



## #2023TIAs Top Tips

### Have big ambitions!

Consider applying for more than one category - one for your size/stage of company, e.g. Startup, Growth, Scale, Anchor, and one where your unique story can really stand out.

### Check out the competition!

Review the previous years' finalists and winners to get a gauge on what made them stand-out from the crowd.

### Engage your founder/ leadership team.

The strongest applications almost always involve company leaders. Has your CEO read your application?!

### Submit early.

Don't wait until the last minute to send in your application. Ensure you plan time for revisions, approvals, collaboration, and inspiration. Rushed rarely wins.

### Back up your arguments.

Use evidence to make your case: numbers, testimonials, examples are great for proving your point and showing judges why you deserve to win.

### Try, try again!

Even if you have applied for a category before, don't be afraid to apply again. The pool of applicants each year varies, and this might just be your year to be a finalist!

### Focus on the storytelling.

Even though their focus is often on the BC tech community, don't assume judges will know all the details. What will the 1-2 key things that differentiate your company?

### Check your word count.

Each section has a specific word count limit, and the form will not let you submit more than the allotted words. Check the word count ahead of time and save yourself the stress!

### Make it engaging.

What does your company do and why does it matter? How would you explain it in a tweet for a non-tech audience?

### Tell us why you should win.

What is the impact your company has (or would like to have) on BC's economy or society? Consider including a glowing customer testimonial about the impact you had on them.