices or standards, and can quantify true value of the project. Exact number of and criteria for the awards are published in advance of the event and are shared with the teams in advance. You can review the past 2016 winners here.

TIPS: WHAT THE JUDGES ARE TYPICALLY LOOKING FOR:

- Enabling improved customer centricity, agility, and opening up new ecosystem and partnership opportunities
- Providing a compelling story that is innovative, new or different
- How mature is the proof of concept for having a commercial impact?
- Can the project team quantify the business value of their work?
- Level of adoption and contribution to Frameworx
- To what extent has the team demonstrated true collaborative behavior?

The judging process involves members of the Collaboration Sub-Committee and/or other TM Forum senior staff or board members visiting (together or individually) the Catalyst projects, asking questions and watching the demo, and then discussing with the committee and providing their feedback according to the above criteria. Winners are then selected based on the judges votes.

(11) Wrapping Up the Project:

A. Catalyst Output and Industry Contributions:

The outputs of a Catalyst project range from Whitepapers, Case Studies, Best Practices, lessons learned through to API Specifications, Models, Frameworks & Reference Code. The Catalyst team is requested to submit its outputs to the respective TM Forum project team within one month following the events.

B. Preparing for the Next Phase:

Most of the Catalyst projects evolve and develop over time. Don't lose the momentum – as you wrap up the event, start building the team to continue the work towards the next event.

A PERSONAL WORD FROM THE CO-EDITOR:

Over the years I had the privilege to participate in a dozen Catalyst projects. I can say that as much as these Catalysts contributed to my employers, it also contributed to me personally – to my professional development and network of industry professionals and great people from all over the globe that I stay in touch with long after the projects are over. I was very happy and honored when asked to co-edit this guide together with the TM Forum Catalyst leadership staff, and I hope that you will find it practically useful.

Cordially Yours,
Amir Gefen
A Cyber Technology Professional and a Catalyst Fan!

For More Information:
Email: Catalyst Program Manager Jean-Pierre Dufresne at jdufresne@tmforum.org
Visit the Catalyst website here.