THE ASEAN ICT AWARDS 2021

Information Kit

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http://aseanictaward.com
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INFORMATION KIT
for
AICTA 2021 ENTRY SUBMISSION

SECTION 1: REQUIREMENT AND ELIGIBILITY CRITERIA

This section provides the guideline for all AMS to select companies and their products as nominations for entry to the AICTA competition.

1. Company Eligibility

The company which is eligible to nominate their Information and Communication Technology (ICT) innovation must meet the criteria below:

1) Registered locally in the respective ASEAN Member State; and.
2) Company ownership is either:
   i.   Fully owned by locals (100%);
   ii. A partnership or joint venture between a local company and a foreign company, both registered within ASEAN; and
   iii. A partnership or joint venture between a local company and a foreign company that is registered outside ASEAN with at least fifty-one percent (51%) shares owned by shareholder/s within the ASEAN Member States.

2. Product Eligibility

The product eligible for AICTA submission must meet the following criteria:

1) The Intellectual Property Rights for the product must be either:
   i.   Owned by the company which is eligible to nominate according the Company Eligibility above; or
   ii. Owned by an offshore parent of the local company where the majority of the shares are in the local company; and

2) At least fifty-one percent (51%) of product development (including research and development (R&D), and design) must be done within the ASEAN Member State submitting the application.

However, products are not eligible if:
1) The main R&D and design works are executed in a non-ASEAN Member State;
2) The ASEAN Member State is merely providing code-cutting services; or
3) The product, with or without enhancements, has won an AICTA in the one (1) year period before the current competition.

3. Entry Eligibility

All entry submission must be made through respective ASEAN Member State AICTA Coordinator (details of Coordinators can be found on www.aseanictaward.org.mm or contact the AICTA Secretariat in the absence of the Coordinator).

Each ASEAN Member State can only nominate a maximum of three (3) products per entry category.

Each product is only eligible to participate in one category.

Participants/Candidates may submit more than one (1) entry (different products in the same category, or in different categories), however, each ASEAN Member State AICTA Coordinator will have to shortlist three (3) best entries per category to quality for this competition.

Violation of the above-mentioned criteria will result in entry disqualification.

The AICTA Coordinator and Working Committee of each AMS are responsible for ensuring all entry nominations comply with the entry nomination guideline in order to avoid any possibilities of entry disqualification.

However, if any of the Judges in respective Category is in the opinion that an accepted entry should be disqualified; the following measures may be considered:

a) A proposal or request for disqualification of an entry nominee by a judge(s) must be submitted to the AICTA Secretariat accompanied by proof and valid information that the entry nominee violates the entry nomination guideline. Submission of a request or proposal for entry nominee disqualification must be in writing signed by the judge(s) who propose or request the entry nomination disqualification. Verbal or unofficial Information will not be accepted.

b) Once the AICTA Secretariat receives the proposal or request for entry disqualification, all relevant information will be examined and then presented to the Chief Judge, then the respective Member State AICTA Coordinator will be invited for clarifications in the presence of the Chief Judge.

c) The Chief Judge shall decide to accept or to reject the proposal or request for entry disqualification based on information provided.

d) The AICTA Secretariat will inform the Chief Judge's decision to respective AMS Coordinator both in verbal and writing (signed by the Chief Judge) and while the examination of such request or proposal is in progress, the entry must still be judged according to the set judging schedule and based on the Judge Mechanism.

SECTION 2: CATEGORIES & DESCRIPTIONS

This section provides for the product definition of the AICTA product entry category and its product code number.

1. *Public Sector*

Code Number : **PUB-01**

Cluster Category : **Public Sector**

Product Definition   :

- Any application software, hardware or its combination that enables more efficient, effective, transparent and low cost Government operations; or

- Any application software, hardware or its combination that has been implemented by the Government Institution and Public Service that delivers e-government services to business or citizens; or

- Any application software that has been developed to meet specific Government requirements for Public Service use and its services is managed by the Government Institutions.

- The application can be developed by a private institution, government institution or government-owned companies funded by the Government or foreign donors, and still can be in the pilot implementation stage. The application may not necessarily be in full-scale implementation but the Government institution or Public Services institution should already be using it.

- Applications that have been developed to be used by a State Owned Company or Government Owned Company for commercial purposes are not included under this category.

- Proof from the users' acceptance or recognition of application implementation by the respective Government must be presented during the entry nomination.

2. *Private Sector*

Code Number   : **PRI-02**

Cluster Category   : **Private Sector**

Product Definition:

- Any application software, hardware or its combination that serves the needs of the private sectors such as Industrial Application, e-logistics and Supply Chain Management, Finance Industry Application, Communication, e-Health, Tourism and Hospitality.

3. *Corporate Social Responsibility*

Code Number : **CSR-03**

Cluster Category : **Corporate Social Responsibility**

Product Definition :

- Any application software, hardware or its combination to support the community in the AMS' society with the aim to promote the rights and needs of particular groups; or to improve the well-being, quality of life and standard of living of the community with the ultimate intent to bridge the digital divide. The product shall be initiated, developed and owned by a Non-Government organization, however the funding to the initiative and the development can be provided by the Government or Private Institution or both.

4. *Digital Content*

Code Number : **DLC-04**

Cluster Category : **Digital Content**

Product Definition :

- Any application software, hardware or its combination with the elements of audio, video, text and image to demonstrate any form of entertainment using sophisticated technology such as internet or mobile apps.
- Any application software, hardware or its combination that provides management and technical support to the news and entertainment industry such as Television Broadcasting, Radio Broadcasting, Cinema, Live Entertainment, Publishing, Newspaper and Internet News.

5. *Startup Company*

Code Number   : **STP-05**

Cluster Category   : **Startup Company**

Product Definition   :

- Any company at the early stage of inception who develops an innovative ICT product.
- The Startup Company must also meet the criteria below:
  - It must fulfill the company eligibility for this competition;
  - It is registered not more than three (3) years from the date of entry submission;
  - The founder of the company and/or the product developers must be the major shareholder(s) of the company; and
  - It must not be a subsidiary of a well-established parent company.

6. *Research and Development*

Code Number   : **R&D-06**

Cluster Category   : **Research and Development**

Product Definition   :

- Any ICT research and creation that discover or invent new knowledge, processes, products and services that meet the demand of the market.
- The creation must meet the following criteria.
  - It is fully completed but not yet marketed;
  - If it has been marketed, it does not have any customers and is not available on customer sites;
  - The product is still less than a year after its commercialization;
  - It can demonstrates its features and functionality (even if not fully completed);

- It is self-funding (internal funding) or funded by customer/user and is not funded by any established MNSs; and
- The Intellectual Property Rights belong to the owner/creator (either as an individual or as an organization).

SECTION 3: APPLICATION GUIDELINES

This section provides guideline for ASEAN Member State registering their nominations for the AICTA competition.

1. The AICTA Secretariat will announce the opening and closing of AICTA entry nominations during the first ASEAN TELSOM/ATRC Leaders' Retreat meeting of the year, or through online at the AICTA web site: www.aseanictaward.org.mm.

2. All entry submissions must be made through ASEAN Member State (AMS) AICTA Coordinator (details of Coordinators can be found on www.aseanictaward.org.mm).

3. The AMS should submit registrations for nomination through their respective AICTA Country Coordinator using the standard AICTA competition entry Form to AICTA 2021 Host Country Coordinator.

4. The username and password of the AICTA's 2021 online system for all of the AICTA Coordinators will be sent directly from the Host Country Coordinator (Myanmar) to their registered email for login purposes.

5. Each AICTA country coordinator must submit the participants information (name of product, name of participant, and email) on behalf of his or her respective participants/candidates to the AICTA's system before the given submission deadline. For the submission, the participants/candidates must upload the video presentation and fill the details of company and product to AICTA's 2021 online system by "**Login**" menu or (Link: www.aseanictaward.org.mm/aseanictaward.mm/login). Please note that the allowed video presentation length is 2 to 5 minutes and using MP4 format only.

6. The country coordinator will create a new participant/candidate at the system. And the system will send the username and password to all the participants'/candidates' email.

7. The participant/candidate can login to the system using the username and password. The participant/candidate must complete all the information requested in the system (Include the video presentation).

Remark: The video presentations of previous AICTA competitions can be found at "Past Winner" menu.
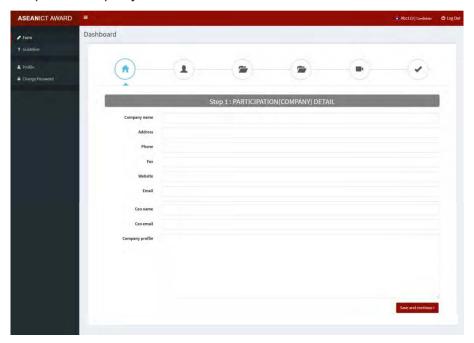
SECTION 4: USER GUIDE FOR CANDIDATES

After contacting your country coordinators, you will receive a login information to the judging system. When you received it by email, come back to this web site, and click LOGIN in the menu.
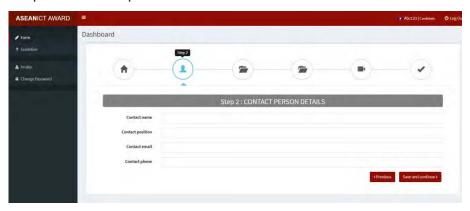
Candidate Role can do the following features:

1. **Entry the form:**
   - The form is separated in to 6 steps (tabs) and candidate has to fill in all steps before submitting.
   - Candidate can file some information and keep some information to be filled on the next time by going to the last tab (last step) then click on button "save" or click on button "Save and continue" in each steps. (check image below)
   - Candidate has to click on button "Submit Final" so that application will submit to country representor to be reviewed.
   - The form that has been "Submit Final" will not be able edit unless Country Representor gives some comments to update before deadline.
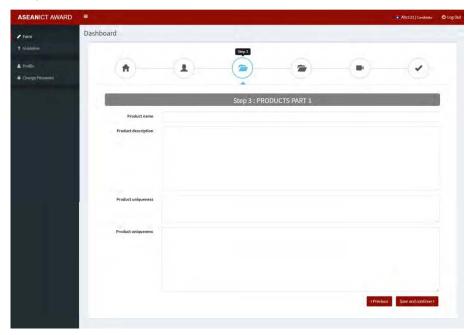   - Check image below to see the needed information in 6 steps:
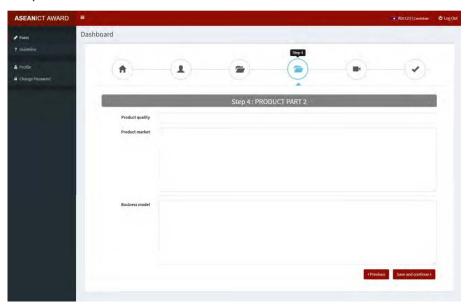
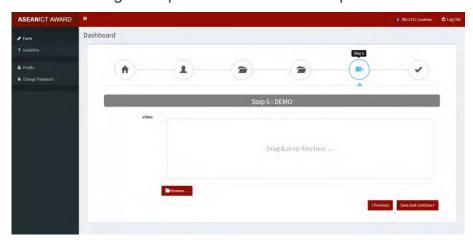- Step 1 : Company Detail

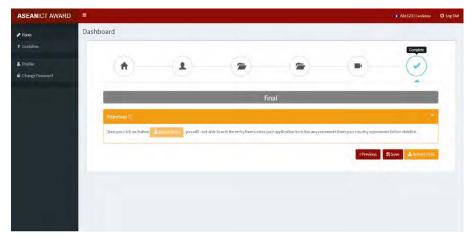- Step 2 : Contact person Details

- Step 3 : Product Detail Part 1

- Step 4 Product Detail Part 2

- Step 5: Video Demo Pro

Browse or Drag & Drop the video demo about product

- Step 6 : Final

Reminder:

- Save entry form as draft when you click on button "save and continue" in step 1 to step 5.
- Click on "Submit Final" if all information is ready or click on "save" to save as draft.
- Submit final form: Once you have clicked on this button, you will not be able to edit the entry form unless your application form has any comments from your country representor, before the deadline.

2. Profile

- o change password

- o edit profile

SECTION 5: JUDGING CRITERIA AND ATTRIBUTES

This section provides the criteria and its weighting and the criteria's attributes and their weighting - to be used during the judging process in the AICTA competition.

A. Public Sector (PUB-01)

Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	20%
		Problem Solving	25%
		Public Value	30%
		Transparency & Impact on Quality of Life	25%
Implementation	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

B. Private Sector (PRI-02)

Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	30%
		Problem Solving	20%
		Marketing Strategy	30%
		Customers	20%
Operation	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

C. Corporate Social Responsibility (CSR-03)

Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	25%
		Problem Solving	25%
		Public Value	25%
		Customers	25%
Operations	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

D. Digital Content (DLC-04)

Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	30%
		Problem Solving	20%
		Marketing Strategy	30%
		Customers	20%
Operation	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

E. Startup Company (STP-05)

Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning / Unique Selling Proposition	40%	Marketing Strategy	20%
		Financial	20%
		Competitive Advantage & Differentiation	20%
		Innovation	20%
		Market Entry / IPR	20%
Operation	40%	Scalability	25%
		Team Organizational Structure	25%
		Stakeholder	25%
		Quality	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

F. Research and Development (RND-06)

Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	25%
		Problem Solving	25%
		Marketing Strategy	25%
		Customers	25%
Operation	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

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