

# Ruby biz Grand Prix 2021 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 utilizing the strong points of Ruby, that are full of novelty, creativity, marketability, and potential 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.

\*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)

\*You can re-apply for the Ruby biz Grand Prix contest with the matter which was used in the past for the application, except for the case where Grand Prix was awarded to it.

## 4. Application Procedures

Application materials (prescribed application forms and reference materials\*) must be sent to the Ruby biz Grand Prix Executive Committee Secretariat by e-mail attachment. Also, please send "Enterprise logo" and "Service logo" (PDF data and .ai data) to be used for PR of your product/service.

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](mailto: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.

In submitting application materials, do not convert to PDF format. Please send the original Word files.

URL: <https://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](mailto:rubybiz@joe2.pref.shimane.jp)

URL: <https://rubybiz.jp>

## 6. Application Deadline

Applications must arrive no later than 5 PM on Friday September 17, 2021.

## 7. Screening Criteria

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

#### 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) Please describe reasons for adopting Ruby and explain the actual feeling you have got regarding the strength/merit of Ruby.

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

### 8.2. Schedule

#### 1) Application period: Mon., June 7, 2021 to Fri., September 17, 2021

#### 2) Promotional activities for applicant enterprises: Promotional activities for about 2 months.

#### 3) Screening and selection: Middle October, 2021

#### 4) Award ceremony and related events: Wednes., December 15, 2021 (in Matsue City, Shimane Prefecture)

\*One person's travel expenses will be paid for the presenter.

\*If the situation becomes troublesome due to the new-coronavirus pandemic, the prize-giving ceremony could possibly be carried out on line, or it might be cancelled.

#### 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 Cookpad Inc.
Member	Yuichi Terada	President & CEO, MAJISEMI Ltd.
Member	Kensuke Nakamura	Nikkei Business Publications, Inc. Editorial committee, Technology Media
Member	Masaya Mori	Councilor, Ruby Association, Executive Officer, Deloitte Tohmatsu Consulting LLC

(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 also widely advertised by uploading the applied material on the “Message board version of showcasing examples” of General Incorporated Foundation Ruby Association as below.

<https://www.ruby.or.jp/ja/showcase/light>

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.

• 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.

### 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. We may make inquiries to your contact person regarding the methods to be used for the promotional activities after the award ceremony.

## 11. Treatment of Application Materials

• None of the contents of the submitted application materials (application forms and reference materials) are made public except for the purpose of the above mentioned promotional activities.

• Secrecy is assured by concluding nondisclosure agreement with all the members of the screening committee.

## 12. 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.

• 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.