



ANNUAL HYSEA SOFTWARE PRODUCT COMPETITION & SHOWCASE 2016



Award Categories and Guidelines

Categories

- Consumer Startup (Early Stage & Late Stage)
- Enterprise Startup (Early Stage & Late Stage)
- Established Products (MNC/Indian)
- Best Technology Innovation (Non Product)
- Student entrepreneurship
- Social Impact
- Hyd10 startup

New Categories

- Best Gadget or device award (need to identify a nice title for this award, if you have any suggestions, please share)
- Best app
- Popular app - People's choice

SECTION I

General Guidelines - Eligibility for Participation

1. Applicants are expected to be HYSEA members. If they are not already, they can still compete for awards, but are encouraged to join as HYSEA members
2. Past Winners are excluded for award competition for two years
3. The Product Showcase Awards are primarily to encourage, recognize the companies with significant base or presence in Hyderabad.
4. Significant base/presence would mean that they could be having some of these following
 - Head Office
 - Registered office
 - Top management
 - Product development
 - Support operations
 - Building products or productized services
 - Some other substantial presence

However, HYSEA is not rigid in enforcement - in some exceptional cases, with appropriate justification; we can consider companies that do not meet the above criteria.

5. As a part of nomination process, they need to provide information - an overview of the product/productized service, Technologies, Business Use cases, Customers, Competition, Revenue indications, Sustainability, Funding and other relevant information to judge the finalists

SECTION II – Specific Guidelines

Applicants need to read this carefully to choose the right category for them

Consumer Startup – Early Stage

- New or Emerging companies
- Target the retail markets, B2C
- Early stage funding – Self, Angel, Some early VCs
- Typically companies with less than 2-3 years of existence
- Very small team size but with Full Time Employees
- Very few or no customers
- Working Product – not demo stage

Consumer Startup – Late Stage

- Target the retail markets, B2C
- Late stage funding – Multiple rounds, VCs, PE
- Typically companies with more than 3 years of existence
- Good number of paying customers or a large number of free customers
- Well established Product line

Enterprise Startup – Early Stage

- New or Emerging companies
- Target the Enterprise markets, B2B
- Early stage funding – Self, Angel, Some early VCs
- Typically companies with less than 2-3 years of existence
- Very small team size but with Full Time Employees
- Very few or no customers
- Working Product – not demo stage

Enterprise Startup – Late Stage

- Target the Enterprise markets, B2B
- Late stage funding – Multiple rounds, VCs, PE
- Typically companies with more than 3 years of existence
- Good number of paying customers or a large number of free customers
- Well established Product line

Established Products (MNC/Indian)

- Well established Companies
- MNCs, both Indian and foreign with substantial presence here
- Public companies or IPO ready or Pre-IPO Companies
- Fully funded, profitable, self sustained and highly visible companies
- Large number of paying customers
- Target market can be both Consumer and Enterprise, B2C and B2B
- Typically with more than 10 years of existence
- Typically more than 100 employees
- Typically multi-product companies

Student entrepreneurship

In all below criteria, a business case should be identified by the students

- Ideas but with a basic working Prototype
- Meaningful Summer projects
- Final Semester projects
- PG projects
- Research type of entries can be considered as long as the business use case is clearly established

All the above should be demonstrable

Social Impact

- Products, Ideas or prototypes that create a positive impact on society
- Can be used by NGOs or Government as a change agent

There is no need to register for these below categories separately. They will be selected from participants of the above categories

Hy10 Startups

- Entries that are shortlisted for Consumer Startup and Enterprise Startup categories will be considered for this award

New Categories – Self-Explanatory

- Best Gadget or Device award
- Best App
- Popular App - People's choice