



STAR AWARD JUDGES' TIPS

For 1st round submission document:

- Use a professional text font and proper typesetting.
- Clearly articulate the challenge being addressed.
- Emphasize the urgent market demand that the dedicated Award addresses.
- Highlight the innovative and differentiated approaches taken to tackle the issue.
- Present the results achieved in a concise manner.

For 2nd round presentation (including Q&A session) to judging panel:

- Rehearse thoroughly before the presentation.
- Consider engaging an expert to provide training on presentation skills.
- Ensure you are well-prepared and fully understand the presentation materials.
- Simplify complex technical content into easily understandable language while maintaining its technical integrity.
- Briefly explain how your presentation meets the Award criteria and reason for the best.