

## The 2021 Global Mobile Awards are now Open!

#GLOMOAwards

### Category 1: Mobile Tech

Mobile technology now affects the everyday lives of over 5 billion people. Networks and technology are at the epicentre of mobile innovation, and this category recognises the companies that are revolutionising the capabilities and reach of mobile and digital technology.

#### 1a) CTO Choice: Outstanding Mobile Technology Award

**About this Award:** The Overall Mobile Technology winner will stand as the 'supreme' champion of mobile technology for 2021 and as such, be recognised with this special achievement.

Our panel of distinguished industry experts (comprised of more than 20 CTOs, from every continent) select the overall technology winner from the eight best 'Mobile Tech' in 2020 award winners.

Entries are **not required** for this award.

**2020 Winner:** Ericsson for Ericsson Spectrum Sharing (ESS)

**The Process:** The process is as follows: The winner from each of our six Mobile Tech awards (shown below) will be put before our panel of CTO judges to select what, in their opinion, is the Outstanding Mobile Technology Award winner for 2021.

- Best Mobile Network Infrastructure
- Best Mobile Technology Breakthrough
- Best Network Software Breakthrough
- Best Mobile & Network Breakthrough (<\$10 million Annual Global Revenue)
- Best Mobile Authentication & Security Solution
- 5G Industry Partnership Award

#### **Judging Criteria:**

The judges will be looking at how well entries meet the following key criteria:

- In the opinion of the CTO judging panel, it has the potential for the greatest impact on the mobile industry
- The entry has stand-out credentials in innovation, customer experience enhancement, cost reductions, extending the mobile eco-system or improving Mobile Operator revenues
- The entry has some unique features and functions and displays some original thinking on behalf of the entrant
- It is just what we (as mobile networks) need right now!

## **1b) Best Mobile Infrastructure**

**About this Award:** The Best Mobile Network Infrastructure Award recognizes the importance of the fundamental elements of the mobile network; the Radio Access Network (RAN), the transport and back haul and the Core Network (CN). These make up the ‘engine room’ of any mobile operator’s network and are paramount to the success of any operator’s business. This award is specifically looking for entries that demonstrate substantial reductions to the life cycle costs of operating a network. This award is open to all players in the mobile sector and all participating organisations that are developing a wide range of advanced mobile infrastructure solutions.

**2020 Winner:** Vodafone, Parallel Wireless and Telecom Infra Project for Global OpenRAN Deployments

### **JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format: <Company Name>for<Product Name/Project Name/Programme Name>
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.
5. Give a brief overview of the entry here. This is for the benefit of the judges to help them understand the broad concepts of your entry (approx. 100 words) Please note this overview will be used in awards materials and publicity if successfully shortlisted.

#### **Marked questions**

1. To what extent does your new approach to the mobile network infrastructure and the technology deployed change the economics of the mobile industry, especially for the mobile operator?
2. How does your solution protect existing investments made by the mobile operator in infrastructure to date?
3. Please describe what is unique, new or innovative about your infrastructure or solution
4. Is your solution applicable to multiple markets on a global scale?
5. The judges will take into account the market success to date of your technology - please provide relevant information to support this
6. Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video.
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## **1c) Best Mobile Technology Breakthrough**

**About this Award:** The Best Mobile Technology Breakthrough Award highlights the contribution that Mobile Operators, manufacturers and suppliers make to increase mobile usage, expand the user experience and help expand business opportunities.

It is designed to capture breakthrough technology enhancement in the entire mobile ecosystem. This very wide ranging space includes components, microprocessors, memory, chips sets, screens, audio, batteries, operating systems and APIs, to name but a few and also looks at design innovation and form-factors. It recognises the tremendous diversity of the mobile eco-system as it continues to innovate and add new dimensions to the customer experience.

This award is open to all players in the mobile eco-system and all participating organisations that are developing a wide range of advanced mobile solutions.

**2020 Winner:** Ericsson for Ericsson Spectrum Sharing (ESS)

### **JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format:<Company Name>for<Product Name/Project Name/Programme Name>.
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.

#### **Marked questions**

1. What are the key benefits for the mobile industry of your technology breakthrough?
2. Please describe what is unique, new or innovative about your product or solution
3. In what demonstrable ways does your new technology enhance the end-user experience?
4. To what extent does your technology change the economics of the mobile industry?
5. Please give additional background information to support your entry. For example, why is it good value for customers and, specifically, what evidence is there that a large user following has been established.

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x 3-minute (maximum) video
- One x 1 page document with further information, images, graphics etc.
- One x 1 web page (which should be very specific to the entry) linked by URL

## **1d) Best Network Software Breakthrough**

**About this Award:** This award is designed to highlight outstanding innovations that are changing the way that future software-based networks function, leading to dramatic changes in network costs, functionality and/or business cases. Including, but not exhaustive to the use of NFVs and SDNs.

This award is open to all players in the mobile eco-system and all participating organisations that are developing and innovating a wide range of advanced network software solutions and services.

**2020 Winner: Parallel Wireless for OpenRAN Controller and Network Software**

### **JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format: <Company Name>for<Product Name/Project Name/Programme Name> .
2. Is this a joint entry? If so, who are the partnering organizations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Please describe the nature of the entry and the industry challenge it addresses? i.e. how does it actually work, and what is the network or user proposition? Please describe it as accurately and simply as possible (approx. 100 words)

#### **Marked questions**

1. What is the major aspect of the innovation for network software and what are the unique elements of it?
2. What makes the innovation stand out?
3. To what extent could it drive down the cost for mobile deployment?
4. How does it empower value creation or benefits for customers, networks, partners or the broader eco-system?
5. How does it enable consistent experiences and sustainable business models or technology strategies?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x 1 web page (which should be very specific to the entry) linked by URL

## **1e) Best Mobile Network and Software Breakthrough (Companies under 10 million Annual Global Revenue)**

**About this Award:** This award is designed to highlight outstanding innovations that are changing the way that future software-based networks function, leading to dramatic changes in network costs, functionality and/or business cases. Including, but not exhaustive to the use of NFVs and SDNs.

It is designed to capture breakthrough technology enhancement in the entire mobile ecosystem. This very wide ranging space includes components, microprocessors, memory, chips sets, screens, audio, batteries, operating systems and APIs, to name but a few and also looks at design innovation and form-factors. It recognises the tremendous diversity of the mobile eco-system as it continues to innovate and add new dimensions to the customer experience.

This award is open to all players in the mobile eco-system and all participating organisations that are developing and innovating a wide range of advanced network software solutions and services, and trading under \$10million Annual Global Revenue.

### **2020 Winners: Best Mobile Technology Breakthrough (Companies < \$10million Annual Global Revenue)**

KaiOS for KaiOS, Enable Tomorrow

### **Best Network Software Breakthrough (Companies < \$10million Annual Global Revenue)**

Cohere Technologies for Improved 4G and 5G FDD/TDD Networks

## **JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format: <Company Name>for<Product Name/Project Name/Programme Name> .
2. Is this a joint entry? If so, who are the partnering organizations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Please confirm that your company Annual Global Revenue is **under** \$10million – (Y/N)
5. Please describe the nature of the entry and the industry challenge it addresses? i.e. how does it actually work, and what is the network or user proposition? Please describe it as accurately and simply as possible (approx. 100 words)

### **Marked questions**

1. What is the major aspect of the innovation for network software and what are the unique elements of it?
2. What makes the innovation stand out?
3. To what extent could it drive down the cost for mobile deployment?
4. How does it empower value creation or benefits for customers, networks, partners or the broader eco-system?
5. How does it enable consistent experiences and sustainable business models or technology strategies?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x 1 web page (which should be very specific to the entry) linked by URL

## **1f) Best Mobile Authentication and Security Solution**

**About this Award:** This award will recognise the best use of technology to safeguard customers' personal data and/or help network operators and service providers' combat fraudulent access to networks.

This applies to products and solutions deployed on the full range of the mobile (or cellular) networks and services. We are looking here for network based products and solutions that protect customers and/or networks against fraud, hacking and cyber-attacks.

This award is open to all organisations that provide mobile products, devices, services, solutions and applications to combat fraud and protect security utilising mobile connectivity.

**2020 Winner:** Nuance Communications Inc. for Nuance Gatekeeper

### **JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format:<Company Name>for<Product Name/Project Name/Programme Name>.
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in "live" commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.
5. Please describe the nature of the entry, the challenge it addresses and the user proposition (approx. 100 words)

#### **Marked questions**

1. How and to what extent does your technology protect, enhance or safeguard customers or service providers of mobile services?
2. Give evidence of the market success or take up rate of your technology
3. Please describe what is unique, new or innovative about your technology
4. Does your technology allow the user to personalise and customise their services to protect their preferred usage in services? Alternatively, how easy is it for a service provider to implement the solution if it is a network protection solution?
5. Please describe what steps have been taken to ensure the security, robustness and interoperability of your product or service
6. In what ways will the end user or the service provider feel more secure after using your product and service and how do you believe this will increase use of mobile services?

7. Explain the business case for network operators or the value proposition to end users if the solution is related directly to customers

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc
- One x1 web page (which should be very specific to the entry) linked by URL

### **1.g) 5G Industry Partnership Award**

**About this Award:** 5G technology has the potential to enable further digital transformation in a wide range of sectors and industries, and to bring high economic and social value. However, for this to happen, it takes true collaboration between the mobile industry, enterprises and governments to drive the adoption of 5G within a given domain.

This prize rewards partnerships, which show credible ambitions and sustainable economic models in achieving their 5G project, partnerships that demonstrate how 5G can truly transform industries to ultimately bring 5G to life for a better future.

This award is open to all types of partnerships that provide mobile products, devices, services, solutions, and applications. Submissions need to be joint with an enterprise partner and/or government body to truly demonstrate cross-sector partnership in action.

**2020 Winner:** China Unicom, BMW & Huawei for 5G Digital Factory Enable Automobile Manufacturing Digital Transformation

### **JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format:<Company Name>for<Product Name/Project Name/Programme Name>.
2. Please confirm this is a joint entry? - (Y/N)
3. Please name the partnering organisation(s)
4. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
5. Please describe your 5G project (approx. 250 words)

#### **Marked questions**

1. What are the key benefits of your 5G project for the mobile industry as well as for the vertical industry(ies) involved? Please describe what is unique, new or innovative about your initiative.

2. In what demonstrable ways does your new technology enhance the end-user experience?
3. How are the project partners involved? Tell us how many partners are currently engaged and what are future partnership plans?
4. What impact have you seen to date? We're looking for both quantitative and qualitative measurable evidence of success and impact
5. Please describe how you have used 5G technology for social good?
6. What is the vision for future growth?
7. Is there any additional information you'd like to tell us to support your entry?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc
- One x1 web page (which should be very specific to the entry) linked by URL

## **Category 2: Industry X**

At the crossroads where technology meets society, an incredible reshaping of the world, as we know it, is taking place. As technology continues to fuse the boundaries between physical and digital, key companies are pioneering in creating services that are at the forefront of this digital shift. In this category, we distinguish the organisations to watch across market verticals.

### **2a) Best Mobile Operator Service for Connected Consumers**

**About this Award:** This prominent award seeks to recognise the best operator service or solution for delivering seamless access to mobile users. It highlights the critical importance of network delivered solutions and services which are rich and sophisticated, developed to offer outstanding services to the end user.

The entry may be delivered on new platforms or existing platforms in the network but must be network centric. Hosted platforms and services are eligible in this category as long as the elements form part of an extended mobile 'network'.

This award is open to all organisations that provide mobile products, devices, services, solutions and applications

**2020 Winner:** Vimplecom for Beeline & Liza Alert

#### **CONSUMER JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

##### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format: <Company Name>for<Product Name/Project Name/Programme Name>.

2. Is this a joint entry? If so, who are the partnering organization's?
3. Please confirm this product was deployed and/or in "live" commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.

Please answer the above in approximately 25 words per question.

### **Marked questions**

1. Please describe what is unique, new or innovative about your entry
2. What are the key attributes and benefits of this entry for the mobile user? Describe the value proposition for the user
3. How does entry use the capabilities within the mobile network and how has it leveraged these to deliver the service?
4. Give evidence of the market success or take up rate of your platform or solution including customer take up and anticipated ROI. If the product or service has recently launched, provide information on expected market take up
5. How does the entry achieve scalability and interoperability with all device and OS types and with customers on other networks?
6. How easy and fast is it to integrate your platform or solution into the existing mobile network?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## **2b) Best Mobile Innovation for Connected Economy**

**About this Award:** Mobile is changing the way people live and work in corporations, factories, logistics, hospitality, business, leisure and travel. This award seeks to identify mobile-based innovation in work based environments, from remote working, service innovation, building management, logistics, security, data management, CRM, building loyalty, smart factories and enhancing productivity and much more in digitizing the workplace.

We want to hear from companies who are developing the landscape of mobile technology to deliver robust mobile strategies, intelligent mobile apps and best utilizing this within the business environment, with scalable and secure integration capabilities.

This award is open to all organisations that provide mobile products, devices, services, solutions and applications

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. :<Company Name>for<Product Name/Product Name/Project Name/Programme Name>.

2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Please answer the above in approximately 25 words per question.

### **Marked questions**

1. What is the challenge(s) you are looking to address. Tell us about the size, the geography and the social or economic impact of the problem that you are tackling.
2. How does your solution solve this? Tell us how does the mobile (or cellular) aspect technically work?
3. How does your innovation streamline, simplify or enhance the user experience?
4. How do you ensure your solution delivers in a secure and trustworthy manner?
5. To date, what results have you seen from the implementation of your solution? We’re looking for both quantitative and qualitative measurable evidence of success.
6. How is your product unique and truly innovative compared to other solutions on the market?
7. How scalable is the solution and what is your vision for sustainable future growth?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## **2c) Best Mobile Innovation for the Connected Human**

**About this Award:** The Best Mobile Innovation for Connected Human Award recognises the broad range of innovation and advances in the growth and development of mobile connectivity to support the healthcare and wellness eco-system.

This includes all aspects of mobile medical healthcare products, services, solutions and applications that are emerging today, from de-centralised access to health services and remote diagnosis solutions, chronic disease management and healthcare monitoring to treatment compliance health coaching as well as everyday lifestyle apps for well-being and fitness.

The award highlights how, through mobile (or cellular) technology, one of the biggest challenges is being addressed today, that of how to make high-quality healthcare affordable and accessible to all.

This award is open to all organisations that provide mobile products, devices, services, solutions and applications.

**2020 Winner:** Flare for World-Class Emergency Response Technologies

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. :<Company Name>for<Product Name/Product Name/Project Name/Programme Name>.
2. Is this a joint entry? If so, who are the partnering organisations?

3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)

4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.

Please answer the above in approximately 25 words per question.

### **Marked questions**

1. What is the challenge(s) you are looking to address. Tell us about the size, the geography and the social or economic impact of the problem that you are tackling.
2. How does your solution solve this? Tell us how does the mobile (or cellular) aspect technically work?
3. How does your innovation streamline, simplify or enhance the user experience?
4. How do you ensure your solution delivers in a secure and trustworthy manner?
5. To date, what results have you seen from the implementation of your solution? We’re looking for both quantitative and qualitative measurable evidence of success.
6. How is your product unique and truly innovative compared to other solutions on the market?
7. How scalable is the solution and what is your vision for sustainable future growth?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## **2d) Best Mobile Innovation for Connected Living**

**About this Award:** Mobile innovation to enhance connected living continuously unlocks new experiences every day; experiences that make life more efficient, enjoyable, informative, safer and smarter.

This award showcases the very best and most compelling services that allow people to do more through their mobile device and in better ways than ever before. Whether that is to communicate, organize, socialise, find information, enjoy and share media or make purchases on mobile devices anywhere and at any time.

The Best Mobile Service for Connected Living Award is open to entry for all players in the mobile eco-system involved in developing and delivering services in the key lifestyle segments. Such as health and wellbeing, smart homes, commerce and shopping, social networking, education and learning, fashion, sports, publishing, media, games and entertainment, automotive, transport and travel and leisure, utilities and indeed any other areas where being connected enables a smarter, stress free and enjoyable way of life.

**2020 Winner:** CalAmp for Here Comes The Bus

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format:<Company Name>for<Product Name/Product Name/Project Name/Programme Name>.
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Please provide a short description of the service (approx. 250 words)
5. Please provide a link to where the service can be downloaded from one of the major app stores
6. If the service is paid for, please provide a free access or redemption code
7. Please provide a link to a video about the service on YouTube, Vimeo or another public video platform
8. Please provide a website link for the service

### Marked Scores

Rather than scoring answers to questions given by entrants, we will ask judges to score the app/service against the set criteria below, based on their existing knowledge of the service/app and their experience of downloading and using it. **Judges will mark the following out of 10:**

- **Innovation:** What’s new, different or innovative in terms of the technology or business model
- **USPs:** Key product or service capabilities and value of the use case
- **Personalisation:** What level of customisation is offered?
- **Simplicity:** Complexity of technology used converted into simplicity for the user
- **Mobility:** Makes good use of mobile connectivity
- **Design:** Great quality design, compelling and sticky experience
- **Longevity:** Not gimmicky, novel or short term
- **Success:** User adoption and evidence of success
- **Privacy:** What level of privacy and data protection is offered?
- **Evidence:** Case studies or audience statistics to reflect market success

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## Category 3: Device

Today mobile hardware acts as the remote control to our lives. This category will celebrate the achievements in hardware developments that are stimulating advancements in the mobile sector. We want to see technology that is changing how consumers interact with devices. This category has a strong reputation for recognising market disruptors ahead of others!

### 3a) Best Smartphone Award

**About this Award:** The Best Smartphone award combines outstanding performance, innovation and leadership as determined through assessment of smartphones on the market during 2019, by world leading independent analysts, journalists and influencers.

Entries are **not required** for this award

**2020 Winners:** Best Smartphone: OnePlus

**Criteria:** Our judges will nominate and select the shortlist for these categories, based on the following criteria:

**4a Best Smartphone:**

- Physical design and innovation
- Device performance and form factors
- Genuine new innovation deployed e.g. in UI, form factor, technology, features
- Product usefulness in terms of functionality and features
- Simplicity of use – such as an intuitive user interface
- Range of applications and features supported
- Multi-band support
- Price point and perceived value for money
- Market success in global territories
- User experience, quality & reliability

### **3b) Disruptive Device Innovation**

**About this Award:** For core hardware and software innovation within smartphone devices themselves. From chips and processors to cameras, screens and other innovative technologies that advance the user experience and enhance smartphone capabilities, as determined by world leading independent analysts, journalists and influencers.

Entries are **not required** for this award

**2020 Winners:** Disruptive Device Innovation: Qualcomm

**Criteria:** Our judges will nominate and select the shortlist for these categories, based on the following criteria:

**4b Disruptive Device Innovation:**

- Genuine advance in technology innovation
- Product contribution to overall device performance & appeal
- Product contribution to device value, quality & reliability
- Product usefulness in terms of functionality and features
- Range of new applications and features unlocked
- New, unique and attractive functionality enabled
- Contribution to device success in the market

### **3c) Best Connected Consumer Device**

**About this Award:** This award is for an everyday consumer electronic device or gadget that brings new and smart applications, efficiencies and functionality to the user, at home or on the move. Including cameras, gadgets, household appliances, gaming consoles, music players, computer equipment, advertising or signage displays and other connected consumer devices.

This award is open to all organisations that provide mobile products, devices, services, solutions, and applications

**2020 Winners:** Vasco Electronics

### **DEVICE JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity.
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)

Please answer the above in approximately 25 words per question.

#### **Marked questions**

1. Please describe simply what it is, how it works and what need it is intended to fulfil
2. Why is your product genuinely innovative? Tell us what is new or unique about the entry and what are the key factors that make it special from a mobile connectivity perspective?
3. What are the main benefits for users? Include here elements of how it is simple, reliable and easy to set up (out of the box) for users, as well as good value
4. How the product has used mobile attributes in its development and why this has enhanced the wearable experience?
5. Is the technology environmentally sustainable? Have components been sourced ethically?
6. What is the business model as well as the market potential you foresee?
7. Are there any concerns about privacy or regulation around this entry’s use? If so, please explain how these issues are addressed
8. What evidence of market success can you demonstrate?

Please answer the above in approximately 250 words per question.

Video submission is mandatory for this award. Submissions for this award which do not include a video will not be considered and will not be refunded.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## **Category 4: Tech4Good**

On the journey to intelligent connectivity we applaud the organisations that work tirelessly to ensure that no one gets left behind. The GSMA is committed to connecting everyone and everything to a #BetterFuture. This category celebrates the companies who are dedicated to innovating for the communities which are most in need.

### **4a) Best mobile Innovation for Emerging Markets**

Today there are well over 5 billion unique mobile subscribers (July 2019) – each person now directly benefiting from and contributing to the digital economy. Despite this, a significant proportion of the population still remain offline, without access to the greatest economic enabler of our time, especially women. Innovation has fuelled the drive to ‘connect the unconnected’, bringing affordable mobile voice and data communications to people for the very first time, as well as services and initiatives that have had a proven effect on the empowerment of people, as well as their social and economic well-being. This award recognises genuine innovation in mobile initiatives, programmes, products, apps, services and devices that are having a tangible effect on the accessibility and vitality of digital economies in emerging, with particular interest in increasing digital and financial inclusion for women in low- and middle-income countries.

This award is open to all organisations that provide mobile products, devices, services, solutions, and applications

**2020 Winner:** Safaricom for DigiFarm

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. <Company Name>for<Product Name/Project Name/Programme Name>.
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.

Please answer the above in approximately 25 words per question.

#### **Marked questions**

1. What is the challenge(s) you are looking to address. Tell us about the size, the geography and the social or economic impact of the problem that you are tackling.
2. How does your solution solve this? Tell us how does your product actually work and what is the user journey?

3. To date, what results have you seen from the implementation of your solution? We're looking for both quantitative and qualitative measurable evidence of success.
4. How is your product unique and truly innovative compared to other solutions on the market?
5. How scalable is the solution and what is your vision for sustainable future growth?
6. What is next for your organisation?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

#### **4b) Best Mobile Innovation Supporting Emergency or Humanitarian Situations**

**About this Award:** Mobile connectivity can provide a lifeline in major humanitarian disasters and complex emergency situations, providing access to critical information and communication, when supported by the network. This award recognises its critical role as a critical tool in times of disaster. It is specifically for mobile services, initiatives, applications, solutions or products that have been in place, developed or deployed to provide emergency support to communities affected by natural disasters such as earthquakes, famine, tornadoes, floods etc. or other humanitarian emergencies, such as refugee crises, conflict, terrorist events or epidemics, in terms of speed and scale of support or through innovation that provides new ways to save and enhance lives.

This award is open to all organisations that provide mobile-based products, devices, services, solutions and applications.

**2020 Winners:** MapSwipe for Missing Maps

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

##### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format:<Company Name>for<Product Name/Project Name/Programme Name>.
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in "live" commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.

Please answer the above in approximately 25 words per question.

##### **Marked questions**

1. What is the challenge(s) you are looking to address. Tell us about the size, the geography and the social or economic impact of the problem that you are tackling.

2. How does your solution solve this? Tell us how does your product actually work and what is the user journey?
3. To date, what results have you seen from the implementation of your solution? We're looking for both quantitative and qualitative measurable evidence of success.
4. How is your product unique and truly innovative compared to other solutions on the market?
5. How scalable is the solution and what is your vision for sustainable future growth?
6. How have you ensured that your solution meets humanitarian and ethical standards?
7. What is next for your organisation?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

#### **4c) Best Use of Mobile for Accessibility and Inclusion**

**About the Award:** One billion people, or 15% of the world's population, experience some form of disability \* Yet only one in ten of those are getting access to the assistive technology they need to live healthy, productive, independent, and dignified lives; to participate in education, the labour market and civic life.

This figure is increasing through population growth, chronic health conditions and the ageing process. The World Health Organisation also estimates that the world's population of people who are 60 years of age and older has doubled since 1980 and is forecast to reach 2 billion by 2050.

This award recognises universal design\*\* innovation in the vital development of mobile products, applications, services, devices and other initiatives and projects that enhance accessibility and inclusivity for billions of people afflicted with disabilities, both physical and mental impairments, as well as older users.

\* Source: The United Nations Development Programme

\*\* *"the design of products, environments, programmes and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design"* [\(Article 2 of United Nations Convention on the Rights of Persons with Disabilities\)](#)

This award is open to all organisations that provide mobile products, devices, services, solutions, and applications

**2020 Winners:** SK Telecom for Driving Assistance Solution for Hearing-Impaired Taxi Driver

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

##### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity.

2. Is this a joint entry? If so, who are the partnering organisations? Please present this in the format: <Company Name>for<Product Name/Product Name/Project Name/Programme Name>.
  3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
  4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.
- Please answer the above in approximately 25 words per question.

### Marked questions

1. What is the challenge(s) you are looking to address. Tell us about the size, the geography and the social or economic impact of the problem that you are tackling.
2. How does your solution solve this? Tell us how does your product actually work and what is the user journey?
3. To date, what results have you seen from the implementation of your solution? We’re looking for both quantitative and qualitative measurable evidence of success.
4. How is your product unique and truly innovative compared to other solutions on the market?
5. How scalable is the solution and what is your vision for sustainable future growth?
6. What is next for your organisation?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 Page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## **4d) Best Mobile Innovation for Climate Action**

**About this Award:** The Climate Action Award is for mobile industry and broader mobile eco-system organisations that are focused on significant and innovative environmentally friendly policies, services, products, solutions and programmes or initiatives that tangibly reduce or offset carbon dioxide (or greenhouse gas) emissions.

This award recognises the role of mobile in the development of low carbon economies, industries and lifestyles through improved energy efficiency, carbon offset programmes, alternative energy sources, recycling, conservation, travel, manufacturing and logistics cost reduction and eco-friendly consumption. This award is open to all organisations that provide mobile products, devices, services, solutions and applications

**2020 Winners:** Huawei for Huawei PowerStar™ Solution, 3-Level AI-Based Energy Saving solution

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

### Non-marked Questions

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format:<Company Name>for<Product Name/Project Name/Programme Name>.
  2. Is this a joint entry? If so, who are the partnering organisations?
  3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
  4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.
- Please answer the above in approximately 25 words per question.

### Marked questions

1. What is the challenge(s) you are looking to address. Tell us about the size, the geography and the social or economic impact of the problem that you are tackling.
2. How does your solution solve this? Tell us how does your product actually work and what is the user journey?
3. To date, what results have you seen from the implementation of your solution? We’re looking for both quantitative and qualitative measurable evidence of success.
4. How is your product unique and truly innovative compared to other solutions on the market?
5. How scalable is the solution and what is your vision for sustainable future growth?
6. What is next for your organisation?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics, etc.
- One x1 webpage (which should be very specific to the entry) linked by URL

### **4e) Outstanding Contribution to the UN SDG's**

**About this Award:** In September 2015, the UN introduced its [Sustainable Development Goals](#) (SDGs) — a 17 point plan to end poverty, combat climate change and fight injustice and inequality. They are the biggest attempt in the history of the human race to make the world a better place. Mobile networks have the power to accelerate this journey in a way no other technology can. That is why we are united in support for helping tackle the SDGs. As the first industry to come together and get behind the UN, we will continue to ensure that connectivity plays a key role in helping achieve the 17 targets by 2030. To-date we have connected over half the planet, our purpose underlies our commitment to continue on this path and help shape a world in which we all benefit from the opportunities that connectivity delivers. This exceptional award highlights the very best examples of mobile connectivity – by the global mobile eco-system – in recognising the players who are supporting and contributing to one or several of the [UN's 17 Sustainable Development Goals](#).

This award is open to all organisations that provide mobile products, devices, services, solutions and applications

**2020 Winner:** KT for Global Epidemic Prevention Platform

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format:<Company Name> for<Product Name/Project Name/Programme Name>.
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” commercial service since or after June 2019 and provide evidence if available (e.g. link to a press release)
4. Is this product or service is a new release or update to an existing version? – (Y/N) Please note that it is only the new release enhanced features or functions that the judges will consider in their analysis.
5. Which UN Sustainable Development Goal or Goals does your entry delivery on?

Please answer the above in approximately 25 words per question.

#### **Marked questions**

1. What is the challenge(s) you are looking to address. Tell us about the size, the geography and the social or economic impact of the problem that you are tackling.
2. How does your solution solve this? Tell us how does your product actually work and what is the user journey?
3. To date, what results have you seen from the implementation of your solution? We’re looking for both quantitative and qualitative measurable evidence of success.
4. How is your product unique and truly innovative compared to other solutions on the market?
5. How scalable is the solution and what is your vision for sustainable future growth?
6. What is next for your organisation?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## **Category 5: Government Excellence**

Every year we are delighted to present the Government Excellence Awards to governments who have fostered the true spirit of digitalisation in their national agenda. This year we will once again honour the governments who have pushed the boundaries of innovation.

### **5a) Government Leadership Award**

**About this Award:** The GSMA’s Government Leadership Award recognizes world-class leadership in the establishment of sound telecommunications regulatory policies, based on clear principles that encourage private investment, such as transparency, free and fair competition, and regulatory independence.

This category is free to enter.

This category is open to all national governments.

**Past Winners:**

2020: The Government of the Kingdom of Saudi Arabia  
2019: The Finnish Government  
2018: The Republic of Estonia  
2017: The Islamic Republic of Pakistan  
2016: The United Mexican States  
2015: The Federative Republic of Brazil  
2014: The Republic of Botswana  
2013: *not awarded*  
2012: The Republic of Colombia  
2011: The Islamic Republic of Afghanistan  
2010: The Republic of Kenya  
2009: the French Republic  
2008: The Arab Republic of Egypt  
2007: The Republic of India  
2006: The Islamic Republic of Pakistan  
2005: The Federative Republic of Brazil

**Preview of the entry form questions:** On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

**Non-marked Questions**

1. What is the name of the organisation submitting this application, and on behalf of which country?

**Marked questions**

1. What do you consider to be the key achievement of this country in relation to mobile communications policy-making in the past year?
2. Which government initiatives in this country have successfully encouraged innovation and/or investment in/from the mobile industry?
3. How has this Government embedded / acknowledged 'mobile' in its wider national economic and social policies (i.e. beyond Ministry of Communications)?
4. How has mobile broadband been promoted in this country, and which initiatives or reforms have been implemented to ensure the availability of sufficient and suitable spectrum for the mobile industry?
5. How has this Government embraced the role of mobile in achieving the UN's Sustainable Development Goals (SDGs) in its wider national economic and social policies

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.

## **Category 6: Outstanding Achievement**

Behind every technological advancement and zeitgeist shift in the sector there is an individual who has relentlessly dedicated their time, resources and energy to make change possible. This category looks to honour these individuals and companies who have gone above and beyond to better our community.

### **6a) Outstanding contribution to the mobile Industry**

**About this Award:** The GSMA's Outstanding Contribution to the Mobile Industry Award annually recognises outstanding achievement in the mobile industry. The award honours individual or organisational achievements for technology advancements that are shaping the mobile sector, as we know it today. This discretionary award is a personal honour for the recipient who is chosen by the GSMA alone. The category is **NOT open for entry.**

#### **Previous Winners:**

- 2020:** Safaricom
- 2019:** Kaan Terzioğlu, CEO, Turkcell
- 2018:** Huawei
- 2017:** For Inspirational Efforts in Support of Syrian Refugees - Joint Winners: Asiacell, Deutsche Telekom, Turkcell, Zain and Vodafone
- 2016:** Aircel, Bharti Airtel, Idea Cellular, Tata Teleservices, Telenor and Vodafone - India
- 2015:** Jamaludin Ibrahim, President & Group CEO, Axiata Group
- 2014:** Dr Paul Jacobs, CEO & Chairman of Qualcomm Inc.
- 2013:** KT and SK Telecom of South Korea
- 2012:** NTTDOCOMO, KDDI & SOFTBANK of Japan
- 2011:** Wang Jianzhou, Executive Chairman, China Mobile
- 2010:** Carl-Henric Svanberg, Former CEO of Ericsson
- 2009:** Jim Balsille & Mike Lazaridis, Co-CEOs of Research in Motion (RIM)
- 2008:** Sunil Bharti Mittal, Founder, Chairman and Group CEO of Bharti Enterprises
- 2007:** Mohamed Ibrahim, Chairman, Celtel
- 2006:** Jorma Ollila, Nokia Corporation
- 2005:** The Brazilian Ministry of Communications
- 2004:** Zhang LiGui, China Mobile
- 2003:** Sir Christopher Gent, Vodafone Group
- 2002:** NTTDoCoMo, Inc.

### **6b) Diversity in Tech Award**

**About this Award:** In the journey to connect everyone to everything, the mobile industry holds a responsibility to ensure no one is left behind. Equality, Diversity and Inclusion brings value to all organisations and should be embedded into the DNA of the workplace.

This award celebrates individuals and organisations who champion equality, diversity and human rights every day across the technology sector and beyond. They have a strong ethos of addressing imbalance and bringing the underrepresented into the conversation, free from prejudice and discrimination. This discretionary award is a personal honour for the recipient who is chosen by the GSMA alone. **The category is NOT open for entry.**

**2020 Winner:** Teens in AI

### **6c) Best Innovation for COVID-19 Pandemic Response & Recovery**

**About the Award:** The award highlights how mobile (or cellular) technology is addressing the most significant health threat of our time one, the COVID-19 Pandemic.

As institutions, governments and people continue to respond to the societal and economic devastation of the COVID-19 pandemic, we take a moment to celebrate the ongoing, momentous feat of the telecommunications sector in ensuring connectivity thrived when the world needed it the most. Best Innovation for COVID-19 Pandemic Response & Recovery Award recognises the broad range of innovation and advances in mobile connectivity to support the world in responding to the pandemic. This includes all aspects mobile and digital support of COVID-19 recovery and resilience including Maintaining the telecommunications infrastructure in critical times, supporting the increased surge in entertainment streaming, national enabling trace tracking programs and many more. This award is open to all organisations that provide mobile and digital products, devices, services, solutions and applications.

#### **JUDGING QUESTIONS**

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

#### **Non-marked Questions**

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity. Please present this in the format: <Company Name>for<Product Name/Project Name/Programme Name>
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” service since January 2020, and provide evidence if available (e.g. link to a press release) - (Y/N)
4. Give a brief overview of the entry here. This is for the benefit of the judges to help them understand the broad concepts of your entry (approx. 100 words) Please note this overview will be used in awards materials and publicity if successfully shortlisted.

#### **Marked questions**

1. What is the COVID-19 challenge(s) you are looking to (or did) address. Tell us about the size, the geography and the social or economic impact of the problem that you are tackling.
2. How does your solution solve this? Tell us how does your product actually work?
3. To date, what results have you seen from the implementation of your solution? We’re looking for both quantitative and qualitative measurable evidence of success.
4. How is your product unique and truly innovative compared to other solutions on the market?
5. How scalable is the solution and what is your vision for future use or evolution?
6. What is next for your organisation in the continued response and recovery to the COVID-19 pandemic?

Please answer the above in approximately 250 words per question.

Please keep supporting information submitted to a maximum of:

- One x3 minute (maximum) video
- One x1 page document with further information, images, graphics etc.
- One x1 web page (which should be very specific to the entry) linked by URL

## **Category 7: 4YFN Awards**

The 4YFN Barcelona awards 2020 is the startup competition of 4YFN (Four Years From Now) at MWC Barcelona 2020 event, focused on highlighting digital innovations within the startup community. It is the highest official recognition offered exclusively to startups during MWC Barcelona. 10 carefully selected semi-finalists will be invited to pitch in front of renowned investors and only 5 finalists will make it to the grand finale. The winner crowned “4YFN Startup of the Year” will be announced on the 4YFN main stage and given an attractive award package, including a cash prize.

### **7a) 4YFN Impact Awards**

**About this Award:** The 4YFN Impact Awards is a global startup competition aimed at finding the best digital startups around the globe that are making a positive impact by getting us closer to achieving the 17 Sustainable Development Goals. It is the highest official recognition offered exclusively to startups during MWC Barcelona 2021.

10 carefully selected semi-finalists will be invited to pitch in front of renowned investors and only 5 finalists will make it to the grand finale. The winner crowned of the “4YFN Impact award” will be announced on the 4YFN main stage and given an attractive award package.

**This category is free for entry.**

**2020 Winner: Nanolock Security**

#### **Non Marked Questions**

##### **Company Profile**

1. Company name
2. Website
3. Country
4. Founding year
5. Category from the following; Business & Productivity, Consumer Electronics Entertainment, Media & Gaming, Financial & Insurance Services, Healthcare & Agri-food Manufacturing, Energy & Utilities, Retail & Marketplaces, Smart Cities, Mobility Telecommunications and & Operators Other (Specify with text)
6. Company Description (100 words or less)
7. Please Identify the United Nations Sustainable Development Goals (SDG) That Your Company Contributes to the Most
8. Explain how is your startup solving the selected SDG (s)

## **Team**

1. Number of employees
2. Key people on your team
3. What makes your team the best one for success?

## **Marked Questions**

### **Business**

1. What is the problem you are solving? (max 50 words)
2. Describe your product or service (max 100 words)
3. Describe your business model (max 50 words)
4. What is your total addressable market? (what is the total value of your addressable market?)
5. What is your target audience (consumer/enterprise)
6. Define your target clients (e.g., banks) (max 50 words)
7. List your largest customers
8. Where do you currently operate?
9. Are you revenue generating?
10. What was your revenue in 2020?

### **Investments**

1. What are your total investments to date?
2. What was your last investment round?
3. What was your last investment date?
4. What was your last investment amount?
5. Who are your most relevant investors? (name)
6. Are you currently raising investment?
7. Please provide a URL to your pitch deck or a 3-minute video