



Go:Tech
AWARDS.24

GO:TECH AWARDS ENTRY KIT

AWARD ENTRY NOW OPEN

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YOUR GUIDE FOR ENTERING THE **GO:TECH** AWARDS 2024

Now in its 5th year, the prestigious Go:Tech Awards, hosted by Business Leader, not only honours outstanding tech businesses but also recognises the visionary leaders behind their success. With a diverse range of categories, we ensure comprehensive representation of the outstanding tech businesses across the UK.

It's time to showcase your company's exceptional skills and achievements. Our esteemed panel of independent judges will assess and finalists will be celebrated at an epic awards evening.

We are shining a spotlight on the remarkable companies driving tech advancements throughout the UK. This pack will ensure you have everything you need to begin your application. We eagerly anticipate your entries and the chance to celebrate your accomplishments together. Submit your entry now and be a part of the Go:Tech Awards 2024!



CONTENTS:

- Key Dates
- Benefits Of Entering
- Categories
- Steps For Entering
- Category Criteria
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KEY DATES





BENEFITS OF ENTERING

DISTINCTIVE POSITIONING

Achieving recognition as an esteemed tech award winner allows you to differentiate your brand and outshine your competitors. Carefully selecting a category that highlights your unique strengths, such as sustainability efforts, community impact, or unique initiatives, showcases how you make a meaningful difference. This distinctiveness will resonate with customers and position your business as the preferred choice in your industry.

STRATEGIC MARKETING

Association with a prominent tech awards program offers exceptional PR opportunities that extend before, during, and after the event. We will provide you with a full marketing toolkit to promote your achievements at every step of the award cycle. This will ensure you enhance brand visibility, and provide a coveted platform to showcase your business.

NETWORKING ADVANTAGES

Networking plays a vital role in the tech industry, where connections can be as valuable as knowledge. Leverage social channels to congratulate and tag other shortlisted contacts, connect with investors and funders and meet our prestigious judging panel. Effective networking expands your industry reach and opens doors to new opportunities.

PERFORMANCE EVALUATION

Crafting an award application compels you to critically evaluate your business from a fresh perspective and compare your achievements to those of your competitors. This exercise highlights your strengths, enabling you to refine your business

strategy and implement necessary process improvements. Benchmarking against industry peers enhances your operational efficiency and sets a higher standard for success.

MOTIVATING TEAM SPIRIT

Winning or being shortlisted for a Go:Tech Award publicly acknowledges the hard work and accomplishments of your dedicated staff. Awards serve as a powerful reminder to employees about the positive aspects of your company. This recognition should be celebrated collectively and help to boost morale.

ENHANCING CREDIBILITY

Securing an award establishes your business's credibility and validates the exceptional work undertaken by you and your team. The industry leaders and experts judging the Go:Tech Awards lends weight to your achievements, reinforcing your position within the tech industry. This recognition builds trust among peers, partners, and clients, further bolstering your reputation.

TALENT AND INVESTMENT ATTRACTION

When you are recognised as the best in your field, top talent and potential investors naturally gravitate toward your business. Earning the distinction of being the best-in-class and cultivating a strong employer brand helps attract skilled professionals to join your team. Additionally, your industry recognition positions your business as an attractive prospect for potential investors that attend the Go:Tech Awards and those involved in the judging process who are seeking promising ventures.

GO:TECH AWARD CATEGORIES



AI/ MACHINE LEARNING AWARD

2023 WINNER SPEECHMATICS



BEST MOBILE TECHNOLOGY AWARD

2023 WINNER CALVIUM



BEST USE OF BIG DATA

2023 WINNER OCTOPUS ENERGY



BEST USE OF VR/AR AWARD

2023 WINNER ARUVR



FINTECH BUSINESS OF THE YEAR

2023 WINNER LOADSURE



HEALTHTECH BUSINESS OF THE YEAR

2023 WINNER LIMBS AND THINGS



INCUBATOR OR ACCELERATOR OF THE YEAR

2023 WINNER LLOYD'S LAB



IT/ TELECOMS SUPPORT AWARD

2023 WINNER ENHANCED



MOST INNOVATIVE USE OF SOFTWARE OR CLOUD TECHNOLOGY

2023 WINNER LIMBS AND THINGS



SUSTAINABLE TECH BUSINESS AWARD

2023 WINNER OCTOPUS ENERGY



TECH DEALMAKER OF THE YEAR AWARD

2023 WINNER TLT LLP



TECH ENTREPRENEUR OF THE YEAR AWARD

2023 WINNER LIMBS AND THINGS



TECH START-UP BUSINESS AWARD

2023 WINNER ADVANCED INFRASTRUCTURE



EDTECH BUSINESS OF THE YEAR

NEW FOR 2024



TECH SCALE-UP OF THE YEAR

NEW FOR 2024

**ENTERING THE AWARDS IS FREE, AND YOU CAN ENTER
AS MANY CATEGORIES AS YOU WISH.**

STEPS FOR ENTERING

ENTRY BASICS

Unless specified within the category criteria, all entrants will be asked to provide the following:

- Full name
- Email
- Phone Number
- Company Name
- Twitter Handle
- Postcode

CATEGORY REQUIREMENTS

- An 800-word document on why you should win based on the criteria
- Corporate Social Responsibility Statement
- Financial Performance Overview
- Future Of The Business Or Organisation statement

GUIDELINES

You have up to 800 words to demonstrate why you should win your chosen award.

Entries should be submitted in a Word document (or similar) and uploaded using the specified field.

Please have all information ready for your entry before continuing. If you need any information or assistance regarding entry to the awards call 020 3096 0020.



CATEGORY CRITERIA



AI/ MACHINE LEARNING AWARD

You are eligible to enter this award if your business or organisation is either a specialist in AI/machine learning or is harnessing its potential in a department or part of your business or organisation. Universities can also apply for this award that are carrying out research in this area.

- Overview of how you are implementing AI/machine learning in your business or organisation
- Explanation of why you are doing so
- Measurable or predicted impact of your investment in AI
- If applicable – examples of how you have used AI/machine learning to build your business



BEST MOBILE TECHNOLOGY AWARD

This award is open to individuals or businesses that have created a piece of mobile technology – or an app – that is launched and having a positive impact.

You're eligible to enter this award if your business is an app or piece of mobile technology, or if you are an established business that has launched an app or built some innovative mobile technology.

- Journey that led to the development of the innovation, including any details of research
- Examples of the benefit or impact the innovation has on users
- Overview of design and UX that makes the App/technology stand-out
- Overview of the commercial success the innovation has had; if applicable – or
- Examples of the measurable impact it will have



BEST USE OF BIG DATA

This award is open to individuals or businesses that have implemented a successful campaign, report or business venture using data. Or businesses that create software to process data and 'big data'.

You're eligible to enter this award if your business specialises in data or you have used data as part of a campaign within your organisation.

- Journey that led to the development of any software or campaign related to data
- Overview of the commercial success this had; if applicable – or
- Example of the measurable impact it will have
- Overview of market segmentation, campaign and results if entering a data-based campaign
- Overview of how and why your business has used data/big data to analyse trends or shape opinion



BEST USE OF VR/AR AWARD

You are eligible to enter this award if your business or organisation is either a specialist in AR/VR or is harnessing its potential in a department or part of your business or organisation. Universities can also apply for this award that are carrying out research in this area.

- Overview of how you are implementing AR/VR in your business or organisation
- Explanation of why you are doing so
- Measurable or predicted impact of your investment in AR/VR
- If applicable – examples of how you have used AR/VR learning to build your business
- Example of where your research or technology in relation to AR/VR is being implemented in the business world
- Examples of why your business or venture is at the vanguard of this technology



EDTECH BUSINESS OF THE YEAR

This award is for any business that defines itself as an 'EdTech' and consider themselves to be at the cutting edge of their sector.

The judges are looking for companies that are high-growth and using technology in an innovative way to improve education outcomes for its customers – whether this is in the B2C or B2B space.

- Overview of the businesses plan for growth
- Details on how they are leveraging technology to benefit their customers
- Insight into financial performance
- Data on how their products is fulfilling a market need
- Plans to further embrace technology if relevant
- Information around employee development



FINTECH BUSINESS OF THE YEAR

This award is open to any business that classifies itself as a 'fintech' company, and is looking for entrants that are at the cutting edge of their sector and industry.

Whether you serve the B2B or B2C markets, you are eligible to enter if you can show how you are a pioneer in both finance and technology.

- History of the company
- Evidence of how your business is a leader in the fintech space
- Evidence of financial success
- Details about any fundraising or future to raise
- Evidence of commitment to employee wellbeing
- Action taken to be a force for good with a commitment to CSR
- Details of how you have embraced technology and innovation
- Please note only companies with a minimum turnover of £1m (in the last financial year) can apply for this category



HEALTHTECH BUSINESS OF THE YEAR

This category is open to innovative businesses that operate in the HealthTech sector. Following a year which has put health firmly on the agenda, this category is open to businesses of all sizes and applicable to all types of healthcare products, services and initiatives.

- Information about the product or service and achievements to date
- How does the product or service positively impact its user
- An overview of the business's financial performance and any funding rounds
- Evidence of the businesses' commitment to supporting good causes around sustainability, the community and diversity
- Forward plans for the business and evidence of how it will achieve growth



INCUBATOR OR ACCELERATOR OF THE YEAR

Incubators and accelerators play a pivotal role in the tech and business eco-system by supporting companies with innovation, funding, and connections into academic environments.

In the last few years there has been a rise in the number of incubators and accelerator programmes, but which ones deserve recognition?

- Information about the programme/ incubator and how it started
- Evidence of how you have supported businesses and entrepreneurs
- Details around the future of the programme
- Evidence of collaboration with other business networks
- If applicable, figures of the amount of funding raised for your cohort of alumni businesses
- Examples of businesses that have 'graduated' and become a success



IT/ TELECOMS SUPPORT AWARD

This award is open to businesses that provide telecoms or IT to other businesses and organisations. Open to businesses of all sizes and sector specialisms – the category aims to celebrate the business that goes above and beyond for its clients.

- Overview of the business – its structure, staff numbers and financial performance
- Overview of sectors you cover
- Feedback and data in relation to your customer service
- Example of any innovation or technology you use in the business
- Investment in staff, processes and accreditations to demonstrate best practice
- Please note only companies with a minimum turnover of £1m (in the last financial year) can apply for this category



MOST INNOVATIVE USE OF SOFTWARE OR CLOUD TECHNOLOGY

Open to business owners, software houses and department heads – this award will showcase innovative uses of software that have had a measurable positive impact on a business or sector.

- Explanation of why the software was built/applied and what problem it was solving
- Impact this had on a department/business, sector or community
- Legacy use of software and other potential applications
- Overview of the software creator – history or business + plans for the future



SUSTAINABLE TECH BUSINESS AWARD

This award is open to tech businesses that are having a positive impact on the environment. Businesses from across all tech verticals can apply for this award alongside companies outside of the tech sector that have used innovation that is reducing carbon emissions or helping to raise awareness of sustainability.

- Overview of the company's mission and values
- Information about the technology and its positive impact on sustainability
- If applicable, an overview of financial performance and funding received
- Insight into the company's 'five-year plan'
- Analysis and statistics detailing the positive sustainable impact
- Please note only companies with a minimum turnover of £1m (in last financial year) can apply for this category



TECH ENTREPRENEUR OF THE YEAR AWARD

This award is open to individuals who have started and developed a successful business – or bought and sold various companies – operating in the technology and innovation space. Identification of a market opportunity

- How resources and staff were applied to maximise the opportunity
- Significant growth through new channels or innovative strategies
- Managing major business change if relevant
- Strong commercial performance and financial results
- Examples of embracing triple bottom line – profits, people and planet
- Please note only companies with a minimum turnover of £1m (in the last financial year) can apply for this category



TECH START-UP BUSINESS AWARD

This award is open to businesses that are technology or innovation-focused and have been operating for less than three years. You will have translated an idea into a successful business venture.

- Market research including market size, customer profile and competitor analysis
- A clear innovation tech driven idea that is backed by a sounds business and marketing plan
- Overview of financial performance and plan
- Overview of how the business launched – management structure – and plans for investment (if applicable)



TECH SCALE-UP OF THE YEAR

This award is open to a high-growth tech business operating in any vertical. You're eligible to enter this award is you have a minimum turnover of £2m and have been trading for a minimum of three years.

- You have achieved an average annualised return of at least 20% in the past 3 years
- You have at least ten employees
- You can demonstrate a clear plan to achieve future growth
- You will have to share your financial performance
- You will have a plan that demonstrates your commitment to employee development
- You will be able to show how you are embracing sustainability

HINTS & TIPS

PROVIDE CONCRETE EXAMPLES:

Entries that 'show' rather than 'tell' will stand a better chance of recognition and becoming shortlisted. Don't just say your business is the best but demonstrate why. The examples given should serve as evidence of your success and reinforce the broader story you're telling.

SHOWCASE RESULTS CLEARLY:

Incorporate measurable targets, results, and relevant metrics into your entry. Clearly show these using bullet points and sub-headlines as it will be easier for judges to read and analyse. These metrics will also help the judges assess the effectiveness of your approach.

SPECIFY TIMESCALES:

Include the timescales in which your initiatives took place. This helps the judges understand the duration and progression of your efforts, allowing them to evaluate the consistency and sustainability of your achievements.

AVOID JARGON:

Steer clear of industry-specific jargon and assume that the judges may not be familiar with the intricate details of

your business. Use clear and concise language to ensure your entry is easily understood and relatable to a broader audience.

CRAFT A POWERFUL AND ENGAGING STORY:

Write concisely while capturing the essence of your achievements. Craft a compelling and engaging story that conveys the impact of your initiatives effectively. Focus on presenting a cohesive narrative that showcases your unique journey and the outcomes you have achieved.

SUBMIT BEFORE THE DEADLINE:

To ensure your entry is evaluated, submit it before the designated deadline. Entries received after the deadline will not be considered for judging, so be sure to complete and submit your entry in a timely manner.

ADHERE TO WORD LIMITS:

Respect the specified word limits for each section of your entry. These limits are designed to provide enough capacity for you to fully explain your initiative and its impact. Use the allocated word count wisely to convey your message clearly and concisely.