

MIRICK O'CONNELL INNOVATION AWARD

INTRODUCTION

The award will be given to the company that best demonstrates the commercialization of a technology. The technology does not need to be new or highly technical. Rather, an existing technology or an improvement of an existing technology can be used as a basis for a new product or service. If the technology is an idea rather than an existing product or service, its feasibility and application to a product or service should be demonstrated. The size of the company is not a factor.

JUDGING CRITERIA

1. Description of the Product or Service Idea

Clearly describe the product or service, its functions and its current development status. The benefits of the product or service should be emphasized over the technical details of how the underlying technology works. Also, state what is innovative and unique about the envisioned product or service.

2. Development Plan

Describe the technology or product development that is required to achieve commercialization. If appropriate, estimate the capital and time needed to complete the product or service development. If the underlying technology is at an early stage, make sure to describe feasible steps that will be taken to create the product or service.

3. The Market

Define the market for the product or service - there should be a clear description of what problem in the marketplace the product or service solves. Identify the early customers and describe their characteristics. Examples of potential customers and primary market feedback are helpful; the rationale and sources of market information should be credible. Other factors that can be considered include market growth rates and trends, sufficient market size to support the business development, and timeliness of the product or service idea to the initial market. Describe how the product or service will be marketed and sold in the marketplace.

4. Competitive Advantage

Describe and analyze competitive technologies as part of the definition of the advantage of the product or service. Also, describe the barriers to market entry and the competitive advantage of the product or service offering. Additionally, discuss the intellectual property position of the technology, and state who owns the IP. Describe the steps that are being taken to develop the IP versus the competition.

MIRICK O'CONNELL

A T T O R N E Y S A T L A W

MIRICK O'CONNELL BUSINESS INNOVATION AWARD

Entry Form

ENTRY DEADLINE IS SEPTEMBER 8, 2010

SUBMISSION IDENTIFICATION (REQUIRED):

Company name

Address

2009 Revenue: _____

Number of Employees: _____

Contact Information (name and title)

Phone: _____

Email: _____

INFORMATION RELEVANT TO THE JUDGING CRITERIA:

1. Description of the Product or Service Idea

2. Development Plan

3. The Market

4. Competitive Advantage

5. Other Information Deemed Relevant

Email or mail your entry to:

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