

Ruby biz Grand Prix 2025 Application Guidebook

1. Aim and Purpose

The purpose of this contest is to promote the advantages of using the programming language Ruby in business, both domestically and internationally, and to further expand business opportunities with Ruby. To achieve this, awards will be given to cases* where new services have been created and sustainable business development has been achieved by leveraging Ruby's features.

*Eligible cases include products or services developed with Ruby that are widely used by customers in the business sector and demonstrate continuous efforts to enhance customer value and foster growth.

2. Host Organization

Ruby biz Grand Prix Executive Committee/ Shimane Prefecture

3. Application

3.1 Who are we looking for?

We are seeking business cases that utilise the strengths of Ruby, demonstrating novelty, creativity, marketability, and strong potential for continued growth and development.

Entries must involve businesses that have been operating for approximately one year or more, either in Japan or abroad.

Typical examples include cloud-based services such as SaaS, PaaS, and standalone software packages..

3.2 Eligible Applicants

Corporations, organisations, and individuals (including unincorporated groups) are eligible to apply.

※Previous applicants may reapply with the same business case, except in cases where the Grand Prize was previously awarded..

4. Awards and Prizes

4.1. Grand Prize: 2 nominations (award certificate, commemorative gift, and prize money of 1 million yen)

4.2. Special Prize: up to 3 nominations (award certificate, commemorative gift, and prize money of 300,000 yen)

※In addition to the awards mentioned above, there may be opportunities to receive other awards depending on the case. Last year, the "Digital Communication Award" and the "Creative Award" were selected, with four companies receiving awards.

5. Judging Criteria

Applications will be evaluated based on the following key criteria:

5.1. Business Growth Potential and Sustainability

1) Originality, Creativity, and Competitiveness

- The focus of the service creation (background, motivation, objectives), and the business strategy
- Whether the service is rich in creative ideas, how it differentiates itself from other services/products, and what competitive advantages it offers

2) Marketability and Growth Potential (Business Results and Track Record)

- Growth in key metrics such as sales and number of customers over the past three years (indicating a clear growth trajectory)
- 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)

5.2. Involvement with Ruby

1) System explanation by use of architecture drawing etc. [Exemplification of expected technical areas]

- Web application
- IoT (edge computing, sensor devices etc.), machine control
- Infrastructure
- Data analysis/utilization

2) Reasons for Adopting Ruby

- Describe why Ruby was chosen, and share the strengths and benefits you have experienced using Ruby

3) Contribution to the popularization of Ruby/education of personnel

5.3. 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.

5.4 Other unique characteristic and Key Selling Points

6. Judging Procedures

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

6.1. 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 make inquiries to your contact person. But also note that we cannot answer questions concerning the content of the screening.

6.2 Judging Panel

The committee members are as follows:

Chairperson	Yukihiro Matsumoto	Ruby Association Chairman
Member	Koichi Sasada	Director, Ruby Association STORES Inc.
Member	Yuichi Terada	President & CEO, MAJISEMI Ltd.
Member	Kensuke Nakamura	Representative Director, KMC-Kensuke Media & Contents-
Member	Masaya Mori	Hakuhodo DY Holdings Inc. Executive Officer & CAIO

(Member names are written in Japanese syllabary order)

7. Promotion of Applications and Award-Winning Cases

7.1 Promotion of Applications

- Submitted cases will be featured on the official website of the Executive Committee during the selection period (approximately two months). They will also be promoted widely through various media outlets and on the *Ruby Association's* website under the "Submitted Case Studies" section.
- Please describe the key features of your service in the designated section of the application form titled "Application Form [For Promotion Use]."

7.2 Promotion of Award-Winning Cases

- Award-winning cases will be promoted for a certain period following the awards ceremony, including the production of promotional videos and other media content.

※Please note that submissions may be used for publicity and promotional activities related to the Ruby Biz Grand Prix Executive Committee.

8. Schedule

1. Application Period: Wednesday, 16 April 2025 – Monday, 7 July 2025, by 5:00 PM (JST)
[Applications must be received by the deadline]
2. Promotion of Submitted Cases: Approximately 2 months during the selection period
3. Screening and Selection: Late August 2025
4. Award Ceremony and Related Events: Scheduled for November 2025 in Matsue City, Shimane Prefecture
※Travel expenses will be covered for one presenter.
5. Promotion of Award-Winning Cases: Promotion through promotional videos and other media.

9. Application Method

Please attach the following three items to an email and submit them to the Ruby Biz Grand Prix Executive Committee Secretariat. When sending the email, kindly use the subject line:

"Submission of Ruby Biz Grand Prix Application Documents [Organisation Name]"

① Application Form

The application form and application guidelines can be downloaded from the Ruby Biz Grand Prix Executive Committee website. Please submit the application form in its original Word file format without converting it to PDF or any other format.

② Reference Materials (These are materials such as explanatory documents or catalogues that will assist in the judging process.)

- If you are providing reference materials, please limit them to the minimum necessary to convey the details of your initiative. They should be formatted as electronic data in A4 size (either portrait or landscape) and combined with the application form. The total file size should not exceed 50MB.
- You may also include images as part of your reference materials. However, please ensure that you do not infringe upon any third-party copyrights, portrait rights, privacy, or other legal rights.

③ Service Logo

Please submit your service logo in both AI (Adobe Illustrator) and PDF formats.

※If you do not have a service logo, please submit your company logo instead.

10. Handling of Application Materials

- The contents of the submitted application materials (application forms and reference materials) will not be made public, except for the purposes of the promotional activities mentioned above.
- Confidentiality is ensured by obtaining non-disclosure agreements from all members of the screening committee.

11. Where to Apply/Who to Contact

Ruby biz Grand Prix Executive Committee Secretariat

(Industry Digitization Promotion Office, Industry Promotion Division, Department of Commerce, Industry and Labor, Shimane Prefectural Government)

Phone: 0852-22-5621

Email: rubbybiz@joe2.pref.shimane.jp URL: <https://rubbybiz.jp>

After the receipt of the application materials, the Secretariat may contact you for further clarification or inquiries regarding the details. We kindly ask for your cooperation in responding to such requests.