Ruby biz Grand Prix 2017 Application Guidebook

1. Aim and Purpose

The purpose of the contest is to promote the advantages of using the programming language Ruby in business both within and outside Japan and to expand business opportunities for Ruby. To accomplish this purpose, prizes are awarded to those* who create new services and establish sustainable businesses by utilizing Ruby's features.

*Applies to applicants with growing businesses that strive to continuously improve customer value and have services that use Ruby and are widely utilized by customers.

2. Host Organization

Ruby biz Grand Prix Executive Committee

3. Application

3.1. Who are we looking for?

Businesses that are full of novelty, creativity, marketability, and potential in utilizing Ruby and show promise for continuous growth and development in the future are eligible to apply.

Applicants that have been engaged in business in and/or outside Japan for approximately more than one year are eligible to apply.

Note: Major examples are services such as SaaS, PaaS, and original packages that utilize cloud computing.

3.2. Eligible Applicants

Corporations, groups, and individuals (including unincorporated associations)
Note: Previous Grand Prize winners of the Ruby Grand Prix are not eligible to apply again for their award-winning businesses.

4. Application Procedures

Application materials (prescribed application forms and reference materials*) must be sent to the Ruby biz Grand Prix Executive Committee Secretariat by email attachment. Please put **"Application materials for Ruby biz Grand Prix (name of organization)"** in the subject line, and send to the following address.

Email: rubybiz@joe2.pref.shimane.jp

For your convenience, the application guidebook and prescribed application form can be downloaded from the Ruby biz Grand Prix Executive Committee website.

URL: http://rubybiz.jp

*Reference materials include instruction manuals or catalogues that can be used as references for judging applications.

5. Where to Apply/Who to Contact

Ruby biz Grand Prix Executive Committee Secretariat
(IT Promotion Section, Industry Promotion Division, Department of Commerce, Industry and Labor, Shimane Prefectural Government)

Phone: 0852-22-5621
Email: rubybiz@joe2.pref.shimane.jp
URL: http://rubybiz.jp

6. Application Deadline

Applications must arrive no later than 5 PM on Friday, September 29, 2017.

7. Screening Criteria The following has been replaced with the information in the attached document.

Applications will be evaluated mainly on the following criteria:

7.1. Potential for growth and business sustainability
1) Originality, creativity, and competitiveness
・What you focused on creating the service (background, motivation, and objectives) and business strategy
・Whether the service is brimming with creative ideas, how it is different from other services/products, and what advantages it has over other services/products

2) Marketability and growth potential (results of launching the business/track record)
・Growth in indicators such as sales and number of customers over the last three years (indication that your business has grown over time)
・Innovative efforts to respond to customer needs (e.g. business analysis, utilization of feedback, public relations)

3) Potential (future outlook)
・A clear mid- to long-term vision, which is highly feasible (and having a clear grasp of market trends)
・Innovative efforts to put the business on a path of growth (a sustainable system that facilitates steady growth)

7.2. Involvement with Ruby (description of Ruby's advantages)
・Based on the architecture drawings etc., please describe reasons for adopting Ruby and explain the actual feeling you have got regarding the strength/merit of Ruby.
・Utilization of Ruby in a groundbreaking manner
・Contribution to the popularization of Ruby/education of personnel

7.3. Social impact of the business (effectiveness and influence of the business)
・Contribution to the development of the industry and the business community, betterment of the local community and economy, and related ripple effects.

7.4. Other unique characteristic items which you want to show with pride

8. Screening Procedures

Screening is conducted by a screening committee composed of experts, in accordance with the following procedures:

8.1. Screening
Application materials (i.e., prescribed application form and reference materials) are examined against the screening criteria. About five enterprises will be selected to receive awards.

Please note that if there are any items that need to be confirmed during the screening process, we may contact your contact person. But also note that we cannot answer questions concerning the content of the screening.

8.2. Schedule
1) Application period: Wed., July 5, 2017 to Fri., September 29, 2017
2) Promotional activities for applicant enterprises: Promotional activities for about 2 months before the start of the screening process.
3) Screening and selection: Early November 2017
4) Award ceremony and related events: Thurs., December 14, 2017 (at a hotel in Tokyo)
5) Promotion of award-winning enterprises: Promotion through promotional videos and other forms of media for one year

8.3. Screening committee
  The committee members are as follows:

Chairperson	Yukihiro Matsumoto	Ruby Association Chairman
Member	Koichi Sasada	Director, Ruby Association
Member	Tsutomu Shomura	Executive Officer, Japan Post Holdings Co., Ltd.
Member	Yuichi Terada	President, Open Source Innovation Labs, Ltd.
Member	Kensuke Nakamura	Nikkei BP Inc.
Member	Masaya Mori	Councilor, Ruby Association, Executive Officer, Rakuten, Inc.

(Member names are written in Japanese syllabary order)

9. Awards and Prizes
9.1. Grand Prize: 2 nominations
   (award certificate, commemorative gift, and prize money of 1 million yen)
9.2. Special Prize:* up to 3 nominations
   (award certificate, commemorative gift, and prize money of 300,000 yen)

*Awarded to enterprises that have been recognized for their distinctive efforts

10. Promotion of Applicants and Award-Winning Enterprises
10.1. Promotional activities for applicant enterprises
・All enterprises that apply will be showcased on the website of the Executive Committee during the screening period (about 2 months) and widely advertised. Applicants who wish to be included in the promotional activities should describe the features of their services in 8. Promotional Materials for Applicant Enterprises on the application form.
・If you have other reference materials, such as promotional materials, which you would like to be used in the promotional activities, please send the files (no larger than 50 MB) in A4 size (both portrait and landscape formats are acceptable) as email attachments.

10.2. Promotional activities for award-winning enterprises
・Promotional activities for the enterprises that have received awards will be conducted after the award ceremony for a fixed period. Said activities will consist of producing promotional materials such as promotional videos. You may be contacted regarding the methods used for the promotional activities after the award ceremony.

11. Points to Consider When Applying
・If you have any reference materials, please send the minimum amount of materials necessary for the concepts to be understood, convert them into electronic format (no larger than 50 MB) in A4 size (both portrait and landscape formats are acceptable), and send them together with the application form.
・The reference materials may include images and videos. However, make sure they do not infringe on any copyrights, image rights, or the privacy of third parties.
・Please be aware that the content included in the application materials may be utilized by the Ruby biz Grand Prix Executive Committee for promotional purposes.
・Once the application materials have been received, please respond quickly to any inquiries made by the secretariat or other offices concerning the content of the application.