

# Moonshot Catalyst Awards - DTW'24

## Latest Updates!

- **Awards submission deadline Friday 24th May midnight EST**
- Moonshot Catalyst Awards webinar, don't worry if you missed it...
  - [Here's the link for the webinar recording](#)
  - [Here's the link for the 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:-
- (in PDF format)



DTW24\_-\_Moons...ENCE\_ONLY.pdf

- 
- (in word format)



DTW24\_-\_Moons...NCE\_ONLY.docx

-

Please refer to below sections for:

- Moonshot Award Categories
- Moonshot Judging criteria
- Guidelines and judging process
  - Judging process
  - Award submissions
  - Catalyst spaces / URL / resources shared on their spaces
  - Onsite judging
- Awards timelines
- Awards help

## **Moonshot Catalyst Awards**

The Moonshot Catalyst Awards recognize the catalysts which best solves the set Moonshot Challenges offering innovative & commercially viable technology solutions to the key industry challenges.

Moonshot Catalyst teams (i.e. M24.0.xxx) are eligible for the Award ONLY under their respective Moonshot Challenge (i.e. Moonshot Catalysts under Growth Challenge, can compete for 'Best Moonshot Catalyst - Growth Challenge' award category).

## **Moonshot Award Categories**

For DTW'24, we have **4 Award categories** for **Moonshot Catalyst Awards** at Digital Transformation World (18-20 June 2024).

### **To be awarded at DTW'23 Event**

- **Best Moonshot Catalyst – AI Challenge**
  - Awarded to the Catalyst that offers the best solution to leverage GenAI to drive a 30% increase in EBITDA and operational efficiency.
- **Best Moonshot Catalyst – Sustainability Challenge**
  - Awarded to the Catalyst that offers the best solution to achieve net zero emissions by 2030.
- **Best Moonshot Catalyst – Growth Challenge**
  - Awarded to the Catalyst that offers the best solution to drive 20% revenue surge for partner-built businesses & showcase creative value chains & scalable models.
- **Best Moonshot Catalyst – Attendees' Choice Award** **New**
  - Default category. All Moonshot Catalysts are eligible.
  - Winner selected via onsite voting.

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

## **Moonshot Judging Criteria**

Moonshot Catalysts under each challenge category will be judged by the executive judges panel (including their Executive coaches & TMF Advocate) based on the following criteria.

Each parameter below has an equal weightage.

### **MOONSHOT AMBITION:**

**How well has the team defined the problem statement for their moonshot challenge?**

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

### **SOLUTION:**

**How well does the Catalyst demonstrate their solution and successfully achieve the Moonshot ambition?**

(1=Unimpressive solution, 10=Most innovative solution to their Moonshot ambitions)

### **PITCH:**

**How well did the team pitch their Catalyst idea and solution to the Judges ( showing relevance to their challenge outcomes and impact on the industry)?**

(1=Not engaging/boring, 10= Engaging, interactive & clear demo/pitch with high relevancy to outcomes & impact)

### **BUSINESS OUTCOME:**

**Is the Catalyst team able to quantify the business outcomes (in terms of number / dollar / percentage) and explain with proof points?**

(1=Vague results, 10=Clear and precise quantifiable business outcomes explained well with strong proof points)

### **POTENTIAL IMPACT ON INDUSTRY:**

**What is the potential impact of the Catalyst solution in solving the Moonshot challenge and possibly revolutionizing the industry going forward?**

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

### **TEAM COLLABORATION:**

**How well have the Participants and Champions contributed and collaborated towards the Catalyst success?**

(1=Low level of team collaboration, 10= Excellent team collaboration (throughout the cycle) with highest engagement from Champions and maximum involvement from all Participants)

## **Guidelines & Judging Process**

**Each Catalyst will be allocated a panel of 3 Executive Judges to review & score the teams.**

#### **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 Executive Judges to review & score the teams.**
- 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.
24th April	Moonshot Catalyst Awards Webinar for catalyst teams.
24th May (Midnight, EST)	<b>Deadline: Awards Submission form closes</b> All teams ensure they make award submission before deadline.
10th June	Judges' allocations to respective teams & the Judging timings onsite will be shared. Kindly ensure your Catalyst spaces have been updated with resources.
18th June	Onsite judging between 11am to 2pm.
20th June, 1: 15pm at Park Stage	Awards Ceremony to announce finalists & winners.

## Awards Help & Support

**Moonshot Awards Webinar - 24th April 2024**

[Here's the link for the webinar recording](#)

**Moonshot Presentation**

[Here's the link for the slides](#)

## Questions

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

- Ashlee Kiel - [akiel@tmforum.org](mailto:akiel@tmforum.org)
- Mahima Khurana - [mkhurana@tmforum.org](mailto:mkhurana@tmforum.org)