



NASSCOM Emerge 50 Awards 2017

Welcome to Emerge 50 Awards 2017!

NASSCOM Emerge 50 Awards are a marathon search for India's Most Innovative Top 50 Emerging Software Product Companies.

Nominations for Emerge 50 2017 Awards will be evaluated on these parameters:

- Product Excellence: Emphasis on Innovation, Technology, Value Differentiations, Design.
- Market Excellence: Understanding of Markets & Target Audience with Focus on Customer Opportunities
- Business Excellence: Co-founders' Credibility, Growth Parameters & Attractiveness to Investors.
- Vertical Excellence: Focus on Industry Specific Products, like FinTech, HealthTech, AgriTech, EduTech, AdTech etc
- Technology Excellence: High calibre usage of latest technology, AI, Big data, VR, IoT...

PLEASE READ AND FOLLOW THESE GUIDELINES FOR EASY AND SUCCESSFUL COMPLETION OF THIS APPLICATION FORM:

1. The following application is applicable to ONLY INDIAN IT Tech COMPANIES.
2. All information are critical for adequate assessment. No separate exercise for gathering information will be carried out.
3. Incomplete forms will not be accepted for further evaluation. It is the responsibility of the companies to ensure that the form has been completely filled in for further processing.
4. If you have any queries on the nomination form, please contact vibhor@nasscom.in

Important Notes:

- Click or copy and paste following link in you browser's address bar to view the form:
http://product.nasscom.in/docs/2017/Emerge50_2017_Questionnaire.pdf. You may wish to go through this before taking up the application. This is for reference/preview only and applications have to be submitted online on this page only. Please do not e-mail your applications to us.
- Please use 'Next' button below for online submission.
- You may interrupt the application in between and chose to come back later to start from where leave. To interrupt in between and resume later, PLEASE NOTE YOUR ACCESS CODE (TO BE GENERATED ONLY AFTER COMPLETING FIRST SEGMENT) GIVEN ON TOP RIGHT CORNER OF YOUR SCREEN BEFORE CLOSING THE WINDOW. YOU WILL BE REQUIRED TO INPUT THIS CODE WHEN YOU RESUME LATER. However, it is always preferred to fill the form in one go.
- Please click on Submit button at the end to record your application. Once the form is submitted, you cannot make any changes in the same.
- If you wish to make any change, you will be required to fill the application form again. We will consider the form submitted later in any such case.
- Please review the form before submitting using 'Prev' and 'Next' buttons.

About You and Your Company

Introductions: *

City of Head Quarter refers to where is your corporate/head quarter resides; For Nomination - Only Brand Name WITHOUT TM/®/© marks

Name of the Company	<input type="text"/>
Name of your Product to Nominate	<input type="text"/>
Website Address	<input type="text"/>
Year of Incorporation (in YYYY format)	<input type="text"/>
Name of Contact Person	<input type="text"/>
Cellular Number of the Contact Person	<input type="text"/>
Name of the CEO	<input type="text"/>
Email ID of the CEO	<input type="text"/>
LinkedIn / Web Profile of the CEO (URL):	<input type="text"/>
Cellular Number of the CEO	<input type="text"/>
Complete Mailing Address	<input type="text"/>
City of Head Quarter	<input type="text"/>
Country of Head Quarter	<input type="text"/>
Company/Product's Social profiles (twitter/Facebook/Linkedin etc)	<input type="text"/>

Email ID of the contact person: *

Please correctness .All communications will be sent to this email-id. Please add product@nasscom.in to your mailing white list. You will communication from product@nasscom.in

Brief Company Profile: *

(Please describe your business model, revenue model, etc. in 100 Words or less. Please note it is beyond "About Us" segment on your website.)

Brief about the nominated product: *

What exactly is your Product, customer problem you are trying to solve, core value proposition(s)?
(in 100 Words or less)

Please select what best defines your nomination: *

☐ Cloud Applications/ Cloud Platform/ Cloud Infrastructure

☐ Enterprise Mobility / Mobility Platform / Mobile Applications

☐ Big Data / Analytics

☐ Enterprise Products

☐ Social / Web 2.0

☐ IoT / Hardware / wearable tech

☐ NextGen Commerce / eComm / mComm

☐ AdTech / Marketing Tech

☐ AgriTech

☐ EduTech

☐ FinTech including payments

☐ HealthTech

☐ Security Infrastructure / Applications

☐ Smart Infrastructure

☐ Software Development and Deployment

☐ eGovernance

☐ Hyperlocal / Aggregator

☐ Hyperlocal/ Services Aggregator

☐ DeepTech - AI/ ML / Blockchain/ NLP...

☐ Other

Nature of Offering: *

☐ B2B

☐ B2C

☐ B2G

☐ B2B2C / Marketplace/ Aggregator

☐ Other

Excellence, Innovation and Differentiation

Competitive Differentiation / Innovation Type you are trying to build: *

☐ Technology / Product

☐ Business Model

☐ Other

Please explain in brief the competitive differentiation/Value Proposition and Technology leverage for your organization? *

This is important for Jury to evaluate your innovation. Please be precise in your explanation (Not more than 100 words)
Please explain the innovation, key differentiating factor and value it shall create for the customer in comparison existing players/products

Do you have any Intellectual Property registered for the nomination? *

☐ Patent Granted

☐ Patent Pending / Applied

☐ Planning to file

☐ No

☐ Others

You have a patent granted, Patent Number please:

Is there an alternate revenue opportunity for your organization / product? *

For ex. Platform or API play, advertising partnerships, niche services play etc

☐ Yes

☐ No

If Yes, Please explain your alternate revenue opportunities.

Some insights into the Business.

What is the total addressable market opportunity your company is targeting? *

Only Numbers inputs.

Amount in INR

Domestic	<input type="text"/>
Global (Input '0' if not targeting Global markets)	<input type="text"/>

Expected CAGR of addressable market for next 3-5 years:

Revenue & Headcount of the Product and the Company - *

Headcount: Including development, services and sales personnel.

	Nominated Product's Revenue (INR)	Company's Total Revenue (INR)	Company's Headcount	Number of Customers of Nominated Product
FY 2016-17	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Please share the growth in last three (3) years and future outlook for next 3 years of the nominated product? *

Growth rate, market expansions, product road map etc. (srtrictly in 100 words).

What are the Top 3 reasons for you to grow in the next 3 years and What are the associated risks and external factors which will impact it? Please explain the rationale in brief *

Who are your existing competitors in domestic and global market. *

Please name a few.

Have you raised any funding for your organization? *

- ☐ Yes
- ☐ No, we are self-funded
- ☐ No, Looking for Funding

Details of latest funding raised (upto last 3 rounds):

Amount raised at valuation by investors. when? Note: Optional details will be considered to select companies with same aggregate score. Providing optional details might help companies score better over other companies.

Please provide details of upto 2 customer case studies:

Business Impact to the customer:

(Please give quantifiable metrics - %age increments) For example: Revenue Increase %: 10%; 10-25%, 25-40%, 40%+; Change 'No. of Customers Acquired' / Growth in Customers: : 10%; 10-25%, 25-40%, 40%+; Operational Efficiency Increased:10%; 10-25%, 25-40%, 40%+

No more than 50 words each. Attach docs for details in later segment.

Awards, Recognitions and Others

Have you received any awards and/or recognition for your nomination?

Please highlight the most recent awards / recognition associated with the nomination.

Kindly elaborate on media coverage for your nomination.

Besides traditional print news media (ToI, ET, FT, FE, HBL. etc), Business magazines (Entrepreneur, Business Insider, Business Today, Business World etc) impressions on web-only mediums (yourstory, nextbigwhat, iamwire, medianama, techcircle etc), social branding etc.

Any other details you would like to share with us to help us evaluate you better?

Note: Optional details will be considered to select companies with same aggregate score. Providing optional details might help companies score better over other companies.

Kindly upload a document here for add-on information your nomination. It will add weightage if the document also include Leadership Team Structure with their professional qualification and experience.

It could be a Customer Case Study and any other reference material to support the information given above.

Total Size: upto 2 MB

Accepted file formats: .doc/.docx/.pdf/.ppt/.pptx/.xls/.xlsx/.jpg/.jpeg/.png/.rar/.zip

Browse

Would you like us to take your nomination in consideration for the Product Showcase at NASSCOM Product Conclave, Bangalore, 2-3 November 2017 at Vivanta by Taj, Yashwantpur, Bangalore.

It is irrespective of your short-listing at Emerge 50 awards. Please note if you agree and in case, you are selected for the showcase, you will be charged a small convenience fee of INR 10,000/- plus applicable taxes. The fee also include conclave fee (2nd and 3rd Nov) for two persons only. The fee DOES NOT include any travel/conveyance cost. Additional colleagues would be required to register separately through event website (www.productconclave.in).

More info about the event and showcase available on www.productconclave.in.

Also, be noted that this option has nothing to do with Emerge 50 awards. It is an add on feature provided to you to minimise your efforts with multiple applications at various NASSCOM programs. Shortlisting, evaluations and selection at Emerge 50 Awards are in no way linked to this question.

Do you agree? *

☒ Yes

☐ No

Thank you very much for your participation!

Thank you very much for completing your nomination for NASSCOM Emerge 50 Awards 2017!

We shall get back to you by Mid-August if you are shortlisted. Shortlisted companies will be required to present in front of a jury during 1st week of September.

For queries, please write to vibhor@nasscom.in.

Click 'Submit' to submit the application.

» Custom redirect upon survey completion: <http://product.nasscom.in/emerge50.php>