MSC MALAYSIA APICTA 2018

NEW NOMINATION FRAMEWORK & CRITERIA

CONDITIONS OF NOMINATIONS

- Nominees must own the IPR (Intellectual Property Rights) of the product. (This is not applicable to student project categories)

- All entries must come through the Head Categories.

- A Start-up need to come through the Head Category but at the same time also nominate in the Cross Category under Start-up.

- A Research & Development need to come through the Head Category and also nominate in the Cross Category under Research & Development.

- A company can also nominate your entry in the Technology Category under any of the 3 segments. For eg. A company may nominate in one of the Head Categories and can nominate under the Cross Categories and also in the Technology Categories provided you meet the criteria. At the same time, there is a possibility you could win up to 3 Awards.

  Please take note that your presentation for the respective nominations will defer when presenting at the Head Category, Cross Category and Technology Category respectively (This is not applicable to Tertiary, Senior Student and Junior Student Categories).

  1. **Head Categories**: One product can only be nominated under one of the categories under this Head Categories group (Please refer to the Award Category framework for details)

  2. **Cross Categories**: The product/company can also be nominated for either one but not both
     (1) Start Up   or   (2) Research and Development

  3. **Technology Categories**: The product can also be nominated for either one of the categories
     (1) Big Data Analytics   (2) Internet of Things   (3) Artificial Intelligence

CONDITIONS OF NOMINATIONS

- Students can nominate in **Tertiary, Senior Student and Junior Student categories**. Student projects must be developed by Undergraduate students themselves, and are only to be nominated under the Student Project Categories. The project can be a prototype. Projects by Post-graduate students should be submitted under the 'Research & Development' category.

- For Research & Development, the product can be a prototype, or partially completed or been tested in the field but not commercialized and with no customer installations base yet.

- For Start-up, the nominated company's incorporation date must not be more than 3 years from 1st January of the year of the Awards.

- Nominations that won the MSC Malaysia APICTA Award in previous years should not be resubmitting their entries with the same product name unless there has been a change in the product name with extensive and drastic new features added. Nominee has to indicate the product has won before, and what the new features are, in the nomination write-up.

* *Your nomination will be disqualified if the above condition/s is/are not met.*

THE APICTA AWARD CATEGORY FRAMEWORK

HEAD CATEGORIES

CONSUMER (HC-C)	INCLUSIONS AND COMMUNITY SERVICES (HC-ICS)	INDUSTRIAL (HC-I)	BUSINESS SERVICES (HC-BS)	PUBLIC SECTOR AND GOVERNMENT (HC-PSG)	STUDENT (HC-S)
• MEDIA & ENTERTAINMENT • TOURISM & HOSPITALITY • RETAIL AND DISTRIBUTION • BANKING, INSURANCE & FINANCE • REAL ESTATE • GAMES (STUDENTS ONLY) • DIGITAL MARKETING / ADVERTISING	• REGIONAL, RURAL AND REMOTE SERVICES • INDIGENOUS SERVICES • HEALTH AND WELLBEING • COMMUNITY SERVICES • EDUCATION • SUSTAINABILITY & ENVIRONMENT	• MANUFACTURING • RESOURCES, ENERGY & UTILITIES • AGRICULTURE • ENGINEERING & CONSTRUCTION • TRANSPORT • SUPPLY CHAIN LOGISTICS • SUSTAINABILITY & ENVIRONMENT	• FINANCE & ACCOUNTING SOLUTIONS (FINTECH) • ICT SERVICES SOLUTIONS • SECURITY SOLUTIONS • MARKETING SOLUTIONS • PROFESSIONAL SERVICES (LEGAL, HR ETC.) SOLUTIONS	• GOVERNMENT & CITIZEN SERVICES • DIGITAL GOVERNMENT	• JUNIOR STUDENT (TO YEAR 9) • SENIOR STUDENT (LAST 3 YEARS BEFORE UNI) • TERTIARY STUDENT PROJECT (UNDERGRADUATE)

CROSS CATEGORIES

START UP (CC-SU)

RESEARCH AND DEVELOPMENT (CC-RD)

TECHNOLOGY

BIG DATA ANALYTICS (CT-BDA)	INTERNET OF THINGS (CT-IOT)	ARTIFICIAL INTELLIGENCE (CT-AI)

SUMMARY NOTES
HOW THIS WILL WORK?

- All entries other than the Students' Projects, must enter into 1 of the 5 Head Categories

- Entries if relevant and eligible, they can also enter in one of Cross Category and/or one of the Technology Categories

- The Technology awards may change depending on industry trends however the head and other cross category awards will remain the same.

SUMMARY NOTES
HOW THIS WILL WORK?...cont'd

- If you are a Start-up or R&D, it is compulsory for you to take up one of the Head Category.

- Based of the above, after you have nominated in the Head Category, you can either choose to go to either Start-up or R&D, however criteria have to be met.

- If you are a Start-up or R&D or any of the 5 Head categories, you are eligible to also participate in the Technology segment.

Multiple Presentations

For nominees opting to participate in the cross categories in addition to their Head Category nomination must present again for each cross category

Presentations must be different and targeted to the category they are nominating for. Judges must also judge and question according to the category they are judging.

For example, if tech category, then questions should not be asked regarding commercials and should be related to the criteria for that category

A SCENARIO

A Start-up has built a Business Services AI application.

- They would select Business Services as the Head Category **then** select Start Up as Cross Category **then** Artificial Intelligence as the Technology category which means that you could potentially win 3 Awards or none.

- The nominee would then prepare separate presentations for each segment.

Effective 2018, this judging structure will be implemented locally and at the international level.

ENTRY FEE

An **entry fee of RM300 (For Students, entry fee is RM100)** will be charged per entry which will also cover the fees for the International Level, if you a winner and has been selected by the Judges to represent Malaysia at the International Level

PRESENTATION TIME

- Presentation time for each entry is same for all categories:

    - 3 minutes set up

    - 10 minutes for presentation and demo

    - 10 minutes for Q&A

    - 2 minutes for equipment dismount

    Total time 25 minutes

HEAD CATEGORY DESCRIPTORS

Head Category	Long Descriptor	Short Descriptor	Solution Categories
Consumer (HC-C)	For projects, products and services that targets or empowers consumer choice or engagement across all markets, including: Retail; Media; Entertainment; Arts and Culture; Gaming; Tourism; Banking, Insurance & Finance (retail); Real estate (retail). Consumer focused industries are fast moving and highly competitive. Digital innovation enables economic participants to respond rapidly to market requirements, bypassing limitations including, for example, production and logistics.	For projects that target consumers across all markets.	• Media & Entertainment • Tourism & Hospitality • Retail and Distribution • Banking, Insurance & Finance • Real estate • Games (students only) • Digital Marketing / Advertising
Inclusions & Community Services (HC-IC)	For projects, products and services that target niche markets in order to break down the barriers that prevent some members of the community from fully participating in (and contributing to) society. Innovations may be from: Urban, Rural and Remote Services; Indigenous services, eLearning & education; Health and Wellbeing; Sustainability and Environment; NGOs; Disability Sector; Sport.	For projects that target niche markets in order to break down the barriers that prevent some members of the community from fully participating in (and contributing to) society.	• Regional, Rural and Remote Services • Indigenous Services • Health and Wellbeing • Community Services • Sustainability and Environment • Education

HEAD CATEGORY DESCRIPTORS

Head Category	Long Descriptor	Short Descriptor	Solution Categories
Industrial (HC-I)	For solutions that deliver automation through the integration of systems, technologies and processes for the following sectors includes but not limited to: Agriculture; Mining; Oil & Gas; Energy; Manufacturing; Construction; Transport; Logistics; Utilities. Industrial activity is focussed on next generation improvement, supporting the development and competitiveness of the marketplace. Digital productivity is core to optimising processes, reducing costs and to developing new product offerings.	For solutions that deliver automation through the integration of systems, technologies and processes in the commodities sector.	• Manufacturing • Resources, Energy & Utilities • Agriculture • Engineering & Construction • Transport • Supply Chain Logistics • Sustainability & Environment
Business Services (HC-BS)	For solutions that drive and deliver business solutions with high levels of productivity and competitiveness. These may be solutions that deliver cross industry functions Innovations may be from: Banking; Finance; Legal; Accounting; Architecture; HR; Administrative Services & Professional Services sectors.	For solutions that drive businesses to function more productively and competitively.	• Finance & Accounting solutions (Fintech) • ICT Services solutions • Security solutions • Marketing solutions • Professional Services (legal, HR etc.) solutions

HEAD CATEGORY DESCRIPTORS

Head Category	Long Descriptor	Short Descriptor	Solution Categories
Public Sector and Government (HC-PSG)	For services the core value of which is to deliver the digitisation of citizen services and improve efficiencies in the machinery of government. Solutions will be developed by all levels of government or government in collaboration with industry partners. Only nominations from Government owned or controlled entities or Government led delivered can apply. This Award is presented for outstanding ICT innovation dedicated to delivering improved government service delivery or other Digital initiatives for the public.	For services that deliver the digitisation and improvement of citizen services and to improve efficiencies in the machinery of government.	• Government & Citizen Services • Digital Government

HEAD CATEGORY DESCRIPTORS

Junior Students (HC-S)

Category	Descriptor
Junior Students (HC-JS)	For the most outstanding Digital project undertaken by a student or group of students who are studying up to/including grade 9.
	Generally refers to ICT projects by students involved in formal education prior to entering a tertiary institution, for example a university. While this category is generally aimed at secondary school student projects, entries from primary schools are not excluded, though it should be made clear to the primary school students that the same judging standards and criteria are applied equally to both primary and secondary school projects.
Senior Students (HC-SS)	For the most outstanding Digital project undertaken by a student or group of students who are in the last three years of secondary education before college or university.
	Generally refers to ICT projects by students involved in formal education prior to entering a tertiary institution, for example a university. While this category is generally aimed at secondary school student projects, entries from primary schools are not excluded, though it should be made clear to the primary school students that the same judging standards and criteria are applied equally to both primary and secondary school projects.
Tertiary Student Project (HC-TSP)	This award recognises the most outstanding project undertaken by a tertiary (undergraduate) student or a group of students.
	Any Information and Communication Technology project or research performed by a student or a group of students who are registered as active undergraduate students in a higher-learning institution, such as college or university during the APICTA Award competition or within 1 year period from his or her graduation date by providing proof of graduation certificate during delivery of the presentation.

Notes
Junior Students: Standard 1 – Form 3
Senior Students: Form 4 – Form 6

CROSS CATEGORY & TECHNOLOGY AWARDS

- Each innovation entering in a Head category may also be eligible to receive a Technology award or a Cross Category award.

- These awards are granted based on information captured as part of the Head category entry process

- An innovation may not necessarily win a Head category award but may still be eligible to win a Cross Category and/or Technology award

- Cross Category awards will identify innovation excellence in

    - Start Up

    - Research and Development projects.

- Technology awards may change from year to year and recognise innovation initially in:

    - Big Data Analytics

    - Internet of Things

    - Artificial Intelligence

CROSS CATEGORY DESCRIPTORS

Cross Category	Long Descriptor	Short Descriptor
Research & Development Project of the Year (CC-RDP)	Any Information and Communication Technology research and development, conducted by academic, non-academic institutions, or individuals to create innovative products, processes, and services. Such innovations are incomplete and yet to be marketed even though their features and functionalities can be demonstrated.	For outstanding Digital Research & (including postgraduate tertiary student re
Start Up of the Year (CC-SU)	For outstanding innovation by a company in the start-up phase of development. The company will have developed an innovative and potentially superior ICT solution and the company itself is still considered at the early stage of inception. In order to be considered for this award, the following criteria must be met: • The company registration date with the Government's Company registration must not be more than three (3) years from the date of the APICTA competition; • The individual founder(s) of the company and/or the product developers must still be a major shareholder(s) of the company; and • The company must not be a subsidiary of an established parent company	For outstanding Digital innovation by a co start-up phase of their development.

CROSS TECH CATEGORY DESCRIPTORS

Cross Category	Long Descriptor	Short Descriptor
Big Data Analytics Technology of the Year (CT-BDA)	Technology developed which utilises large volumes of data – both structured and unstructured that result in strategic analysis and better decisions. This may include advanced data analytics and unique algorithms. It must demonstrate that the datasets are large enough to necessitate high-level programming skill and statistically defensible methodologies in order to transform the data asset into something of value.	Technologies developed which utilises larg[...] – both structured and unstructured – tha[...] analysis and better business decisions.

CROSS TECH CATEGORY DESCRIPTORS

Head Category	Long Descriptor	Short Descriptor
Internet of Things Technology of the Year (CT-IOT)	The use of IoT technologies for the inter-connectedness of physical devices to enable solutions to extract data or to create new information to improve efficiencies, accuracy and/or economic benefit and reduced human intervention. These include new methods to enable businesses, governments, and consumers to connect to their IoT devices, sensor technology and smart technology including remotes, dashboards, networks, gateways, analytics, data storage, and security.	The use of IoT technologies to create new data or to create new information to im accuracy and/or economic benefit and intervention
Artificial Intelligence Technology of the Year (CT-AI)	Artificial Intelligence (AI) is used to perform operations analogous to learning and decision making in humans. Examples may include expert systems, robotics, self learning or programs for the perception and recognition of shapes in computer vision systems. Typically, technologies should address central problems or goals of AI research include reasoning, knowledge, planning, learning, natural language processing (communication), perception and the ability to move and manipulate objects	For solutions which utilise Artificial Intellige perform operations analogous to learn making in humans

JUDGING CRITERIA

A. HEAD CATEGORY

Head Category: Consumer (HC-C)

Judging Criteria	Weighting	Attributes	Weighting
Uniqueness	25%	Technology and Innovation	60%
		Trend Setting, creativity	40%
Market Potential	25%	Market Share &Potential	60%
		Business and Financial Model/Strategy	40%
Functionalities and Features	25%	User Requirements	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	25%	Content & Standard	60%
		Product Stability & Reliability	40%

JUDGING CRITERIA

Head Category: **Inclusions and Community (HC-IC)**

Judging Criteria	Weighting	Attributes	Weighting
Uniqueness	25%	Technology and Innovation	40%
		Trend Setting	60%
Value to Community & Society at large	30%	Accessibility & Reach	50%
		Social Integration & Impact on Quality of Life	50%
Functionalities and Features	25%	User Requirement	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	20%	Content & Standards	60%
		Product Stability & Reliability	40%

Head Category: **Industrial (HC-I)**

Judging Criteria	Weighting	Attributes	Weighting
Uniqueness	30%	Technology and Innovation	60%
		Trend Setting, creativity	40%
Market Potential	20%	Market Share &Potential	60%
		Business and Financial Model/Strategy	40%
Functionalities and Features	30%	User Requirement	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	20%	Content & Standard	60%
		Product Stability & Reliability	40%

JUDGING CRITERIA

Head Category: **Business Services (HC-BS)**

Judging Criteria	Weighting	Attributes	Weighting
Uniqueness	25%	Technology and Innovation	60%
		Trend Setting, creativity	40%
Market Potential	20%	Market Share &Potential	60%
		Business and Financial Model/Strategy	40%
Functionalities and Features	25%	User Requirements	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	30%	Content & Standard	60%
		Product Stability & Reliability	40%

Head Category: **Public Sector and Government (HC-PSG)**

Judging Criteria	Weighting	Attributes	Weighting
Uniqueness	25%	Technology and Innovation	60%
		Trend Setting, creativity	40%
Value to Public/ Government	30%	Accessibility & Reach	50%
		Transparency & Impact on Quality of Life	50%
Functionalities and Features	25%	User Requirement	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	20%	Content & Standards	60%
		Product Stability & Reliability	40%

JUDGING CRITERIA

Head Category: STUDENTS (HC-S):   Junior Students, Senior Students, Tertiary Students (Undergraduate)

Judging Criteria	Weighting	Attributes	Weighting
Uniqueness	15%	Application of Technologies	50%
		Innovation	50%
Proof of Concept	15%	Understanding of the Problem to be Solved	50%
		Understanding of Business Environment	50%
Functionalities and Features	15%	User Requirement	50%
		Compatibility and Interoperability	50%
Quality	30%	Content & Standards	60%
		Product Stability & Reliability	40%
Presentation	25%	Organization of Presentation	50%
		Enquiries	50%

JUDGING CRITERIA

B. CROSS CATEGORY

Start-Up of the Year (CC-SU)

Judging Criteria	Weighting	Attributes	Weighting
Business Model & Financials	30%	Funding	50%
		Scalability of operations	50%
Client Reach	15%	Quality / type of clients	50%
		Satisfaction	50%
Execution – Team Composition - Implementation	20%	Scalability of Operation	50%
		Team Composition	50%
Investment Viability	10%	Quality of Customer Base	50%
		Market Share / Potential	50%
Unique Selling Proposition	25%	Market Entry Barrier/IPR	50%
		Competitive Advantage & Differentiation	50%

JUDGING CRITERIA

Research and Development Project of the Year (CC-RD)

Judging Criteria	Weighting	Attributes	Weighting
Uniqueness	30%	Technology and Innovation	60%
		Trend Setting, creativity	40%
Proof of Concept	30%	Commercial Potential	50%
		Pilot Trial	50%
Functionalities and Features	20%	User Requirement	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	20%	Content & Standards	60%
		Product Stability & Reliability	40%

JUDGING CRITERIA

C. TECHNOLOGY CATEGORY

Big Data Analytics (CT-BDA)

Judging Criteria	Weighting	Attributes	Weighting
Security	30%	Solution architecture and/or platform design	60%
		Compliance / adherence to security standards	40%
Creativity	30%	Process of Data Mining, Algorithm Used and Results Management	50%
		Elements of Predictive & Prescriptive Analytics	50%
Scale	20%	Proof of how solution will scale and adopt to business needs	50%
		Seamless Data & Process Integration	50%
Openness Integrability	20%	Demonstrate compliance to industry standards	60%
		Integration of third party solutions to enhance and/or monitor	40%

JUDGING CRITERIA

Internet of Things (CT-IOT)

Judging Criteria	Weighting	Attributes	Weighting
Security	30%	Solution architecture and/or platform design	60%
		Compliance / adherence to security standards	40%
Creativity	30%	Purpose & Ease of Use	50%
		Area of deployment for efficiencies and advantage points	50%
Scale	20%	Proof of how solution will scale	50%
		Ease of deployment and productivity & Integration for business use	50%
Openness Integrability	20%	Demonstrate compliance to industry standards	60%
		Integration of third party solutions to enhance and/or monitor	40%

Artificial Intelligence (CT-AI)

Judging Criteria	Weighting	Attributes	Weighting
Security	30%	Solution architecture and/or platform design	60%
		Compliance / adherence to security standards	40%
Creativity	30%	Solving or enhancing processes, capabilities and efficiencies	50%
		Methodologies used in producing results, self learning	50%
Scale	20%	Proof of how solution will scale	50%
		Ease of deployment and	50%
Openness Integrability	20%	Demonstrate compliance to industry standards	60%
		Integration of third party solutions to enhance and/or monitor	40%

TIMELINE

Item	Date
Open for Nomination	**23-May-18**
Nomination Closing Date	**26-Jun-18**
First Round Judging - Online	1-20 July 2018
Final Round Judging - Face to Face (Presentation)	23 July - 25 August 2018
Judges' Final Meeting (Winners Announcement)	29-Aug-18
MSC Malaysia APICTA 2018 Award Ceremony	21-Sep-18
Briefing/Coaching of Nominees to Guangzhou, China	24 Sept - 5 October 2018
International APICTA 2018 @ Guangzhou, China	**9 -14 October 2018**

THANK YOU!