2023 Air Cargo Innovation Awards
Judging Criteria

All the information about the contest is available at www.iata.org/cargo-innovation-awards

The Jury will be asked to evaluate the entries received based on their potential to become the basis of a viable new venture and will focus on the idea, its coherence to the objectives, its potential for value creation, and the likelihood of achieving success based upon the team's plan and experience. The Jury will evaluate all entries submitted that best meet the scope.

1. Eligibility of the application

Entry has been submitted on time, using the online form, complying with the Terms and Conditions.

The submitted innovative proposal (concepts, prototypes, or newly developed products) addresses at least one of the following objectives:

Enrich customer experience	Improve competitiveness
Increase quality	Optimize costs
Provide better visibility	Improve capacity utilization
Simplify processes	Increase revenue
Modernize systems	Support business development

In addition, the submitted proposal must help to achieve at least one of the cargo industry priorities:

Fostering safety and security in air cargo	Speed up industry digitalization	Address sustainability challenges

2. Completeness of business idea

All relevant documents required for submission are provided and completed within the established deadline.

3. Robustness of business idea

The business idea should demonstrate a clear understanding of the issue it seeks to address, the economic drivers of the model, and the feasibility of the concept. The business idea should articulate the market need, size of opportunity, competitive landscape, and potential risks.

Product/Service Offering:

- Submission clearly states and understands the challenge / issue to be addressed
- Offering is clearly defined with features and benefits to users
- Offering holds substantial and lasting appeal to target customer

Market & Competition:

- Idea addresses a clearly-identified need and target customer
- Idea is clearly differentiated from its competitors (both direct and indirect)

Risks & Mitigation:

- Risks clearly identified with mitigation strategies

Financial viability of the business idea

- Demonstrate financial viability, attractiveness for investors, and scalability
- Business model should make a substantial contribution toward the solution of the issue
- Sensible financing plan in terms of the capital required to launch and operate

4. Development and implementation strategy

Timeline

- The implementation of the business idea should be illustrated with clear milestones and deliverables
- Demonstrate relevant & realistic timing in terms of time-to-market

Implementation

- Clearly defined vision and growth objectives
- Roadmap for implementation, including necessary partnerships, customer acquisition strategy and demonstrated proof of concept
- Basic scenario planning to show adaptability in the face of challenges

Delivery team

- Demonstrated relevant skills, contacts, and experience
- Clear strategy to address gaps in skills and expertise
- Persuasive individuals, proficient in communicating the business idea and its potential

5. Innovativeness of the idea

- The submission satisfies an existing need or desire or creates a new need that is not currently available
- Demonstrates a different and innovative approach to what exists in the market
- Clearly states its unique value proposition (benefits the solution will provide to customers that are different from and superior to the benefits provided by competing products)
- Solution leverages innovative or emerging technologies

6. Contribution to industry sustainability

Demonstrates the idea's contribution to the Sustainable Development Goals (SDGs) and, in particular, to at least one of the following action areas:

People

- Promotion of safe and fair working conditions
- Attraction, retention, and development opportunities within the air cargo industry, including upskilling & new skills
- Diversity & inclusion

Planet

- Reduction of the industry's impacts on the environment
- Decarbonization of the air cargo supply chain
- Reduction of packaging and single-use plastics waste

Prosperity

- Profit generation
- Efficiency & resiliency
- Economic development & inclusion