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## Tech Trailblazers Awards submission form

### Technology and Firestarter Categories only

Please ensure all information is completed and submitted via the online form at [www.techtrailblazers.com](http://www.techtrailblazers.com)

Extended deadline: 3<sup>rd</sup> October 2017

Need help? Read our FAQs here: [www.techtrailblazers.com/faq](http://www.techtrailblazers.com/faq) or email the Tech Trailblazing team on [innovate@techtrailblazers.com](mailto:innovate@techtrailblazers.com)

### Calling all Tech Trailblazers! Which category are you entering?

*Select ONE category only.*

*Please enter other categories using a new entry form.*

AI Trailblazers	
Big Data Trailblazers	
Blockchain Trailblazers	
Cloud Trailblazers	We are applying for Cloud Trailblazers
Emerging Markets Trailblazers	
FinTech Trailblazers	
HPC Trailblazers	
Internet of Things Trailblazers	
Mobile Technology Trailblazers	
Security Trailblazers	
Storage Trailblazers	
Virtualization Trailblazers	

*Please note: Firestarter bursary entrants will be automatically entered to the Firestarter Awards.*

*For Female Tech Trailblazer of the Year or Male Tech Trailblazer of the Year entries, please submit on the appropriate entry form which can be downloaded from the website.*

**About your company**

Company name as it should appear in press materials	Ninite
Primary postal address	[Deliberately left blank]
Country where your company was founded	United States of America
Country of headquarters registration	United States of America
Company headquarters registration number	[Deliberately left blank]
Company tax reference/registration number	[Deliberately left blank]
Primary Twitter account (if applicable)	@ninite
<b>Tweet my entry.</b> Please indicate if you are OK for us to tweet that you have entered and we'll include appropriate hashtags e.g. If you enter big data and cloud @techtrailblaze @xyz Thanks for entering the #bigdata and #cloud categories (Please note that the entry itself is confidential and only for the judges)	It is okay for you to tweet our entry
LinkedIn page (if applicable)	[Deliberately left blank]
Website	<a href="https://ninite.com/">https://ninite.com/</a>

**Contact details for this entry**

<b>Company contact responsible for authorizing this award entry</b>	
Position	[Deliberately left blank]
Telephone	[Deliberately left blank]
Email	[Deliberately left blank]
Twitter (if applicable)	[Deliberately left blank]
LinkedIn (if applicable)	[Deliberately left blank]
<b>Name of person completing this form (if different from above)</b>	Trevor Pott
Company (if different)	eGeek Consulting Ltd.

Telephone (if different)	+1 587-782-2200
Email (if different)	Trevor.p@egeek.ca
<b>PR Contact - Internal</b>	
Telephone	[Deliberately left blank]
Email	[Deliberately left blank]
Twitter (if applicable)	[Deliberately left blank]
LinkedIn (if applicable)	[Deliberately left blank]
<b>PR Contact - External</b>	
Company	[Deliberately left blank]
Telephone	[Deliberately left blank]
Email	[Deliberately left blank]
Twitter	[Deliberately left blank]
LinkedIn (if applicable)	[Deliberately left blank]
<b>Eligibility criteria reality check</b>	
Only companies founded after September 12 <sup>th</sup> 2011 and privately funded up to “C” series funding are eligible for the Tech Trailblazers Awards	
When will the company be 6 years old?	
Is the company privately funded? <b>OR</b>	Crowdfunded Seed funded Angel investment Other Private investment
Is the company at C-series funding stage or earlier? If so, please state which series is the latest received.	“A” Series “B” Series “C” Series
<b>Entry details</b>	
<i>Your entry will be judged for shortlisting based on the following questions and will also form part of your online entry if you are shortlisted.</i>	
What is your 25 word brief overview or tailored elevator pitch? (25 words max.)	Ninite makes installing and updating popular third-party Windows applications easy. (10 words)
What is your 75 word pitch? (75 words max.)	Ninite makes it easy to install and keep multiple popular third-party applications up to date, such as Java, Adobe Reader or Chrome, all at once. Applications are installed without toolbars or other

	<p>adware. Ninite offers both standalone and cloud based management tools and has Active Directory integration capabilities. (48 words)</p>
<p>Describe your innovative products or services. (300 words max.)</p>	<p>Ninite offers several methods for installing or updating applications. The first method is manual: users can select applications they wish to install and/or update from our website and generate an installer. They then download and execute this installer.</p> <p>The second method offered is the browser-based Ninite Pro interface. This solution relies on target systems having the Ninite agent installed. These systems register with the Ninite cloud and allow administrators to manage the installation, removal and updating of supported applications.</p> <p>The third method is the classic Ninite pro installer. This installer offers a wealth of command-line options and can communicate with Active Directory to find a list of target systems.</p> <p>All options will install the applications using default options, without any extra tool bars or adware. (125 words)</p>
<p>Describe the key innovation that makes your products or services possible. (300 words max.)</p>	<p>Ninite's key innovation is hard work. Ninite identified a common pain point experienced by millions of users and systems administrators alike: the installation, management and maintenance of popular third party applications.</p> <p>Ninite wrote applications that use the features and switches available in the publicly posted installers of those applications to deliver those applications</p>

	<p>without any extra tool bars or adware. Ninite expanded upon this with the addition of an agent-and-cloud model that made doing what Ninite's always done even easier. (80 Words)</p>
<p>Describe the evidence you have for market demand for your products or services. (300 words max.)</p>	<p>Ninite installs and updates about a million apps each day for our home users and Ninite Pro subscribers. (18 Words)</p>
<p>If applicable, describe how your products, services or innovation is disrupting an existing market. (300 words max.)</p>	<p>Ninite simplifies the task of supporting popular third-party applications on Windows PCs. Without Ninite, end users would have to individually download each of the applications they wished to install. They would also have to manage the updates for each of these applications individually. Some applications come with their own update mechanism, however, many do not.</p> <p>In an organizational setting, systems administrators could provide Ninite's functionality to their organization by downloading the applications in question and distributing them using active directory or other enterprise management solutions. This would, however, require these systems administrators to monitor each of the vendor sites for each of the applications in question to determine when updates were released, download those updates and republish them via the existing management solutions.</p> <p>Ninite is not disrupting a market. Ninite is serving as the outsourcing company handling a tedious and burdensome chore that nobody really wants to do. Just as someone has to be responsible for taking out the garbage, someone has to be responsible for installing and patching all these oft-neglected popular</p>

	third-party windows applications. (176 words)
Please indicate the countries/regions where your company is actively selling.	Ninite is available online and sells to a global audience
Please indicate the countries/regions where your product or service will be actively selling in the next 12 months.	Ninite is available online and sells to a global audience
Please answer "YES" to confirm that you have read and agreed to the Tech Trailblazers Awards terms and conditions of entry at <a href="http://techtrailblazers.com/terms-conditions/">http://techtrailblazers.com/terms-conditions/</a>	No. Ninite has not read or agreed to the terms and conditions because Trevor Pott is using Ninite as an example without Ninite's knowledge!
Please answer "YES" to confirm that your company has authorized submission of this entry.	No, Ninite has not authorized submission of this entry.
<p><b>Data Protection Act 1988:</b></p> <p><input type="checkbox"/> Please tick this box to confirm that you agree for your company information to be shared between Tech Trailblazers and its subsidiaries, its judging panel and sponsors. Your information will also be held on the Tech Trailblazers database, which you can unsubscribe from at any time. We will never sell or lease your information to any third parties.</p> <p><b>THANK YOU FOR ENTERING THE TECH TRAILBLAZERS AWARDS</b></p> <p>All entries are subject to an administrative charge fee of \$345. The deadline for submissions to be received is 23:59 on September 12th 2017. Additional categories can be entered at a reduced rate of \$195 per additional category.</p> <p>Early bird entries until August 15<sup>th</sup> 2017 are \$250 and additional categories are \$100.</p> <p>Standalone entries for the Emerging Markets category are at a subsidized fee of \$50. All eligible companies from the Emerging Markets region who are entering other categories can enter the Emerging Markets free of charge.</p>	

### **Important information:**

Below is the criteria on which the judges are asked to base their scores on. Please bear this in mind when completing your entry. Good luck!

**The problem** – *Has the company demonstrated that there is a real problem that their solution addresses? (0-10)*

**Segmentation** – *Has the company clearly identified the customer segment that their solution addresses? (0-10)*

**The solution** – *Is the solution innovative and differentiated? (0-20)*

**Market readiness** – *Is the solution ready for the market? (0-10)*

**Fit** – *Is the solution a good fit for the selected segment and problem? (0-10)*

**Competition** – *Does the entrant understand the competitive landscape and how they will address competitive pressures? (0-10)*

**Market Execution** – *Has the entrant understood the size of the market and how they will generate revenues from their offer? (0-10)*

**Intellectual Property** – *Has the entrant demonstrated significant IP in the offer that will lock in value and disrupt competition? (0-10)*

**Customer Acceptance** – *Has the entrant demonstrated evidence of customer acceptance? (0-10)*

**Expert View** – *Thinking as an industry expert, is this a business proposition that is likely to be successful in its chosen market? (0-50)*

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