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.