



**AUSTRALIAN
TECHNOLOGIES**
COMPETITION

2020 Judging Guidelines Round 1



Australian Technologies Competition

Judging Guidelines – Round 1

Overview

The [Australian Technologies Competition](#), founded in 2011, is the national competition, partnering program and late stage accelerator sponsored by the Australian and State governments, national Industry Growth Centres and industry. It identifies technology SMEs and 'scaleups' with significant global potential and accelerates their growth through capability building, domestic and international connections and awards recognition.

The Award categories in 2020, detailed below, align with the Australian Government's Industry Growth Centres and other sectors where Australian technology scaleups and SMEs have the potential for significant global impact:

- Advanced Manufacturing Award
- Mining Technology Award
- Food & Agribusiness Award
- Energy Resources Award
- Medtech & Pharma Award
- Cyber Security Award
- Smart Cities Technology Award
- New Energy Technology Award
- Global Social Impact Award
- Circular Economy Award
- Disaster & Emergency Management
- Space

The involvement of industry partners as judges, mentors or speakers provides significant value to participating companies. We welcome involvement from experienced technology CEOs or corporate executives to build on our network of 70+ volunteer Mentors and 15 Judges.

Finalists and Semi Finalists from prior years form the Alumni of the Competition and are encouraged to be actively engaged to build relationships with program participants in future years.

Judging Goals

At all stages of the judging process, the judging panel should be aiming to find the entrant or entrants that have the **'greatest global potential'**.

The balance in judging therefore needs to be between the benefits that the particular solution provides and the likelihood of the company delivering that solution at scale internationally. It might be that a highly innovative solution but a lesser chance of becoming a successful global technology is rated as equivalent to a company with a solution that is not as innovative but has a greater chance of success because it has a great business model and channels to market.

It is recognised that this is a difficult balance to achieve and that is why the experience of the judges is critical in ensuring that the optimum decisions are made.

Round 1 Judging

The competition entrants will have provided short (50-200 word) responses to several key questions provided in the table below. In addition, entrants are asked to provide some information on the age of the business, its finances and employee numbers. They are also able to provide a logo, a link to a short video and up to two images that help to explain the details of their submission.

Key Questions in Round 1	
	Summarise your technology in one sentence
	Now describe your technology/solution in a bit more detail
	What makes your technology unique and why is it better than alternatives?
	Who will buy your solution and why?
	How will you build a successful business around this customer need

Additional Information Requested	
Year Company Established:	
Year work on this Technology commenced	
2019-20 Estimated Turnover:	\$
Total capital invested into this technology since inception (excluding grants):	\$
Total amount of external funding received	\$
Estimated amount of additional capital required to commercialise, if any:	\$
Total Number of Employees	
Number of Female employees	
Ownership structure	

In assessing the Round 1 entries, Judges will provide a single score between 1 (definitely do not shortlist) and 10 (definitely shortlist) for each entry. Some guidance to the scoring is provided as follows:

Score	What is your technology / solution?	Who will buy your solution and why?	How will you build a successful business around this customer need?
8-10	The technology / solution is valid and appears to have clear competitive advantages over substitutes.	There is a clear, concise and compelling qualitative and quantitative description of the target customer and the problem that the solution addresses.	There is a clear, concise and compelling story around business model and maintainable revenue streams.
5-7	The technology may not be valid or have competitive advantages.	The customer need is not clear and needs discussing with other judges	The business model is not clear and needs discussing with other judges
1-4	The technology / solution does not appear valid	Not convinced that there is a growing market for this solution	Not convinced that this solution will be able to transition into an ongoing business.

Having assessed each question, each Judge will provide a single score of **between 1 and 10** for each entry. The Judges will then meet and discuss the entries to reach a consensus view that will be used to establish the shortlist.

Judging Panel

The Judges for the 2020 Australian Technologies Competition are listed in the table below.

Organisation	Judge
Bird&Bird	Lyle Abel
BluGlass Ltd	Giles Bourne
Action Sustainability	Alistair Coulstock
Franklin Women	Melina Georgousakis
Calix Limited	Phil Hodgson
FB Rice	Rachel Hooke
Fulcrum 3D	Jo Hume
Davanz	Stephanie Moroz
Accelerating Commercialisation	Maureen Murphy
Deloitte	John O'Brien
Scale Investors	Susan Oliver
DELL	Melissa Osborne
Accelerating Commercialisation	Grant Steinberg
Perimeter Security	Sylvia Tulloch
NSX	John Williams

Conflicts of Interest

The Competition Judges may have conflicts of interest at various times due to circumstances such as:

- The Entrant is a current or former client
- The Judge is acting as a Mentor to the Semi Finalist
- The Judge is an investor in the Semi Finalist

Whatever the reason for the conflict of interest, the Judge must declare this conflict at each Judging Workshop and then abstain from scoring or commenting on that Entry. The total scores for Entries with a judge voting will be adjusted as if the abstaining Judge scored at the average level of all the other judges.