

Sports Science and Tech Award

Pointers to Optimising Product/Application Information
("Registration Materials") to be Submitted
&
HKCS Mentorship Support to HK Entries

Stephen Lau

Secretary General (Hon) Hong Kong Computer Society

Senior Adviser, PwC Hong Kong

HKCS Awards Mentoring Support

For Hong Kong entries to regional/international ICT Awards

CASE REFERENCE: **APICTA (Asia Pacific ICT Awards)**

Where Hong Kong entries have consistently best results in the last 5 years among all the participating economies.

2020/2021 APICTA (virtual) had Two Staged Judging

- **Stage 1:** shortlisting of finalists by reviewing submitted information

Mentor Support: document review of relevance and comprehensiveness to optimise chance of shortlisting

- **Stage 2:** f-t-f presentation to judges for award-granting consideration

Mentor Support – optimise contents of presentation and presentation techniques for award granting consideration

HKCS Awards Mentoring Support

China Sports Science and Tech Awards

Judging

- - **Single stage** –Review of Submitted Documents/Information (Registration Materials”) to consider/determine granting of awards
- - **No presentation** by nor dialogue with the entries after info submission

THIS IS A PAPER BOARD, So **QUALITY of the submission documents/information is KEY!!**

HKCS Awards Mentoring Support

- All HKCS Mentors are **seasoned and senior ICT professionals** with significant experiences in awards judging and mentoring support to award entries. Among them are former and current
 - -CIOs
 - -Senior management/experts/consultants in ICT product / service vendors ,
 - -University academics in ICT research/teaching

HKCS Awards Mentoring Support

Current Status

- -mentors assigned to all currently known entries from HK (thanks to and informed by Cyberport coordination)
- -mentors already have access to the draft documents/info to be submitted by their assigned entry(entries)
- -expect review thru email exchanges and Zoom/concall(s)
- **-the submission deadline has been extended to March 31 2022.**
- **FOR ALL ENTRIES from Hong Kong WHO WISH TO HAVE MENTORSHIP SUPPORT, pl email HKCS (project@hkcs.org.hk)**

Sports Science & Tech Award – Award Tracks

Commercial Track (PwC) *Sports Technology Application Award*

Mass Sports (Products/ Companies)



Products that enhance the spectator experience, excellent event organizers and operators, excellent organizers of mass sports events.

Sports APP (APP products)



All categories of app related to the sports industry

Sports Performance

(Sports Consumption
and Professional
Performance)



Specialist wear equipment, specialist equipment, specialist exercise programs (diet, maintenance/recovery tools), etc. Sports equipment, sports and fitness equipment, smart wearable devices, food and beverage, etc.

Sports training (Courses/ Companies)



Training courses/programs and operating companies for sports enthusiasts

Sports media (Companies/ Individual)



Traditional sports media, sports self-publishing, fan communities, etc.



Academic Track (CUPES)

Sports Technology Innovation

(Thesis - sports technology
innovation)



Five Subject Areas

- Academic Innovation
- Inventive Innovation
- Project Innovation
- Transformation Innovation
- Standard Innovation

Application Submission Checklist – Sample

Note: The preferred language for all materials to be submitted is Simplified Chinese. English is optional.

Award Settings		Registration Dimension	Registration Materials	
Sports Performance	Sports Consumption	Products/Services	Product/Service Description	Product/service graphic introduction, clarifying product/service functions, characteristics, etc.
			Economic Returns	Annual sales volume, revenue and other relevant data of products/services. (Expected data can be provided if it is listed less than onr ye
			Industry Demonstration Effect	Provide relevant materials to clarify the distinctive characteristics of products/services in the industry segmentation, including the adapt
			Social Effects	Provide relevant materials to explain the considerations of products/services in the area of ESG/'double carbon'.
	Professional Performance	Products/Services	Product/Service Description	Product/service graphic introduction, clarifying product/service functions, characteristics, etc.
			Professionalism	Clarify the contribution of products/services to the improvment of relevant sports performance The available instructions include but are not limited to the following: 1. Application of products/services in competitions/training at all levels 2. List of professional cooperation/application parties 3. Product test report
			Industry Demonstration Effect	Provide relevant materials to clarify the distinctive characteristics of products/services in the industry segmentation, including the adapt
			Social Effects	Provide relevant materials to explain the considerations of products/services in the area of ESG/'double carbon'.
Mass Sports		Products/Services/Even ts/Sports Activities	Product/Service/Event Description	Product/service graphic introduction, clarifying product/service functions, characteristics, etc.
			Influence	Provide relevant materials to clarify the audience influence of products/services/events/sports activities The available instructions include but are not limited to the following: 1. Audience size: number of participants, (online/offline) audience number, etc. 2. Social influence: media reports, content views/clicks, etc. 3. Competition/activity specifications: categories includes the world-level, national, provincial, municipal and district levels; referee/jury 4. Sponsors: Quantity and level of sponsorship (Global 500 companies, China's top 500 companies, listed companies, regional companie
			Economic Returns	Provide data and instructions on the direct income of products/events/events, jobs created, and the scale of consumption driven.
			Innovation and Competitiveness	Provide relevant materials to clarify the industry innovation characteristics of products/services/events (technical innovation, service in
			Industry Demonstration Effect	Provide relevant materials to clarify the distinctive characteristics of products/services in the industry segmentation, including the adapt
			Social Effects	Provide relevant materials to explain the considerations of products/services in the area of ESG/'double carbon'.
Sports Media		Company/Legal Person/Individual (we- media)	Introduction to the Media	Brief introduction of participants, clarifying the performance of participants in major industries during the year of 2021.
			Influence	Provide relevant data to explain the number of media coverage, views or click-through rates, print media sales, subscribers, etc. in 2021.
			Economic Returns	Provide revenue and profit data for 2021
			Industry Demonstration Effect	Provide relevant case materials to clarify the outstanding contribution of participants to the sports media industry during the year of 20
			Social Effects	Provide relevant materials to explain the considerations of products/services in the area of ESG/'double carbon'.

General Pointers on submission of product/application information

- **Written information {"Registration Materials"} should preferably be in simplified CHINESE. English is an option.**
- Audio files and Voice-over in Video preferably in Putonghua.
- **The MISSION of documents is to demonstrate APPLICATION and INNOVATION EXCELLENCE (the WOW factor!!!)**
- **With all your written documents, prominently among them must be A kick-ass EXECUTIVE SUMMARY DOCUMENT, and complemented by A kick-ass 5 min summary VIDEO!!)** This is the **KEY** to persuade the tired, info-overloaded judges to understand your product/application/innovation excellence , and why you deserve an Award!

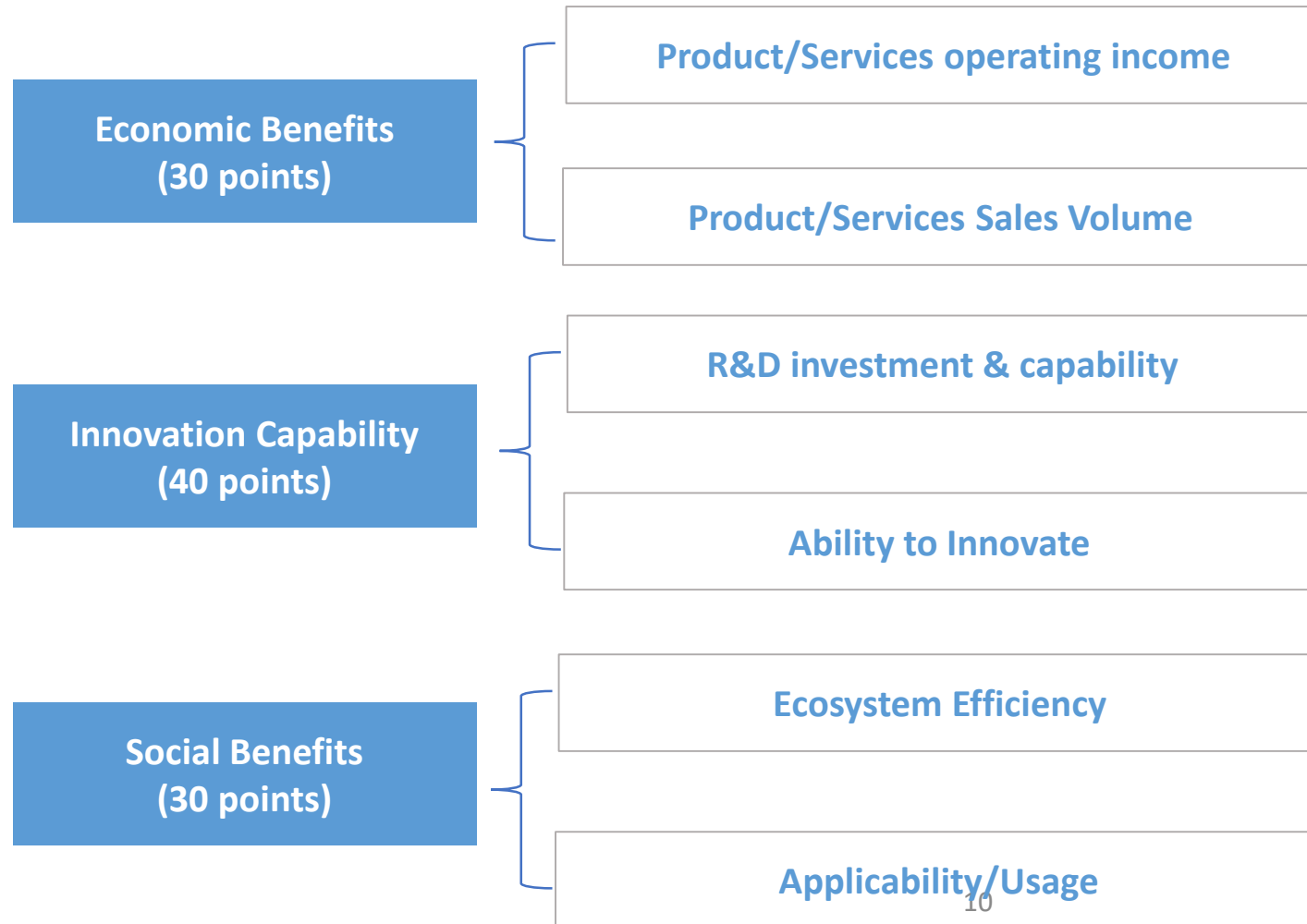
General Pointers on submission of product/application information

- What is **the problem**?
- What are you trying to solve?
- **The Solution** (your product/application/service)
- **The differentiating features and Benefits**
(fore runner, nobody has done this before, disruptive/transformational, innovative use of technology, speed, cost-effectiveness, huge and quantifiable benefits, global/regional reach, applicable to multiple industries, huge benefits achieved and quantifiable particularly comparing to competitors/peer organisations ;
social benefits in ecological impact, contribution to the development and cultivation of mass sport and its community;)
- **Market and financial revenue/profits**
(size of captured and potential markets, captured and projected number of customers)
(business model, current and projected revenue/income)

The **accolade/awards/patents**

Selection Criteria – Commercial Track

Judges will use a 100-point rating system to review and select the nominees and the finalist. Points will be given based on following considerations:



General Pointers on submission of product/application information

- **Understand and Address the Judging (“Selection”) Criteria:**
 - - product design and innovation
 - -economic benefits/market performance & competitiveness
 - -industry impact and benefits
 - -Social benefits and responsibilities

<https://www.sstaward.com/> (**the official Award website** with its announcement and details in Chinese), and

<https://www.hkcs.org.hk/sports-science-and-tech-award/> (the **translated English version of the Award**, courtesy of the Hong Kong Computer Society (HKCS)).

General Pointers on submission of product/application information

Remember this is an **ICT TECHNOLOGY** Award

So you have to talk about ICT technology!

If applicable, the trendy technologies like AI, Big Data,
Block Chain, VR/AR

And /or

Innovative integration of proven and new technologies

General Pointers on submission of product/application information

Patents/Awards/Accolades

you have patents, or are applying for patents, make sure this is mentioned as it reinforces the uniqueness , innovativeness and differentiation of your product/application.

External accolade (awards, quotations from social media, surveys and magazines, top ranking in the world/region, customers' appreciation, newspaper, magazines etc.) these are much more powerful than your “claim” yourself to be. In fact they put credence to your “claims”.

General Pointers on submission of product/application information

Every written paragraph/section,
Every VIDEO image/clip

has important message(s).

BOLD & HIGHLIGHT these messages

General Pointers on submission of product/application information

The **5 minute VIDEO** is very important !
It is a distillation of your important text messages, **complementary to your Executive Summary.**

Make it jazzy, interesting, pictures/graphs (a picture is worth a thousand words!)

General Pointers on submission of product/application information

VIDEO

Prepare and refine a script (YOUR GOOD STORY)

Voice-over in Video preferably in Putonghua.

If there are parts in other languages, make sure you have simplified Chinese subtitles.

Even if there is a voice over , it would be good to have simplified Chinese subtitles (to improve understanding and reenforce visually)

General Pointers on submission of product/application information

- Tactically it is recommended to develop **FIRSTLY** the contents and messages of the **Executive Summary** and its complementary **5 min Video**;
- as these contents would be a **template to inspire you** to decide what other documents (other “Registration Materials”) to be submitted to provide more detailed information to support/amplify/illustrate the key points in the executive summary/video.
- When the judges click open your registration materials, **the Executive Summary and the 5 min video should be the first documents to catch their eyes and prominently displayed.**

THANK YOU