

Questionnaire for candidates for the DEKRA Award

Category: STARTUPS

The purpose of the DEKRA Award 2022 is to reward outstanding concepts, initiatives, processes and so on in the categories "SAFETY", "SECURITY" and "SUSTAINABILITY". The award is designed to focus on best practices in these categories rather than on products.

In the cross-sectional category "STARTUPS", young companies are sought whose business models represent innovative solutions in the areas of "SAFETY", "SECURITY" and "SUSTAINABILITY". In all three categories, companies, organizations, initiatives or individuals are sought, innovative products and services and business models with a role model function are sought that help to improve safety, increase or candidates for the DEKRA Award are sought in this category, for example, in the following subject areas:

SAFETY:

Whether in traffic, at work, at home or during leisure time, many physical activities depend on the mechanical and functional safety of the product. Products must always be able to withstand the mechanical stresses of daily use in order to ensure safe and hazard-free use. Mechanical and functional safety plays an essential role in a wide variety of applications and encounters an equally wide variety of safety risks. The verification of mechanical and functional safety concerns a wide range of equipment, means of transport, machines, products, devices, and tools, etc.

SECURITY:

In an increasingly digitalized world in which IT systems form the basis of almost all business processes, digital security has become indispensable. However, with increasing networking, the risk of security gaps is also growing at the same time. To achieve digital security, data and systems must be protected by technical and organizational measures. This involves looking at all subsystems with which information is processed, used and/or stored. This basically includes all subsystems with which information is processed, used, and stored, such as end devices, operating systems, but also servers, cloud services and apps.

SUSTAINABILITY:

In the 'Sustainability' category, awards are given to innovative products, services and business models with an exemplary function that directly support companies, municipalities, authorities, organizations, end users or society in their sustainable development and are dedicated to the principle of sustainability in a unique and outstanding way and consistently implement it as part of their idea. This can either be products that are manufactured in a particularly sustainable, resource-conserving (economic and ecological) and socially compatible way or include approaches that contribute to solving a specific sustainability problem in the long term.

Information about the company:

Company:	
Address:	
Industry:	
No. of employees:	

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- Revenue p.a.:
- up to €100.000 €1 Million– €2 Million
- 100k €– 500k € > €2 Million
- €500.000 – €1 Million

Company logo (used only in conjunction with the award):

- I will send the logo to award@dekra.com

Name of the contact:	
Telephone No. of the contact:	
E-Mail of the contact:	
Role of the contact	

Your submission:

Title of your submission:	Give your submission a working title that can be used in all subsequent publications.

Brief description:	Describe in just a few sentences the basic idea behind your best practice. This description will appear on all communication materials and be published online.

Detailed description:	Please describe in more detail the main idea of your best practice. The description will serve for a better understanding of the jury.

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Do you already have investors and/or have you been in financing rounds (information voluntary)?

Investors:	
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Has your best practice already been certified, or have you received any prizes, commendation, or awards for this best practice? If yes, what, and when?

Valid certifications and commendations:	
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To which subject area can your service/business model best be assigned? (Multiple answers possible)

- Safety
- Security
- Sustainability

Specific questions regarding the best practice submitted:

In the following, we invite you to explain why you think your best practice is deserving of the DEKRA Award in the "Startups" category. First, please summarize what you think are the main reasons.

Please briefly describe **the maturity** of your solution/business model (Do you have a proof-of-concept? Or pilot customers already? Are you already operational/profitable with your business model?)

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Statement regarding criteria:

Briefly describe the **effectiveness** of your measure/concept etc.

- To what extent is safety, security or sustainability increased? For whom does it increased?
- To what extent does it contribute to the avoidance of a particular safety, security or sustainability problems?
- What risks can be minimized as a result?
- Can the application be transferred to other use cases?

Please briefly describe the **economic efficiency** of your measure/concept etc.

- How efficient is the measure when the resources used (costs) are compared with the success achieved (benefits)?
- How high is the return to be estimated in relation to the effort?

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Briefly describe the **degree of innovation** involved in your measure/concept etc.

- To what extent is the measure developed a novel and unique implementation?
- How inventive/original is the measure?

Briefly describe the **future viability** of your measure/concept etc.

- To what extent is the measure sustainable in future developments and is this ensured consistently?
- Is this done in a resource-conserving and socially acceptable way?

Briefly describe the **acceptance** of your measure/concept etc.

- Does the measure increase the users' subjective perception of safety?
- Are there already users/paying customers and if so, to what extent?
- Does the measure go hand in hand with simple/intuitive use?

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Your space for creativity: Tell us what we didn't ask or what we absolutely should know about your startup! Paint us a picture - linguistically or figuratively

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I hereby confirm that the information I have provided is truthful and that I have completed the application form to the best of my knowledge and belief.

I have read and accepted the terms and conditions of participation and the information on data protection (see <https://www.dekra-award.de/en-us/terms-and-conditions>).

Date

Signature, Corporate stamp

Please send the completed application form to one of the following addresses:

- E-Mail: award@dekra.com
- Post:
DEKRA e.V.
Brand Management
For the attention of Manuela Jelacic
Handwerkstrasse 15
70565 Stuttgart