

# ENTERING THE WI-FI NOW AWARDS!



Dear Wi-Fi NOW Awards entrant,

We're delighted that you've decided to enter the prestigious Wi-Fi NOW Awards. This is a great opportunity for your company and products to receive the industry recognition they deserve.

**Please read this carefully and follow this process to enter:**

1. First you need to fill out the Wi-Fi NOW Awards registration form online here: <https://wifinow.international/not-publicly-available/awards-registration-form/>
2. Once we have received your online submission form, we will send you a payment request. Once we have received your payment, you are officially registered as a Wi-Fi NOW Awards contestant.
3. For our judges to accurately and fairly evaluate your entry, you should submit answers to the questions corresponding to your category. You may submit your answers in any format you like (including by text email) as long as the category and question numbers are clearly identified in the submission. The detail level of your answers is up to you but we recommend to keep answers fairly short and instead refer (with links) to more details elsewhere.

*Answers should be sent by email to Wi-Fi NOW Chief Admin Heidi Fredholm at [heidi@wifinowevents.com](mailto:heidi@wifinowevents.com) no later than 1. October. If you want to do us a favour - please send the answers well before the deadline!*

## Best in-home Wi-Fi product



We want to identify and honour the company (product, solution, hardware, software) that has the best solution for giving in-home Wi-Fi consumers what they want: **Great Wi-Fi in every room of the house.** The category is open for vendors - including startups - and service providers.

1. Tell us in a few words how your product resolves the problem above
2. Describe any unique use of advanced technology pertaining to your product and/or solution
3. If relevant highlight how your product enhances the consumer's Wi-Fi experience directly (UI, etc.)
4. If possible provide evidence of your product's performance & go-to-market results (reference clients)
5. Describe and justify the growth potential of your product and (if not obvious) your business model

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## Best Wi-Fi service provider



We want to honour the world's best Wi-Fi service provider! We use the word 'service provider' in a general sense meaning that the category is open to any company providing Wi-Fi connectivity services to the public or enterprises on any scale. The category is of course also open to mobile, fixed, or converged carriers.

1. Tell us in a few words why you believe you should be chosen Best Wi-Fi service provider
2. Evidence and explain why you believe your Wi-Fi services provide exceptional value (quality, user experience, security, price, coverage / location, unique services, etc.)
3. Explain specifically how you provide an outstanding user experience & quality of service
4. Highlight what you believe is your exceptional use of Wi-Fi technology
5. Describe & qualify how your business model is scalable & innovative

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## Best Wi-Fi startup



We want to honour the world's best Wi-Fi startup! This category is open to technology vendors and service providers but it does require that your company is less than 3 years old. It's a fairly open category with focus on innovation, business value, and growth - so knock yourself out and tell us why you should win this.

1. Tell us in a few words why you should be chosen Best Wi-Fi startup
2. Tell us about the problem (technical, commercial) that you are solving and how you are solving it
3. Highlight any innovative technology or new business model that you have created
4. If possible give evidence of results (technical, commercial) and client references
5. Quantify & qualify the growth opportunity that your product or service represents

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## Best Wi-Fi innovation



Have you invented a revolutionary Wi-Fi service, product, or solution? This category is open to technology vendors and service providers of any kind. It's a fairly open category but you need to demonstrate to us the growth potential and uniqueness of your innovation.

1. Tell us about your invention in a few words
2. Tell us about the problem (technical, commercial) that you are solving and how you are solving it
3. Qualify the *technical uniqueness* and *commercial value* of your innovation / invention
4. Quantify your innovation's growth potential and substantiate (if possible) with cases or references
5. If relevant tell us how your innovation contributes to the growth of the wider Wi-Fi industry ecosystem

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## Wi-Fi NOW Affordable Connectivity Award



Several billion people on Earth still have access to the Internet. One of the most important and honourable tasks for service providers is to make Internet access affordable. And Wi-Fi is the right low-cost technology to do just that. With this award we want to honour & recognise a service provider that is using Wi-Fi to connect the unconnected in emerging markets - or even in regions of the West, where Internet access is scarce or expensive or both. The category is open to any service provider: Private, governmental, educational, non-profit or for profit, etc.

1. Tell us about your affordable access service and why you think you should win this award
2. Explain how your service is making optimal use of Wi-Fi technology
3. Quantify and qualify how your service is making a socio-economic impact on the communities you serve (boosting commerce, education, creating jobs, etc.)
4. If relevant explain how you think your project will scale and ramp-up to serve more people

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