



## 2012 ADJUDICATION CRITERIA: SABEX NEW PRODUCT AND OR SERVICE

***\*\*This is not an application form\*\****

Awarded to the Saskatoon and district business demonstrating exceptional performance in launching a new Saskatchewan-made product or service in the last three (3) years, which is original and currently available to consumers.

The following provides a guide to assist you in your application for this award. An independent Adjudication Team will be judging applications for this award in the following areas:

### **Corporate Objective:**

- New product or service development as part of overall corporate objectives

### **Developmental Activities:**

- Well thought out plan and execution of developmental stages
- Patent/trademark status/rationale
- Potential profitability of product or service

### **The Product or Service:**

- Market need
- Originality and/or uniqueness of product
- Percentage of Saskatchewan supplier sourcing
- Potential for market development and expansion

### **The Team:**

- Research team – in-house or contracted
- Management of process

### **Sales Forecast:**

- Forecasted sales of new product or service and rationale
- Overall percentage of new product or service to overall sales revenue

### **Supporting Documentation:**

- Photos of product or service, letters from clients, product/service reports, etc.

### **The Future:**

- Product or service life cycle
- Anticipated contribution to overall company revenues
- Plan for future product or service development

### **The Presentation:**

- Clear and easy to understand
- Professional appearance reflective of the company

### **Overall Impression**

**Questions?** Please direct your calls to Breanne Lishchynsky at Saskatoon Chamber of Commerce – 664-0700