

**The Business Innovation Awards  
Presented by the GREAT Britain Campaign and BritWeek  
OFFICIAL RULES**

**1. Purpose of the Business Innovation Awards:**

The Business Innovation Awards (the “Contest”) showcase the growing relationship between innovators and entrepreneurs in the United Kingdom and United States by showcasing the best of UK and US innovation and the structures in place to support the international expansion of innovative US companies to the UK and vice versa. All finalists and winners will be recognised at an awards dinner to be held in Los Angeles, California, at the InterContinental Hotel, on Wednesday, 27 April 2016.

Awards for Innovation in Technology, Innovation in Services, and Innovation in Social Impact will recognise companies headquartered in California, Arizona, Nevada, or Utah who have a business presence in the UK.

The Springboard Award will recognise outstanding achievement in innovation and readiness for international expansion, and is designed to provide the winner with the opportunity to explore international expansion to the UK. Companies headquartered in California, Arizona, Nevada, or Utah, but with no business presence in the UK, are eligible for the award.

The Best of British Award will recognize an innovative British company that is successfully doing business in California, Arizona, Nevada, and/or Utah. One winner will be chosen at the awards dinner via a vote of the attendees, after each of the three finalists has the opportunity to show a brief video. The winner will be offered the opportunity to co-host a business development dinner organised by UK Trade & Investment.

One or more additional awards may be given, with the winners selected by UK Trade & Investment and BritWeek (collectively, the “Sponsors”). These awards will be non-competitive and not subject to the terms and conditions outlined here.

**2. ELIGIBILITY:**

Any company under any contract that would prohibit Sponsors from the use or display of its submission at any point during or after the Contest, and any company that cannot meet all of the Submission Guidelines outlined below, are not eligible to enter. Contest is void where prohibited.

In association with



### **Awards for Innovation in Technology, Services, and Social Impact**

These categories are open to any U.S. company in good standing that is headquartered in California, Arizona, Nevada, or Utah, and that has a verifiable business presence in the UK. A company incorporated in a different state (e.g., Delaware) is eligible if it shows that its principal place of business, which is also where executives make the majority of corporate decisions, is located in California, Arizona, Nevada, or Utah. A business presence in the UK may mean a physical office, employees, infrastructure such as warehousing and distribution, and/or a well-established customer base.

#### **Springboard Award:**

This category is open to any U.S. company in good standing that is headquartered in California, Arizona, Nevada, or Utah, and that has no current offices or employees in the United Kingdom. A company incorporated in a different state (e.g., Delaware) is eligible if it shows that its principal place of business, which is also where executives make the majority of corporate decisions, is located in California, Arizona, Nevada, or Utah. Contestants must have a verifiable international client base and be ready to grow internationally. Ideally Contestants should have an employee headcount of 10 or more people (excluding independent contractors). A representative from the winning company must be able to travel for a week to the UK as indicated in the Prizes section of these Official Rules. Options for specific dates and times of flight will be made available at least six weeks before travel.

#### **Best of British Award:**

The Best of British Award is open only to companies headquartered and in good standing in England, Scotland, Wales, or Northern Ireland, and that export to or do business in California, Arizona, Nevada, and/or Utah.

### **3. SPONSORS:**

The Contest is sponsored by UK Trade & Investment, British Consulate-General, 2029 Century Park East, Suite 1350, Los Angeles, California, 90067, and by BritWeek Inc., 15303 Ventura Blvd, Suite 1040, Sherman Oaks, California 91403. Employees, officers, directors, agents, representatives of Sponsors, or the Contest and advertising agencies of any aforementioned entity, and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Contest, and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity are not eligible.

In association with



#### **4. CONTEST DATES:**

Contest begins at 12.01pm Pacific Time on 10 February 2016 and ends at 11.59pm Pacific Time on 18 March 2016 (“Contest Dates”). Winners will be announced on or about 27 April 2016 (together with Contest Dates, the “Contest Period”). Please review entire rules to determine entry deadlines, which end earlier than the winner selection date.

#### **5. HOW TO ENTER:**

Contest is subject to these official rules (“Official Rules”). To enter, go to [www.businessinnovationawards.org](http://www.businessinnovationawards.org). From there choose the link for the relevant award and hit the “REGISTER” button. Complete the online entry form following the instructions provided (“Submission”). The entry form must be complete for you to qualify to win. You must designate a contact person on the entry form for your Submission to be considered. Your Submission will be judged initially based solely on the answers provided in the entry form. No other information will be considered by the judges.

The entry form for the Business Innovation Awards will require Contestants to indicate the Award for which Contestants are entering their Submissions. A Contestant may enter for more than one Award, provided the Contestant meets the eligibility criteria for each. The Award Categories are: Technology, Services, Social Impact, Springboard, and Best of British.

Sponsors will not confirm receipt of Submissions. After the Contest Period, Submissions may be destroyed and will not be returned. All submissions must be received no later than 11.59pm Pacific Time on 18 March 2016 (according to Sponsor’s internal time clock).

#### **6. JUDGING AND NOTIFICATION:**

Submissions will be judged by a distinct panel of qualified judges selected by Sponsor, and Sponsor staff members, who comprise industry leaders, influencers, and entrepreneurs. No judge has a stake in the outcome of the winner. No judge shall have decision-making authority for any Submission in which that judge either has a financial or other reasonably calculable stake in the outcome of the product or service, or who served as a teacher, mentor, or consultant to the Contestant.

#### **Judging Criteria for Innovation in Technology, Innovation in Services, and Innovation in Social Impact**

Award Submissions that follow Submission rules, meet all criteria, and fully answer all questions will be judged for a possible maximum score of 100 points, based upon the following criteria:

- Degree of fit to the theme of the Award (i.e., Innovation in Technology, Service, or Social Impact) (up to 50 points).
- Demonstrable growth in the UK and/or use of the UK as a platform or lever for the innovation in question (50 points).

In association with



The top three companies in each category will be named finalists for the award in question, with the winners announced at the awards dinner on 27 April 2016. In the event of a tie, double weight will be given to the “degree of fit to the theme of the award” criterion.

### **Judging Criteria for Springboard Award**

Award Submissions that follow Submission rules, meet all criteria, and fully answer all questions will be judged for a possible maximum score of 150 points, based upon the following criteria:

- Degree of innovation of product, service, or business model (up to 50 points).
- Past company growth (up to 50 points).
- Potential business growth in the UK (up to 50 points).

The top three companies will be named finalists for the Springboard Award, with the winner announced at the awards gala on 27 April 2016. In the event of a tie, double weight will be given to the “potential business growth in the UK” criterion.

### **Judging Criteria for Best of British Award**

Award Submissions that follow Submission rules, meet all criteria, and fully answer all questions will be judged for a possible maximum score of 150 points, based upon the following criteria:

- Degree of innovation of product, service, or company model (up to 50 points).
- Demonstrable growth in the US from the UK (up to 50 points).
- Extent of potential business growth in the US (up to 50 points).

The top three companies will be named finalists for the Best of British Award. In the event of a tie, double weight will be given to the “demonstrable growth” judging criterion. The winner will be selected from among the finalists by the audience, using electronic voting, at the awards dinner on 27 April 2016.

### **Selection of Finalists:**

The top three highest scoring Contestants in each Award Category will be selected as Finalists for a total of fifteen (15) Finalists. Finalists will be notified by email on or before Friday, 25 March 2016 at the email address provided in the entry form. Each Finalist will have up to 72 hours to respond via email and confirm its intention to attend the awards dinner, to be held on the evening of Wednesday, 27 April 2016, at the Intercontinental Los Angeles Century City. If Finalist notification is returned as undeliverable for any reason, that Finalist may forfeit its status and the Contestant with the next highest scoring Submission will be chosen as a Finalist. Finalists must attend the dinner in order to be eligible to win. Any Finalist that cannot attend the awards dinner will forfeit its status, and the Contestant with the next highest scoring Submission will be chosen as a Finalist.

In association with



Once notified by email, each Finalist must submit further materials as required; these will include additional copy, photos, and graphics to be used by the Sponsors at their sole discretion in relation to publicizing the Business Innovation Awards and creating content for the awards dinner, which will also be made publicly available online. The requested additional materials must be received by 1 April 2016. By submitting these materials, finalists give the Sponsors the right to use them in any promotion around the Business Innovation Awards now and in the future. Finalists will not be judged on these materials.

**Winners:**

One Winner in each Business Innovation Awards category, for a total of five (5) winners, will be announced at the awards dinner (“Award Winners”). One or more additional awards may be given at the awards dinner, with the winners selected by the Sponsors. These awards will be non-competitive and not subject to the terms and conditions outlined here.

**7. SUBMISSION GUIDELINES:**

In addition to the other terms and conditions contained in these Official Rules, the answers provided in the entry form must be original, truthful works of authorship. The Submission must not contain material that violates or infringes on another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or trademark infringement. The Submission must not contain text that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libellous. The Submission must not contain text that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age. The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Nomination is created or submitted.

The Submission must, in Sponsors’ sole discretion, contain sufficient technical or explanatory details, including but not limited to company details, product and/or service descriptions, and statements describing capabilities and activities, so as to provide a complete analysis of your company, your company’s innovation, your company’s product and/or service, and how your company will take advantage or has taken advantage of the UK and/or the US market.

Submissions must be in English. All Submissions must be made through the online system, which is located at [www.businessinnovationawards.org](http://www.businessinnovationawards.org). Sponsors will not accept mailed or emailed Submissions.

Sponsors are not responsible for legal protection of Submissions. If, in the sole discretion of Sponsors, a Contestant’s work appears to be an infringement under US law, Sponsors will disqualify the Submission. Each Contestant hereby indemnifies Sponsors and the judges against any and all loss, damages or liability that they might incur by reason of any breach or alleged breach of this paragraph or these Official Rules.

In association with



## **8. INTELLECTUAL PROPERTY:**

Each Submission remains the property of each Contestant, and Sponsors treat all Submissions as being eligible, under US Copyright law, to be entered in this Contest. By participating, Contestants acknowledge that many entries may be similar in nature and Sponsors' determination of winning "Submissions" is final. Contestants are solely responsible for protecting the intellectual property of their Submission.

By entering the Contest, Contestants grant to Sponsors a license to review the Submissions during judging, as well as to use the Submissions for publicity purposes as outlined herein. Contestants also grant Sponsors the right, but not the obligation, to provide all Submissions to judges for their review. Entrants must have permission from all individuals mentioned in the Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to the Sponsors.

## **9. LICENSE:**

By entering the Contest, Contestants consent to give the Sponsors a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display Submissions in whole or in part, on a worldwide basis, and to incorporate them into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes, without any additional compensation. Contestants retain all rights to Submissions, provided however that Sponsors may make practically necessary changes to Submissions to account for proper display and/or use pursuant to this License. Sponsors shall make commercially reasonable efforts to display appropriate and customary credit lines on any Submission displayed or otherwise featured. If requested, Contestants will sign any documentation required for Sponsors or their designees to make use of the non-exclusive rights granted by Contestants.

Should any Contestant be unwilling or otherwise unable to enter into license, or provide permissions and/or releases or otherwise cannot accept or receive the prize for any reason, or, if in the sole discretion of Sponsors, the Contestant is not eligible to receive a prize, the Contestant with the next highest score may be chosen from the remaining Submissions until one who is able to meet all requirements can be selected. All potential prize winners must provide Sponsor with all signatures on required paperwork and return all documents in a timely manner as required pursuant to these Official Rules in order to be eligible to receive the prize. Contestants may not resell, assign or transfer any of their rights in their Submissions under these Official Rules. Contestants will not be paid for their submissions or for granting Sponsor any of these rights.

In association with



## 10. PRIZES:

### Prizes for Innovation in Technology; Innovation in Services; Innovation in Social Impact:

The prizes for these categories will include a Business Innovation Award trophy, recognition in Sponsors' press releases and Business Innovation Awards materials, and two non-transferrable tickets to BritWeek's 10<sup>th</sup> Anniversary Gala at the Fairmont Miramar Hotel in Santa Monica, California, on 1 May 2016. These items do not have a cash value.

### Grand Prize for Springboard Award:

The Springboard Award Winner shall receive, upon determination of eligibility and ability to accept the prize according to these Official Rules:

- **Two (2) Air New Zealand Premium Economy round-trip airplane tickets** from Los Angeles to London to be used within one year of the awards dinner. Exact flights are subject to availability as determined by Air New Zealand and subject to additional terms and conditions.
- **Five (5) nights' hotel accommodation for two**, including three (3) nights in two king bedded rooms at the May Fair Hotel in London, and two (2) nights in two rooms at the Radisson Blu Edwardian Manchester. Full English breakfast and taxes are included. Space is subject to availability. Certain blackout dates do apply, including major exhibition periods (e.g. London Fashion Week, Chelsea Flower Show, Wimbledon, Wembley, Royal Ascot). Travel is valid for one year during the months of November-May and August, and is not transferable.
- **A customised business development programme in London and a "Northern Powerhouse" location**, to be used within one year of the awards dinner, subject to availability as determined by UK Trade & Investment and service providers. This will include:
  - A half-day tailored meeting programme in London organised by **Taylor Wessing** with potential UK investors, companies, and partners.
  - A half-day UK business training and orientation session provided by **Taylor Wessing**, which may be provided in California instead, in advance of the UK business development programme.
  - Tours of an innovation hub/co-working office space in London and a Northern Powerhouse location, provided by **UK Trade & Investment** and/or partner organisations.
  - A briefing on tech and innovation clusters throughout the UK.
  - Meetings with banks, realtors, venture capitalists, and entrepreneurs, provided by **UK Trade & Investment** and/or partner organisations.

In association with





- **Legal services provided by Taylor Wessing** valued at \$5,000, including:
  - Up to \$3,500 worth of legal fees to spend as the winner chooses within a two-year time frame.
  - Complimentary UK company registration valued at \$1,500 to take advantage of within a two-year time frame.
- **Accountancy & tax services provided by RSM**, including:
  - A global business strategy session facilitated by a team of RSM UK and US international specialists valued at \$5,000. Prize to be redeemed by 31 December 2016.
- **HR & Talent Services provided by HR Revolution** valued at \$5,000, including:
  - Full employment setup package including UK Contract of Employment, Employee UK Handbook and New Starter Forms valued at \$1,500 to use within a two-year time frame.
  - Cloud Based HR full set up and licence for one year valued at \$1,000 (with full training for UK team)
  - Discount on your first recruitment hire valued at \$2,500 to use within a two-year time frame.

**Prizes for Runners-Up for the Springboard Award:**

The two Finalists who do not win the Springboard Award will receive a **complimentary UK company registration provided by Taylor Wessing** valued at \$1,500, to take advantage of within a two-year time frame.

**Grand Prize for Best of British Award Winner:**

- **A business development dinner** organised by **UK Trade & Investment** and hosted by the **British Consul General** at the official British Residence in Los Angeles, valued at up to \$8,000. The date and time of the reception is subject to the availability of the British Residence and the Consul General but must take place within one year of the awards dinner. Event facilitation, venue, and catering costs shall be determined in the sole discretion of UK Trade & Investment and are included in the prize. A maximum of 16 people may be included in the dinner, including the Consul General and at least one UK Trade & Investment representative. Guest suggestions may be provided by the Best of British Award Winner, subject to UK Trade & Investment's approval.
- **A free branding opportunity** at a UK Trade & Investment reception in Los Angeles, including opportunities to place a logo on invitations, to display a banner or showcase a product, and to receive recognition as a sponsor in speeches/remarks. UK Trade & Investment will provide one such opportunity within a year of the awards dinner.
- **A formal UKTI case study promoted via UKTI and GREAT digital platforms.**

In association with





## **11. CONDITIONS:**

By entering this Contest, Contestants understand that their Submissions will be reviewed for commercial viability and that Company Contestants are not eligible if they (1) are represented under any contract that would limit or impair their ability to commercially exploit the Submissions; or (2) are under any other contractual relationship, or employment agreement that might prohibit them from participating fully in this Contest, or from allowing third parties to Contract with them to commercially exploit the Submissions; or (3) at any time before or during the Contest, have provided their Submission to any entity or third party for any purpose related to exploitation and/or commercialization (including the possibility of commercialization) of the Submission. Sponsors make no guarantees, explicit or implied, regarding the outcome of any round or the guarantee of any prize. Nothing in this Contest may be construed as an employment contract. Sponsors reserve the right they determine such entrant.

By participating in the Contest, Company Contestants agree: (i) to be bound by these complete Official Rules and the decisions of Sponsor which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. By accepting a prize, Company Contestants agree to release Sponsors, including their parent, subsidiary and affiliated entities together with the respective directors, employees, officers, licensees, licensors and agents, and respective advertising and Contest entities and any person or entity associated with the production, judging, or administration of the Contest, (collectively, the "Releases") from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of the prize or participation in any prize-related activities.

Company Contestants may take part (or agree to take part) in media coverage, or make any press releases or other announcements regarding participation in this Contest with the prior agreement of Sponsor. No Contestant shall refer to this Contest or permit it to be referred to by any third party for the purpose of promoting or publicizing any company or business other than Sponsors.

As a condition of accepting the Grand Prize, the Winner must sign and return a declaration of eligibility, liability, and where lawful, publicity release, within the time period specified therein, allowing Sponsors to use the Submission, name, likeness, hometown name, winning entry and/or prize information as part of that publicity throughout the world, without any compensation or prior review unless specifically prohibited by law.

Sponsors reserve the right to cancel or suspend the Contest or any portion thereof, in their sole discretion, should they receive fewer than 50 entries, or receive no entries that have a judged score above the stated minimums in these official rules, or due to circumstances beyond its control, including natural disasters. Sponsors may, in its sole discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsors' control, corrupt the administration, security or proper play of the Contest.

In association with



Sponsors may prohibit an entrant from participating in the Contest or winning a prize if, in their sole discretion, they determine such entrant is attempting to undermine the legitimate operation of the Contest by cheating, deception, or any other unfair playing practices of intending to annoy, abuse, threaten, undermine or harass any other players or Sponsor representatives. The internal laws of the State of California will govern disputes regarding these Official Rules and/or this Contest.

Caution: any attempt to deliberately damage or undermine the legitimate operation of the contest may be in violation of criminal and civil laws and will result in disqualification from participation in the contest. Should such an attempt be made, Sponsors reserve the right to seek remedies and damages (including attorney fees) to the fullest extent of the law, including criminal prosecution.

## **12. PUBLICITY:**

Except where prohibited by applicable law, Finalists and Winners' entry into the Contest and acceptance of any prize constitutes permission to Sponsors to use Finalists and Winners' Submissions, as well as the company name and logo, and the names of person's representing the company in the Contest, including such people's names, photographs, likenesses (including non-photographic and simulated), statements, biographical information, voice, and city and state address for any and all Contest or advertising purposes in connection with this Contest and/or the Sponsors' business operations and product/service offerings, on a worldwide basis and in all forms of media, now or hereafter known, in perpetuity, without review, permission or further compensation of any amount or kind whatsoever.

## **13. PRIVACY:**

All personal information collected by Sponsors will be used for administration of the Contest and in accordance with Sponsors' privacy policy, which may include commercial email solicitation. Sponsors make commercially reasonable efforts to comply with the U.S. Federal CAN-SPAM Act and entrants may subsequently opt-out of receiving further emails by following the opt-out instructions contained in the email. Any questions regarding privacy matters should be directed to the address set out below. Please refer to UK Trade & Investment's privacy policy located at <https://www.gov.uk/government/organisations/uk-trade-investment/about/personal-information-charter> for important information regarding the collection, use, and disclosure of personal information by UK Trade & Investment.

## **14. DISPUTES:**

Except where prohibited, Contestants agree that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any award awarded shall be resolved by Binding Arbitration through the American Arbitration Association in Los Angeles by a sole Arbitrator according to its Rules; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will Contestants be permitted to

In association with



**BUSINESS  
INNOVATION  
AWARDS  
2016**

obtain awards for, and Contestants hereby waive all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Contestant and Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules.

**15. WINNERS LIST:**

For Winner's names, visit [www.businessinnovationawards.org](http://www.businessinnovationawards.org). Winner's names and Official Rules will be available on the Web Site for at least 60 days after the Winners are finally determined.



In association with

