



### Application tips from Tekne judges

- Be clear! Remember that reviewers may not be familiar with your company, product or service. Don't rely on us to guess!
- Be as specific as possible with all information. Use facts and figures to support your application. Stay away from flowery language. Judges prefer facts, not fluff.
- Applications should focus on achievements and innovations made within the **last year**—not the entire history of the company.
- Diversify your accomplishments (awards, milestones, etc.)
- If appropriate, give us an idea of who your competitors are and where you stand compared to them. Illustrate why your project, product or service cannot be easily replicated by competitors.
- Include supporting documents or links to pertinent information that will make your Tekne application a standout during our review of your submission.