

Open Innovation Catalyst Awards - DTW'24

Latest Updates!

- Open Innovation Catalyst Awards webinar, don't worry if you missed it...
 - [Here's the link for the webinar recording](#)
 - [Here's the link for the presentation slides](#)
- Online portal to submit the **AWARDS SUBMISSION FORM** will go **LIVE on April 8th!**
- Team Login credentials will be emailed to the respective Catalyst team members, via email on April 8th.
- Form Template (for reference & team discussions) as below:-



DTW'24 - Open I...RENCE ONLY).pdf

- (in PDF format)



DTW'24 - Open I...ENCE ONLY).docx

- (in word format)

Please refer to below sections for:

- Open Innovation Award Categories
- Judging criteria
 - General criteria
 - Award specific criteria
- Judging process
 - Judging process
 - Award submissions
 - Catalyst spaces / URL / resources shared on their spaces
 - Onsite judging
- Awards timelines
- Awards help

Open Innovation Catalyst Awards

The Open Innovation Catalyst Awards recognize achievements in igniting industry innovation, collaboration, and growth through their proof-of-concepts.

Open Innovation Catalyst teams (i.e. C24.0.xxx) are eligible for these Awards.

Award Categories

For DTW'24, we plan to have **8 Award categories** to be awarded as **Open Innovation Catalyst Awards** at Digital Transformation World: 18-20 June 2024.

To be awarded at DTW'24 Event

- Outstanding Catalyst – Business Impact
- Outstanding Catalyst – Innovative & Futuristic
- Outstanding Catalyst – Use of TM Forum Assets
- Outstanding Catalyst – Rising Star **for Phase-I / new Catalyst only (Formerly known as 'Best New Catalyst' award)**
- Outstanding Catalyst – Beyond Telco **new**
- Outstanding Catalyst – Application of AI & Automation
- Outstanding Catalyst – Tech for Good **new**
- Outstanding Catalyst – Attendees' Choice Award **Default category. Based on onsite voting.**

Winners will be announced live during a ceremony at [Digital Transformation World](#) in Copenhagen on June 20, 2024.

Judging Criteria

For Open Innovation Catalyst Awards, each award category would be judged by:

- a set of common '**General Criteria**' and
- a set of '**Award Specific Criteria**' corresponding to the award category selected.

General Judging Criteria

Set of 7 parameters **common** to all award categories above.

- **Storyline:** How strong is the Catalyst's storyline, solution & deliverables?
- **Team Collaborations:** How well has the participants & champions contributed & collaborated towards catalyst success?
- **TMF Assets:** How well has the team used or plans to contribute to TM Forum's assets, best practices & standards?
- **Proof of concept:** How well-developed is the proof-of-concept? (1 = 'Just an idea'; 10 = 'Credible working solution')
- **Industry Value:** How valuable is the Catalyst to the industry in the long term? (1 = 'Not much/Redundant'; 10 = 'Potential to revolutionize')
- **Sustainable innovation:** To what extent is the Catalyst solution sustainable?
- **Showcase (online & onsite):** How informational, interactive & well-presented is the onsite demonstration & the online Catalyst Spaces, to showcase the Catalyst solution/innovation?

Award Specific Judging Criteria

Set of 2 parameters **unique to each award category**.

Outstanding Catalyst – Business Impact

Awarded to the Catalyst that demonstrates the most compelling business impact & potential to be commercially deployed.

- **Business Impact:** How well does the project team quantify and explain the business impact of their solution?
- **Commercial Viability:** To what extent is the Catalyst solution relevant, commercially viable & credible to the business? (Describe with proof points e.g. target audience, market size, implementation cost, etc.)

Outstanding Catalyst – Innovative & Futuristic

Awarded to the Catalyst team with the most innovative & futuristic solution aimed towards bringing digital transformation to industry.

- **Innovation:** How original & innovative is the team's business idea and/or technology solution?
- **Future Impact:** How would the Catalyst solution potentially impact the future developments & technologies to revolutionize the industry?

Outstanding Catalyst – Use of TM Forum Assets

Awarded to the team that shows the most powerful use of TM Forum assets in their Catalyst project and quantify the benefits of using these assets.

- **Use of TMF Assets:** How deeply rooted is the team's solution with TM Forum's best practices and standards? (Scoring–1='Nil use'; 10='Powerful use & testing of assets')
- **New Thinking:** How well has the team tested or developed new thinking / requirements for TM Forum's best practices & standards?

Outstanding Catalyst – Rising Star **For Phase-I / New catalysts only** (Formerly 'Best New Catalyst' award)

Awarded to the new Phase 1 Catalyst team that demonstrates the most compelling and innovative solution.

- **Solution:** How well has the new Catalyst addressed the key industry challenge & offered the most innovatively compelling technology solution?
- **Impact on Industry:** What level of impact will the Catalyst have on transforming telco industry?

Outstanding Catalyst – Beyond Telco **New**

Awarded to the Catalyst that demonstrates best use of innovation to meet the evolving needs of B2B and B2B2X environments.

- **Value proposition & impact:** How well does the Catalyst demonstrate value proposition & impact to the end business/customer to partnerships & sustainable business growth?
- **Adaptability:** How well does the Catalyst have ability to stay ahead of the curve to adapt with change in market conditions/trends & accommodate scalable growth?

Outstanding Catalyst – Application of AI & Automation

Awarded to the Catalyst that demonstrates best application of AI & Automation to drive efficiency & growth.

- **Scalability & Impact:** How well does the Catalyst demonstrate the AI system or technology that is sustainable and scalable, ensuring long-term viability and impact on the business (either efficiency of new revenue models) and customer experience in the rapidly evolving field of AI.
- **Ethical and responsible use:** How well does the AI system or technology adhere to ethical and responsible principles, such as transparency, fairness, accountability, privacy, and human-centric design.

Outstanding Catalyst – Tech for Good ^{New}

Awarded to the Catalyst that demonstrates exemplary utilization of technology to make a difference to positively impact both community welfare and organizational culture, while ensuring attainment of sustainable development goals.

- **Sustainable solution:** How well does the Catalyst solution align with UN's Sustainable Development Goals (SDG) for community & industry welfare? (Scoring –1=Nil; 10='Highest alignment with multiple SDG goals & well-defined proof points')
- **Societal Impact:** What degree of societal & industry impact is the Catalyst likely to have in the next 1 year (from community, ESG & Organizational culture perspective)? (Scoring –1=Nil; 10='Highest')

Outstanding Catalyst – Attendees Choice Award

Awarded to the Catalyst that receives the most votes in the onsite voting at DTW' 24 - Ignite.

- All Open Innovation Catalysts are automatically eligible for this award.

Judging Process

Each Open Innovation Catalyst teams can select maximum of 3 award categories (except the default category).

Judging Process:

- To score the allocated teams, Judges will review:
 - **Awards submission forms** (pre-read - reviewed up to 1 week before event)
 - **Catalyst spaces / URL / resources shared on their spaces** (pre-read - reviewed up to 1 week before event)
 - **Onsite team interactions / demos at their booths** (onsite)

Award Submission:

- Teams are required to submit the Awards submission forms (1 per team).
- Each Catalyst team will be allocated a common Username and Password to access the Awards portal and for submitting their Awards Submission Forms.
- **Award Submission dates:**
 - **Opens - 8th April**
 - **Closes - 24th May**

Catalyst spaces / URL / resources shared on their spaces (pre-read - reviewed up to 1 week before event)

- Online project page is reviewed as part of the judging process.
- It's important to keep these spaces updated
- Teams can upload resources such as:
 - PDFs
 - Whitepaper
 - Links to CurateFx
 - Videos
 - Presentations
 - Infographics

Onsite Judging:

- Each Catalyst will be allocated a panel of 3-4 Judges to review and score the team onsite.
- Judges will visit the booths of allocated teams to interact with and score the teams.
- **Onsite Judging will take place all day on Day 1 (18th) & partially the morning of Day 2 (19th).**
- Judging time slots will be allocated to Judges.
 - Although we encourage Judges to visit in the set time slots, in case of any schedule conflicts, Judges may visit the team at their convenience.
 - Judges may not necessarily visit together or may visit at other timings.
 - **Teams should ensure their booth is staffed at all times.**

Timelines

Date/Time	Milestones
23rd February	Catalyst Award Categories live on confluence for teams to review.
8th April	Award Submission Portal opens to catalyst teams.
17th April	Catalyst Awards Webinar for catalyst teams.
24th May (Midnight, EST)	<p>Deadline: Awards Submission form closes</p> <p>All teams ensure they make award submission before deadline.</p> <p>Deadline: Online space completion</p> <p>All teams ensure their online spaces are completed before deadline.</p>
June	Judges assigned catalyst teams.
18th & 19th June	Onsite judging: All day 18.6.24 & before 12:00 19.6.24
20th June	Awards Ceremony to announce finalists & winners.

Summary - Awards & Judging Criteria

Award Category	Description	Judging Criteria	
		Award Specific Criteria (Specific to the respective award category)	General Criteria (Common for ALL award categories)
Outstanding Catalyst – Business Impact	Awarded to the Catalyst that demonstrates the most compelling business impact & potential to be commercially deployed.	<ul style="list-style-type: none"> Business Impact: How well does the project team quantify and explain the business impact of their solution? Commercial Viability: To what extent is the Catalyst solution relevant, commercially viable & credible to the business? (Describe with proof points e.g. target audience, market size, implementation cost, etc.) 	<ul style="list-style-type: none"> Storyline: How strong is the Catalyst's storyline, solution & deliverables? Team Collaborations: How well has the participants & champions contributed & collaborated towards catalyst success?
Outstanding Catalyst – Innovative & Futuristic	Awarded to the Catalyst team with the most innovative & futuristic solution aimed towards bringing digital transformation to industry.	<ul style="list-style-type: none"> Innovation: How original & innovative is the team's business idea and/or technology solution? Future Impact: How would the Catalyst solution potentially impact the future developments & technologies to revolutionize the industry? 	<ul style="list-style-type: none"> TMF Assets: How well has the team used or plans to contribute to TM Forum's assets, best practices & standards?
Outstanding Catalyst – Use of TM Forum Assets	Awarded to the team that shows the most powerful use of TM Forum assets in their Catalyst project and quantify the benefits of using these assets.	<ul style="list-style-type: none"> Use of TMF Assets: How deeply rooted is the team's solution with TM Forum's best practices and standards? (Scoring–1='Nil use'; 10='Powerful use & testing of assets') New Thinking: How well has the team tested or developed new thinking / requirements for TM Forum's best practices & standards? 	<ul style="list-style-type: none"> Proof of concept: How well-developed is the proof-of-concept? (1 = 'Just an idea'; 10 = 'Credible working solution')

Outstanding Catalyst – Rising Star For Phase-I / New catalysts only. Formerly 'Best New Catalyst' award.	Awarded to the new Phase 1 Catalyst team that demonstrates the most compelling and innovative solution.	<ul style="list-style-type: none">• Solution: How well has the new Catalyst addressed the key industry challenge & offered the most innovatively compelling technology solution?• Impact on Industry: What level of impact will the Catalyst have on transforming telco industry?	<ul style="list-style-type: none">• Industry Value: How valuable is the Catalyst to the industry in the long term? (1 = 'Not much /Redundant'; 10 = 'Potential to revolutionize')• Sustainable innovation To what extent is the Catalyst solution sustainable?• Showcase (online & onsite): How informational, interactive & well-presented is the onsite demonstration & the online Catalyst Spaces, to showcase the Catalyst solution/innovation?
Outstanding Catalyst – Beyond Telco New	Awarded to the Catalyst that demonstrates best use of innovation to meet the evolving needs of B2B and B2B2X environments.	<ul style="list-style-type: none">• Value proposition & impact: How well does the Catalyst demonstrate value proposition & impact to the end business/customer to partners hips & sustainable business growth?• Adaptability: How well does the Catalyst have ability to stay ahead of the curve to adapt with change in market conditions/trends & accommodate scalable growth?	
Outstanding Catalyst – Application of AI & Automation	Awarded to the Catalyst that demonstrates best application of AI & Automation to drive efficiency & growth.	<ul style="list-style-type: none">• Scalability & Impact: How well does the Catalyst demonstrate the AI system or technology that is sustainable and scalable, ensuring long-term viability and impact on the business (either efficiency of new revenue models) and customer experience in the rapidly evolving field of AI.• Ethical and responsible use: How well does the AI system or technology adhere to ethical and responsible principles, such as transparency, fairness, accountability, privacy, and human-centric design.	
Outstanding Catalyst – Tech for Good New	Awarded to the Catalyst that demonstrates exemplary utilization of technology to make a difference to positively impact both community welfare and organizational culture, while ensuring attainment of sustainable development goals.	<ul style="list-style-type: none">• Sustainable solution: How well does the Catalyst solution align with UN's Sustainable Development Goals (SDG) for community & industry welfare? (Scoring –1=Nil; 10='Highest alignment with multiple SDG goals & well-defined proof points')• Societal Impact: What degree of societal & industry impact is the Catalyst likely to have in the next 1 year (from community, ESG & Organizational culture perspective) ? (Scoring –1=Nil; 10='Highest')	
Outstanding Catalyst – Attendees Choice Award	Awarded to the Catalyst that receives the most votes in the onsite voting at DTW'24 - Ignite. All Open Innovation Catalysts are automatically eligible for this award.		

Awards Help & Support

Open Innovation Awards Webinar - 17th April 2024

Post webinar the recording will be uploaded here.

Open Innovation Presentation

Post webinar the presentation will be uploaded here.

Questions

If you have any further questions/concerns, kindly reach out to:

- Ashlee Kiel - akiel@tmforum.org
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