Before you start, please make sure that:

1. You have read, understood and agree with the National ICT Research and Development Awards 2013 Terms & Conditions and Eligibility Criteria.
2. The ICT research and/or development work resulting in commercialized Product/System/Application or Published Research Paper should be recent and not brought to public knowledge prior to 1st January 2009.
3. You have selected ☒ the respective Award Category, you are applying for.
4. Font Type (10 point) is used and text is aligned to both the right and left margins in order to create a clean and readable.

Please fill the Sections I, II, III IV & V according to the instructions mentioned below:

Section I: Personal/Organizational Details

1. Use this section to enter your personal/organizational details such as “Full Name/ Organization’s Name”, “Contact Information” and “Web URL”.
2. In case of Product/System/Application Category please select from the following whichever is applicable:
   - ☒ Principal Developer Organization
   - ☒ Co-Developer Organization
3. In case of Published Research Paper Category please select from following whichever is applicable:
   - ☒ Principal Author
   - ☒ Co-Author
4. Select the appropriate checkbox for “Area of Specialization/Domain”

Section II: Applicable only for ICT Based Product/System/Application Category

Product Details:

Enter your product details such as “Product Name”, “Description of the Product”, “Value Proposition”, “Target Market”, “Price” and “Relevant Website Links”.

Executive Summary:

While filling the Application Form you must ensure that following points are addressed but you may not be limit yourself to these points only.
1. **Uniqueness and Innovation (in Comparison to Existing Products/Systems/Applications):**
   - List your product's competitors by manufacturer, brand name, and model number;
   - Supply a matrix or table showing how the key features of your product compare to existing products and/or technologies;
   - Describe how your product improves upon competitive products and/or technologies;
   - Describe limitations of your product;
   - Has any company or institution used your product and what is the feedback?;
   - Has your product won any award or competition?

2. **Product Description, Functionality & Technical Specifications (including Market/Cost Performance):**
   - Describe your product's primary function as clearly as possible;
   - What does it do?;
   - Describe the principal applications/use of this product;
   - Describe your product’s primary market;
   - How will this product benefit the market that it serves?;
   - List all other applications for which your product may be used by extension or enhancement;
   - How readily is the product available to the customers?

3. **Industrial/Economic/Social Impact**
   - What is the overall industrial/economical/social impact of your product/application?;
   - Who are the “people that matter” to your product/system/application?;
   - What is the value of your product/system/application to the “people that matter”;
   - Your value/attention given to the social, economic and environmental value created by your product/system/application;
   - What output indicators illustrate how well you achieved your objectives to achieve your product/system/application?;
   - How has adoption of your product/system/application changed the society?
   - What economic activity has been generated by your product/system/application?
   - Has your product/system/application increased exports from Pakistan?

4. **Patents Involved along with Complete Details (if any)**
Please state no of patents involved and their complete details.

Details of Co-Developer Organizations:

Please list down the Co-Developer Organizations involved in the development of the Product/System/Application. Make sure that you have clearly written down their names, contact information, role and responsibilities. Please add rows if required.

Section III: Applicable only for Published Research Paper Category

Executive Summary:

While filling the application form you must ensure that following points are addressed but you may not be limit yourself to these points only.

1. Title of Research Paper along with name of Journal/Conference, Year and Place of Publication:

Make sure to specify:

- Title of research paper;
- Journal in which the research paper has been published;
- Conferences at which the research paper has been presented;
- Year in which research paper is published;
- Place where research paper is published.

2. Research Paper’s Abstract:

- A concise & factual abstract is required as published in the research paper.

3. Potential impact of Research findings on Technology/Economy/Society:

You should cover potential technological, economical and societal impacts by addressing the following questions:

- Who might benefit from this research?;
- How might they benefit from this research?;
- How does the research present an innovative approach to addressing the issue?;
- To what extent does the research and approach differ from existing researches;
What are the potential impacts of the research on technology, economy and the society?

4. Commercial Viability of Proof of Concept:

You should cover this by addressing the following parameters:

- Strength and innovativeness of overall idea and approach of your research;
- Potential for successful commercialization and marketing of the innovation;
- How likely does the research work accelerate discovery, or create new markets?
- Conceptual Framework, Design and Methodology of your research.

5. Extension in Existing State of the Art:

You should cover this by addressing the following parameters:

- Does it open new avenues of exploration;
- Does the research seek to address some unexplored research questions?
- What are the new leads/ideas presented in the paper which enhance the existing technology?
- What are solid incremental contributions to further advancement of theory/knowledge?

Details of Co-Authors:

Please list down all the Co-Authors of the Published Research Paper. Make sure that you have clearly written down their names, organization name and contact information. Please add rows if required.

Section IV: Documents Checklist

Please check the required supporting documents attached along with the application. Attach as many relevant documents as possible to substantiate your application.
Section V: Declaration

To be eligible, it is mandatory:

- For applicants that all statements must be marked;
- That the commercialized ICT Product/System/Application or Published Research Paper is recent (after 1st January 2009).
- That any other important/relevant information needed, to process the application, may be requested by the Fund and will be provided by the applicant promptly in order to continue processing the application.
- That the applicant signs the declaration to agree and acknowledge that he/she has read the National ICT Research and Development Awards 2013 Terms & Conditions and Eligibility Criteria.