

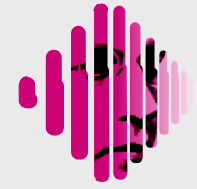
John Logie Baird and You... A Winning Combination!

Are you an innovative business, an entrepreneur or an inventor?

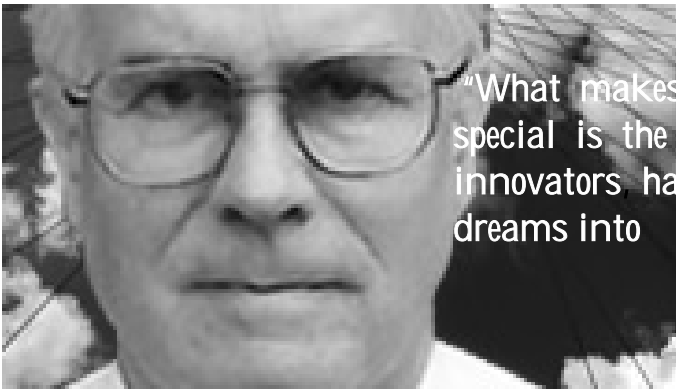
Does your idea have commercial potential?

If your answer is "yes", then this is one programme you can't afford to miss.

By completing your entry you can access a unique package of benefits - enabling you and your business to take a major step forward.



john logie baird
Awards Programme



"What makes the John Logie Baird Awards Programme so special is the way in which it encourages Scotland's finest innovators harnesses their potential and turns their ideas and dreams into reality."

Malcolm Baird

The unique thing about the John Logie Baird Awards Programme is that every entrant can benefit from taking part. Even if you don't win, or you don't even get past the first stage there then we're here to help you get there.

Right from the outset **ALL ENTRANTS** receive the following benefits:

- A full programme of FREE "how to" workshops
- Access to VentureNavigator's online resources
- Access and signposting to a other innovation support organizations
- Feedback from our panel of experts
- Discounted attendance for you and guests at the prestigious Gala Awards Dinner

If you are **SUCCESSFULLY SHORTLISTED** to compete in the finals of the awards along with the accolade you get another level of support. The benefits you will receive include:

- Automatic allocation of a coach* who will work with you to perfect you pitch
- A FREE place at the Gala Awards Dinner taking place in March 2010.
- Discounted places for guests at the Gala Awards Dinner
- The opportunity to exhibit for FREE on the day of the Gala Awards Dinner
- John Logie Baird Awards Finalists Trophy

"The opportunity to work with the John Logie Baird Awards has been incredible. The awards have boosted my determination and confidence."

**Luise Jannice, Tuffies
2009 Programme Finalist**

"I'm absolutely delighted to have been involved with the John Logie Baird Awards, and to have won makes it even more incredible."

Elaine Stephen, Walkodile Ltd
2009 Award Winner
Entrepreneurial Spirit Category

But don't worry, if you are a winner you will be suitably rewarded. **THE WINNER OF EACH CATEGORY** will receive:

- A coveted John Logie Baird Awards Trophy
- An invaluable media training day provided by Media Mentor Scotland
- A comprehensive PR support package provided by award winning Axis Media Group
- An individually tailored aftercare programme.
- An Intellectual Asset Audit from the Intellectual Assets Centre
- A complimentary training day of your choice provided by GO Learning & Development

Entry Categories - There are **6** main entry categories:

1 Knowledge Transfer Champion

Encouraging academic entrants

2 Entrepreneurial Spirit

Encouraging entrants who have fully realised the commercial opportunity from their invention or innovation

3 Impact Through Innovation – Early Stage

Encouraging entrants with innovations at early stage of commercialisation

4 Impact Through Innovation

Encouraging entrants with innovations generating significant revenues

5 Young Innovator

Encouraging young entrants below the age of 30 years

6 Public & Third Sector

Encouraging entrants from the public and third sector

What you should do now!

In September 2009 the John Logie Baird Awards was crowned The Best Business to Business Award Programme in Scotland. To be part of this programme and take advantage of the unique set of benefits described above visit

www.johnlogiebairdawards.co.uk

or call us on **0845 300 8991** – but hurry application close on the 17th December 2009.

