



**THE PROMETHEUS
AWARDS**

NOMINATIONS

The 2010 Prometheus Awards will be held on April 6 at
Prairie Meadows Conference and Events Center.

NOMINATION AND APPLICATION

The Prometheus Awards highlight individual and company leaders in the innovation, development, commercialization and management of technology.

For your nomination and application to be considered, please follow these guidelines.

Fill out the online form to the best of your knowledge. You may nominate a company/organization/person for more than one award. You must however, complete a separate application for each nomination.

Your online nomination form must be completed and submitted no later than Friday, January 29, 2010 . Finalists will be announced on Tuesday, February 23.

NOMINATIONS AND COMPLETED APPLICATIONS WILL BE ACCEPTED FOR THE FOLLOWING AWARDS:

- Software Company of the Year
- IT Service Provider of the Year
- Health IT Innovation of the Year
- Top Growth Company of the Year
- Clean Technology Company of the Year
- Green Company of the Year
- Best New Innovation in Government
- Best User of Technology
- Innovation in Teaching
- Collaborative Innovator of the Year
- CIO/CTO of the Year
- CEO of the Year
- Student Innovation of the Year
- Break Out Award
- Outstanding Startup Company of the Year
- Life Sciences Company of the Year
- Technology Company of the Year (Small/Medium)
- Technology Company of the Year (Large/Enterprise)



ELIGIBILITY

Technology companies, technology divisions of companies, and individuals doing business in Iowa are encouraged to apply. The majority of the work for which the application is submitted must be done in Iowa, and the majority of the team must be Iowa-based.

ADDITIONAL DEFINITIONS

Small/Medium companies – less than \$10 million in annual revenue. Companies should exemplify an entrepreneurial spirit and strive for economic growth through technology development and/or application.

Large/Enterprise companies – over \$10 million in annual revenue. A company or division of a company whose entrepreneurial culture, success record and contribution to Iowa's technology-based economy exemplifies the best of Iowa's technology community.

SUBMITTING A NOMINATION IS EASY

Nominate your company, partner, customer, supplier or self by submitting the short online nomination form found by clicking here ([link to form](#)). You may nominate the same entity more than once.

TO APPLY

1. Select an Award Category. Category descriptions are included below.
2. Fill out the online application. Go to www.technologyiowa.org. You may apply in more than one category; however, you must submit a separate application for each category entered. Applications will only be accepted online.
3. Be sure to complete each question in 250 words or less. Incomplete applications will not be accepted; answers will be cut off after the first 250 words.
4. Submit your online application.
5. **BE READY.** Once announced, Award Finalists will have three weeks to provide a 30-second video that captures the essence of their nomination. The tape will be used for introducing finalists –like is done at the Academy Awards. The video provides finalists with an opportunity to impress the audience during the Awards Presentation plus demonstrate their creativity! Professionally produced videos are not required.

FINALISTS WILL BE ANNOUNCED ON FEBRUARY 23, 2010.

FOR QUESTIONS, PLEASE CONTACT JENNIFER O'CONNOR AT 515-280-7702.

STEPS TO COMPLETE A 2010 PROMETHEUS APPLICATION

NOTE: Must be a technology product or service organization to apply

STEP 1. COMPANY INFORMATION

Select either Company Application or Educator Application. The Educator Application is only for the Innovation in Teaching Award. All other nominations should use the Company Application.

To make a nomination, please complete the following information request

Organization Name _____ Website _____

Contact Person _____ Title _____

Email _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

President/CEO _____

Email _____

CFO _____

Email _____

Primary Contact for Nomination (If different from company contact person)

Nominator _____ Email _____

Company _____

Telephone _____ Fax _____

IF YOU ARE NOMINATING A COMPANY/ORGANIZATION, COMPLETE THE FOLLOWING:

If public, what year did the company become publicly held?

What year was the company founded?

What is the company's/organization's type of business or activity?

What is the company's primary service or product?



STEP 2 - APPLICATION CATEGORY

Select an award category.

STEP 3 - APPLICATION DETAILS

The application details are in essay format. Each section (e.g. Executive Overview, Value Proposition, Important Facts, etc.) may contain up to 250 words.

STEP 4 - FINANCIAL INFORMATION *(This information will be held in the strictest of confidence and will be reviewed by the nominating committee only)*

- Software Company of the Year
- IT Service Provider of the Year
- Health IT Innovation of the Year
- Top Growth Company of the Year
- Clean Technology Company of the Year
- Green Company of the Year
- Best New Innovation in Government
- Break-Out Company of the Year
- Outstanding Startup Company of the Year
- Life Sciences Company of the Year
- Technology Company of the Year (Small/Medium and Large/Established)

Year-end Actual	2009	2008	2007
Fiscal Year End month	_____	_____	_____
No. of Worldwide Employees	_____	_____	_____
No. of Iowa Employees	_____	_____	_____
Annual Revenue Growth (%)	_____	_____	_____

Revenue category (annual revenues): Please select category that represents nominee.

- Up to \$1 million _____
- \$1 million to \$5 million _____
- \$5 million to \$25 million _____
- \$25 million to \$100 million _____
- More than \$100 million _____



SOFTWARE COMPANY OF THE YEAR

Criteria:

- Produces and sells their own software products
- Performance from previous year only
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Market Position / reason you can be successful (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year

Change from prior year (20 points):

- % revenue growth from previous year
- New market penetration in prior year
- New products introduced in prior year including IP
- New customers won in prior year

Management Team (20 points):

- Competence and quality of the management team
- Competence and quality of the leader
- Skill development programs
- Outside boards and advisors



IT SERVICE PROVIDER OF THE YEAR

Criteria:

- Provide IT (Information Technology - internal operational software applications or hardware infrastructure services and products) services and / or infrastructure.
- Performance from previous year only
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Market Position / reason you can be successful (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year

Change from prior year (20 points):

- % revenue growth from previous year
- New market penetration in prior year
- New products introduced in prior year including IP
- New customers won in prior year

Management Team (20 points):

- Competence and quality of the management team
- Competence and quality of the leader
- Skill development programs
- Outside boards and advisors



HEALTH IT INNOVATION OF THE YEAR

Criteria:

An innovation that improves the delivery, quality and cost of healthcare within a clinical setting (hospital, physician office or long term care) or at the patients home. Delivery, quality or cost innovations in healthcare are defined as follows:

- Delivery of healthcare solutions would be IT solutions that optimize clinical care, help the clinician provide care or improve the patient experience.
- Improving quality of healthcare could include IT solutions that help patients receive the right care at the right time, prevent patient safety errors or help manage public health.
- Solutions or products that help view, track, reduce and manage the costs of healthcare would qualify.
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Value Proposition (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Technology Application (60 points):

- Describe the use of the technology
- Describe the external / market impact of the technology use



TOP GROWTH COMPANY OF THE YEAR

Criteria:

- Increase in overall business growth from previous year
- Performance from previous year only
- Each answer may contain up to 250 words

Executive Overview (10 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Market Position / reason you can be successful (10 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year

Change from prior year (50 points):

- % revenue growth from previous year
- New market penetration in prior year
- New products introduced in prior year including IP
- New customers won in prior year

Management Team (10 points):

- Competence and quality of the management team
- Competence and quality of the leader
- Skill development programs
- Outside boards and advisors



CLEAN TECHNOLOGY COMPANY OF THE YEAR

Criteria:

- Manufactures environmentally-sound products or solutions that reduce consumption, waste or pollution
- Products include but are not limited to solar power, wind power, biofuels, green building supplies, personal transportation, the smart grid, and mobile applications (such as portable fuel cells)
- Performance from previous year only
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Green Application (60 points):

- Describe the use of green principles in your product / service offering
- Describe the economic impact or value created accordingly
- Describe the acceptance of the product or service application

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year



GREEN COMPANY AWARD

Criteria:

- Business that incorporates environmental impact improvement principles in the overall operation of their business
- Its adoption of “Green” technologies and innovations has reduced its power consumption while improving operational and/or service performance.
- Performance from previous year only.
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Green Application (60 points):

- Describe the use of green principles in your business operation
- Describe the economic impact or value created accordingly

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year



BEST NEW INNOVATION IN GOVERNMENT

Criteria:

- Government entity that has applied technology and innovation to better serve Iowans
- Performance from previous year only
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Value Proposition (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

State Impact (60 points):

- Capital investment in the state / community during prior year
- Public benefit realized from the innovation



BEST USER OF TECHNOLOGY

Criteria:

- Innovative application of products or services resulting in dramatic business improvement or market advantage
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Technology Application (80 points):

- Describe the use of the technology in your business operation
- Describe the internal impact or value created accordingly
- Describe the external / market impact of the technology use



INNOVATION IN TEACHING

Criteria:

- Innovative use of technology in the classroom to create exciting learning opportunities for students. Nominee cultivates experiences in the classroom not possible without technology and promotes the use and sharing of technology in classroom to benefit learning.
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for the use of technology in teaching
- Technology used

Technology application and results (60 points):

- Describe the use of the technology
- Describe the quantifiable results achieved from the use of the technology

Sustainability (20 points):

- Describe the sustainability and transferability of the technology application



COLLABORATIVE INNOVATOR OF THE YEAR

Criteria:

- Pre-commercialized innovation created in collaboration between Iowa-based private business and academic institution. Collaboration must have demonstrated leadership, dedication and excellence in the development of an innovation in technology research with the potential to contribute significantly to Iowa's technology-based economy. Must be an academic / private collaboration.
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for the innovation
- Idea for the collaboration

Innovation & collaboration (80 points):

- Description of the innovation achieved
- Describe the collaboration and how it worked to achieve the results

Commercialization Potential (20 points):

- Description potential for commercialization of the innovation



CIO/CTO OF THE YEAR

Criteria:

- Chief information officer, or equivalent position from industry and government, recognized for his or her innovation and creativity in planning and deploying their enterprise systems, future IT goals, management philosophy and service to the industry and community.
- Each answer may contain up to 250 words

BIO / background (20 points):

- Provide the background of the person nominated

Major Achievement(s) (80 points):

- Describe the achievement(s) in 2008 that would qualify this person for the award
- Describe the overall impact on the company of the achievement(s)



CEO OF THE YEAR

Criteria:

- Chief Executive Officer, or equivalent position from industry and government, recognized for their innovation and creativity in planning and deploying their enterprise systems, future IT goals, management philosophy and service to the industry and community
- Each answer may contain up to 250 words

BIO / background (20 points):

- Provide the background of the person nominated

Major Achievement(s) (80 points):

- Describe the achievement(s) in 2008 that would qualify this person for the award.
- Describe the overall impact on the company of the achievement(s)



STUDENT INNOVATION OF THE YEAR

Criteria:

- Student entrepreneurs who have devoted endless hours and passion to creating innovative technology while attending school. Applicants must be under 25 years of age and must be attending school on a full time basis.
- Answer may contain up to 1000 words

Executive Overview (20 points):

- Description of the business

Business Performance (40 points):

- Describe the commercial performance of the business to date

Business future (40 points):

- Describe the future expansion plans for the business



BREAK OUT COMPANY OF THE YEAR

Criteria:

- Emerging company that achieved a major milestone or significant achievement that brought it to the next level. Examples include funding received, obtaining a key customer, achieving positive cash flow.
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Market Position / reason you can be successful (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year

Change from prior year (20 points):

- % revenue growth from previous year
- New market penetration in prior year
- New products introduced in prior year including IP
- New customers won in prior year

Management Team (20 points):

- Competence and quality of the management team
- Competence and quality of the leader
- Skill development programs
- Outside boards and advisors



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OUTSTANDING STARTUP COMPANY OF THE YEAR

Criteria:

- Under \$1 million in 2009 revenues and within five years of inception
- Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Market Position / reason you can be successful (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year

Change from prior year (20 points):

- % revenue growth from previous year
- New market penetration in prior year
- New products introduced in prior year including IP
- New customers won in prior year

Management Team (20 points):

- Competence and quality of the management team
- Competence and quality of the leader
- Skill development programs
- Outside boards and advisors



LIFE SCIENCES COMPANY OF THE YEAR

Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Market Position / reason you can be successful (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year

Change from prior year (20 points):

- % revenue growth from previous year
- New market penetration in prior year
- New products introduced in prior year including IP
- New customers won in prior year

Management Team (20 points):

- Competence and quality of the management team
- Competence and quality of the leader
- Skill development programs
- Outside boards and advisors



TECHNOLOGY COMPANY OF THE YEAR

(Small/Medium) (\$1 million to \$10 million in 2009 revenue)

Each answer may contain up to 250 words

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Market Position / reason you can be successful (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year

Change from prior year (20 points):

- % revenue growth from previous year
- New market penetration in prior year
- New products introduced in prior year including IP
- New customers won in prior year

Management Team (20 points):

- Competence and quality of the management team
- Competence and quality of the leader
- Skill development programs
- Outside boards and advisors



TECHNOLOGY COMPANY OF THE YEAR

(Large/Enterprise) (\$10.1+ million in 2009 revenue)

Each answer may contain up to 250 words.

Executive Overview (20 points):

- Idea for original strategy
- Description of the company and product / service application
- Mission / vision
- Market potential

Market Position / reason you can be successful (20 points):

- Uniqueness and size of problem solved / need filled
- Defendable market position created with competition
- Ability to identify target market(s)

Business Impact (20 points):

- Capital investment in the state / community during prior year
- Payroll growth from prior year
- Job growth from prior year
- Talent recruited to Iowa in prior year

Change from prior year (20 points):

- % revenue growth from previous year
- New market penetration in prior year
- New products introduced in prior year including IP
- New customers won in prior year

Management Team (20 points):

- Competence and quality of the management team
- Competence and quality of the leader
- Skill development programs
- Outside boards and advisors

