

Asian Utility Week



27-28 June 2018

Impact Arena, Exhibition & Convention Center, Bangkok, Thailand

Startup Competition Application Form

If you would like to take part in the region's only Digital Utility expo attracting all the lead players in the digital infrastructure ecosystem then do contact us at infoasia@clarionevents.com. Those start-ups who are accepted will be featured as speakers within our dedicated start-up stream. We also have a special offer on start-up pods to give you expo floor exposure. Please contact us to find out more information. One winner will be selected and announced within our Utility Week Innovators Awards Ceremony. This will give you excellent publicity within the industry. We look forward to receiving your applications!

All applications must be submitted in English. Applications will be accepted up to 1 month before the event. It is not required that a start-up be incorporated, but a company must be incorporated within **5 years** to compete. We have space within the event programme to profile 15-30 start-ups. The profiled participants will be reviewed by a panel of judges who are looking at a range of criteria including growth potential, passion, creativity, level of idea development, and their pitching skills. There will be one overall winner picked by the judges who will gain additional profile at our AUW Awards Night. Each judge's score is weighed equally and the organiser reserves all rights in the management of the competition.

Please fill out the following questions and email the completed document to: infoasia@clarionevents.com – with subject line: **ASUW Startup Competition**. Please write no more than 300 words per question. You are welcome to submit pictures or graphs to illustrate your point but please enclose within a single document for easy viewing.

There is no cost to submit an application. Nor is there any cost for those accepted as startup stream presenters. However if you would like a startup pod, this is offered to you at a discount of **SGD350**. Good luck and thank you for participating!

Please provide the following details in your application form:

Your name & role in the company

Your company's name

Your contacts details: Email, Phone & Country

Please indicate the category that best fits your technology focus (e.g. Energy Efficiency Services)

Please complete the questions below which are designed to flesh out your business idea. We suggest that you write no more than a total of 5 pages to cover all the questions.

What is your Business Model? What is unique about your idea? Can this idea make money? Is there positive customer growth or revenue? Is there a customer acquisition / rollout strategy? Has a revenue model been defined and is it realistic? Is the idea/team ready for capital and execution? Would you invest in this company at this point?

Have you conducted a Customer Validation? Did the team identify customers (demographic, location etc)? Did the team get out and talk to customers? What is the value proposition to customers? What channels of communication are used? Product/Market fit?

What is your Technical Execution Plan? Is there a functional product (e.g.in the case of an app, did you build one)? Were architecture diagrams included? Which services do you need to integrate with? How much of the product is running on a real server with non-sample data?

What is your Marketing Execution Plan? Does it have a professional look and feel? Does it deliver a compelling and captivating message to the key market? Is it memorable? What key insights were gathered to give you the creative direction?

How capable is your Team? Does this team have the pieces, skills, and leadership to successfully move forward on this idea? Does this team seem committed to making their idea work in the long-term?

What kind of investment or partnership are you seeking?