2020 UK National Innovation Awards®

Once you have **submitted your entry form**, you should start preparing your written submission.

First Round Written Submissions

Below are some generic tips and pointers that apply across all categories of the competition.

As you will see from the entry brochure, the first round written submissions for each award category are divided into five sections of 200 words each (see yellow highlights below).

Summarise Your Technology Innovation - <mark>200 words</mark>

The most common mistake in this section is to ignore the term **innovation** and simply describe a product and how it functions.

You must focus on a specific innovation that has improved or enhanced your product/solution offering.

The Business Value-adds Of Your Innovation

Outline <mark>four</mark> **Business Value-adds** delivered to your clients by your innovation. **Each** Business Value-add should be up to 200 words in length.

1: Business Value-add Delivered By Your Innovation - <mark>200 words</mark>

2: Business Value-add Delivered By Your Innovation - <mark>200 words</mark>

3: Business Value-add Delivered By Your Innovation - <mark>200 words</mark>

4: Business Value-add Delivered By Your Innovation - <mark>200 words</mark>

Some DO NOTs

The word counts referenced above are designed to promote focus and avoid unnecessary bulking-out. The word limits will be strictly enforced. Quotations and footnotes and other literary devices will count within the word limit. You cannot transfer word count from one section to another.

No URL links can be included in the written submission and you cannot reference supplementary resources such as attached PDF documents, video files, slide decks, web pages etc.

No illustrations or diagrams or pictures can be included.

Simply put, the written submission must consist only of (up to) 1,000 words of written copy.

Jon Snow is happy to respond to questions based on the above.