

CALL FOR ENTRIES

SHOWCASE OF KENYAN

HOMEGROWN ICT INNOVATIONS

Communications Authority of Kenya intends to sponsor four local ICT innovators to showcase their innovations in Durban, South Africa, at the 2018 ITU Telecom World.

This initiative aims at promoting local entrepreneurs offering innovative products and services to address societal needs, to an international audience. It gives them the chance to showcase themselves and earn recognition on an international platform.

ENTRY CATEGORIES

Selection will be made for one ICT innovation in each of the following four Categories:

- **SME Innovation:** Innovations tailored for solutions to Small and Medium sized Enterprises (SMEs)
- **Corporate Innovation:** Innovations tailored for solutions to mature Corporate organizations
- **Public Sector Innovation:** Innovations tailored for solutions to Public service delivery
- **Community Innovation:** Innovations tailored to serve specific communities

Finalists will be announced on 24th August 2018. All entries must be submitted by 14th August 2018 via email the address: info@ca.go.ke.

ELIGIBILITY:

Companies/Organizations that have

1. Officially registered in Kenya and traded in Kenya for at least 12 months prior to the entry
2. Product or service that is complete and in full use for at least 6 months
(As at 1st February 2018)
3. Product or service that has Kenyan citizens as end user

Criteria

1. ICT Innovation: products or services must use ICT in a way that is new and unique. The innovation should be original.
2. Market Impact: products or services must have a demonstrated positive impact on target community and have innovative strategy for market share growth
3. Functionality: product or service must be creative and user friendly in its delivery
4. Applications in the four categories specified

APPLICATION PROCESS:

All applications must be complete through submissions via email. The Authority will not accept applications submitted by post or hand delivered.

The application should consist of the following:

1. Contact information
2. About the company and its product/service
3. Impact and challenges encountered in the respective area
4. Supporting documents
 - a) Proof of success in at least one of the following forms:
 - Market survey results

- Web traffic screenshots/report
 - Mobile downloads report
 - Sales/distribution report
 - Social media reach screenshot/report
- b) PIN certificate
- c) Certificate of incorporation/registration
- d) References

ENTRY TIPS:

- Entries that are incomplete or are incorrect will be disqualified. Ensure you include relevant detail, be specific, and give clear examples where possible
- Entries received after the closing date will not be accepted
- Include supporting evidence where possible to support your entry, as this is used in the final judging session. Keep your entry concise. Assume the judges are not familiar with your product or service. Simple, clear explanations always help.
- All supporting material will be securely destroyed after judging.
- Shortlisted entrants will be notified from 24th August 2018
- Receipt of entries will be confirmed by an official correspondence from the Communications Authority of Kenya
- No liability is accepted for non delivery, loss of or damage to supporting material
- Entries may be withdrawn at any point up to the deadline date of 15th August 2018 at 1400hrs, upon written request
- Each category has its own judging criteria and specific eligibility as set out in this document - please check your entry complies with these.
- The judges reserve the right to re allocate or duplicate an entry into a different category if they deem it to be appropriate.

ENTRY REQUIREMENTS:

- 1) An entry must in all cases take the form of a typed statement up to a maximum of 1000 words in the Question and Answer format outlined below (including the questions as section headings)
- 2) Describe the product or service for which your company is entering this category. Consider aims and objectives of initiative, projector situation.
- 3) What has your company done between 1st February and 1st August 2018 to qualify for this Award? Include scope of programme or initiative, choice of implementation or approach.
- 4) What benefits to your company and your customers can be illustrated as a result of the activities described Examples: competitive advantage, effectiveness, ROI, improved performance, service, and usability.
- 5) What measurements of success best indicate why your company should be selected? (maximum of 2). Please refer results and outcomes to the original objectives.
- 6) In addition to the main entry, you must also include a 250word (maximum) synopsis of your entry bullet form summarizing the key points using the same question headings as your 1000 word statement (headings are not part of the word count). This helps the judges immediately grasp the general positioning of your entry, as they may not all be experts in your specific field. Also include a 10word (maximum) title and a 50-word entry description, which will be used in the shortlist edition of Homegrown ICT innovations, if your entry is shortlisted.
- 7) For more information, please contact: **info@ca.go.ke**
- 8) For background information on Communications Authority of Kenya (**www.ca.go.ke**)

9) For background on the ITU Telecom World
(<http://www.itu.int/en/itu telecom/Pages/default.aspx>)