



Application Form for Design AI and Tech Awards 2025

The Design AI and Tech Awards is launched by The Business Times (BT) and Singapore University of Technology and Design (SUTD) to encourage innovators from all enterprises - startups, SMEs, and large corporations - to harness design and technology to develop groundbreaking solutions which tackle real business challenges.

We invite you to join us and nominate innovations for the Design AI and Tech Award. We look forward to receiving your responses.

Declaration:

1. By submitting this nomination form in relation to the Design AI and Tech Awards ("Award"), each nominator hereby agrees with SPH Media and SUTD (collectively, "the organisers") to be bound by and comply with all the terms and conditions in this form ("Terms & Conditions"):
 - a. that all figures provided in the nomination form, except for the gross operating profit figures, are non-confidential information and may be published and used for research and analytics purposes;
 - b. to provide relevant company information should the organisers need to verify the data provided in the nomination form (upon request);
 - c. to provide the company's projected financial figures for the relevant financial periods (upon request);
 - d. to notify the organisers in the event your company, holding company or subsidiaries have successfully applied for public listing and expect such a listing to occur;
 - e. to notify the organisers in the event of any changes to your company's eligibility for the Award;
 - f. to provide details of any litigation cases against your company and/or your company's directors/shareholders in the run-up to the publication of the Award listing;
 - g. to abide by the publicity schedules and guidelines stipulated by the organisers in the run-up to and after the publication of the Award listing;
 - h. to provide relevant information about your company for purposes of inclusion in Award-related collaterals, including but not limited to books, write-ups, etc.;
 - i. to abide by the rules and standards regarding the usage of the Award logo as notified to you by the organisers or otherwise available on <https://www.businesstimes.com.sg/events-awards/design-ai-and-tech-awards>
2. Each nominator further agrees and consents to:
 - a. the terms of SPH Media Privacy Policy which can be found at <https://www.sph.com.sg/tnc/privacy> as amended from time to time, and the terms of the Privacy Policy are incorporated into these Terms & Conditions by reference;
 - b. the terms of SPH Media Member Terms and Conditions, which can be found at <https://www.sph.com.sg/tnc/member> as amended from time to time, and the terms of the SPH Media Member Terms and Conditions are incorporated into these Terms & Conditions by reference. In the event of conflict between these Terms & Conditions and the SPH Media Member Terms and Conditions, these Terms & Conditions shall prevail;
 - c. SPH Media, SUTD and their related corporations and the partners and sponsors of the Award, as well as their respective representatives, agents or authorised service providers, collecting, using and disclosing any and all personal data and sharing the personal data between themselves and their business parties to communicate with the individuals for purposes related to the nomination and the Award, to provide goods and services to the individuals upon request, to send the individuals marketing information on products and services offered by SPH Media or other parties, and for such purposes that the individuals may have otherwise given his/her consent to SPH Media;
 - d. SPH Media, SUTD as well as their respective representatives, agents or authorised service providers, collecting, using, disclosing and processing the personal data, and sharing between themselves and their business partners the personal data, including the photographs or audio-video or other recordings of these participants ("Material") for publicity and/or use in advertisements across all media,

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DESIGN AI + TECH AWARDS

- including, without limitation, in SPH Media's publications, presentations, promotional materials on their websites and social media, in its original or edited format, and whether to promote the Award or otherwise without further notification, remuneration or compensation; and
- e. the copyright and all other intellectual property rights in and to all Material shall vest solely and absolutely in SPH Media without further compensation, and to the maximum extent permissible under law, each nominator hereby waives his/her moral rights comprised in and to all Material in favour of SPH Media.
3. Additionally, each nominator hereby represents to SPH Media and SUTD that:
- a. the particulars and information furnished to SPH Media and SUTD in this form are true and correct, and have satisfied the assessment criteria stipulated by the organisers;
 - b. where he/she provides SPH Media and SUTD with any personal data relating to a third party (e.g. a nominee and nominee's officers/employees), by submitting such information to us, he/she represents to SPH Media and SUTD that he/she has obtained the consent of the third party to enable he/she to provide SPH Media and SUTD with the third party's personal data for the respective purposes;
 - c. all intellectual property rights comprising the innovations furnished to SPH Media and SUTD for this Award is his/her/the company's original work and has not been copied wholly or substantially from any other source or infringed any third party intellectual property rights.
4. Each nominator agrees to indemnify and hold SPH Media, SUTD and their respective officers, employees and agents (collectively, "Indemnified Parties") harmless against all proceedings, suits, actions, claims, demands, costs and expenses whatsoever which may be taken or made against or incurred or become payable by any of the Indemnified Parties in respect of any breaches of any of the obligations, undertakings, representations or conditions set out in this Terms and Conditions.
5. Nominators are required to provide their particulars for the purpose of verification and audit.
6. The decisions of the evaluation panel on the Award are final and conclusive, and no appeals will be entertained. SPH Media and SUTD reserve their rights to revoke an Award in the event of non-compliance with any of the above conditions.
7. SPH Media and SPH Media's partners, SUTD and/or sponsors for the Award (if applicable) shall not be liable for any loss (including, without limitation, indirect or consequential loss), damage, personal injury or death in connection with the Award or prize, except any liability that cannot be excluded by law (in which case that liability is limited to the minimum allowable by law).
8. For purposes of these Terms & Conditions, "SPH Media" means SPH Media Limited and its related corporations, and "SUTD" means Singapore University of Technology and Design.
9. Submission of this nomination form is deemed acceptance of these Terms & Conditions and any amendments and modifications hereto, which shall be final and binding in all respects on each nominator.

Amendments to these Terms & Conditions will be posted at
<https://www.business-times.com.sg/events-awards/design-ai-and-tech-awards>.

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Section 1 Basic Information

Name of the Enterprise	
Category	☐ Product Design ☐ System Design ☐ Spatial Design
Name of Nominator (optional)	

Section 2 Project Information

General guidance for Section 2:

- Please be consistent with the projects/programs/initiatives you refer to.
- Please note that the judging will be based on the actual outcome of the project rather than the amount of the project.
- Please structure your responses in paragraphs or sentences to answer the following question prompts. You may use a first person tone to prepare the responses.
- Words exceeding the stipulated word limit will not count towards the assessment.

2.1 General Description:

Name of Project	
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2.2 Design thinking process and strategies (maximum 300 words):

Demonstrate an adept application of design thinking and methodologies in detail with strategic insights to address complex and interdisciplinary challenges.

2.3 Originality (maximum 300 words):

Demonstrate a detailed and thorough understanding of how new design is significantly different from existing designs, thereby setting a new frontier.

2.4 Use of AI and advanced technologies (maximum 300 words):

Demonstrate the effective and efficient capitalisation of AI and emerging technologies in a sustainable way to address complex and interdisciplinary challenges.

2.5 Ethical consideration and circularity (maximum 300 words):

Demonstrate the respect for human rights, effort and experience (ethical design principles), as well as that for the environment.

2.6 Qualities in terms of aesthetics and functionality (maximum 300 words):

Demonstrate an optimal balance between aesthetics and functionality of design.

2.7 Impact

Demonstrate the quantitative and/or qualitative impact of design:

- Quantitative: enabling economic growth or transformation, setting new/ground breaking design standards and achievements, enhancing business growth and community wealth, etc
- Qualitative: enhancing sustainable quality of life, promoting excellent and inspiring user experience,

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establishing iconic value of design at the international level, etc

2.8 Others (optional, maximum 100 words):

Please share any other information that is important for the judging panel to consider.

2.9 Entry Summary (maximum 200 words):

Please provide a clear, concise summary of the entry. What makes your solution stand out to win the award?

Section 3 Contact information

If the enterprise is shortlisted, please kindly let us know who we should contact for the next step.

Primary Contact	Name: Job Title: Mobile Number: Email Address:
Secondary Contact	Name: Job Title: Mobile Number: Email Address:

Thank you for your time and effort in filling in all the information.

Please email the application package, including this application form in PDF format and any relevant supporting materials to DAITA@sutd.edu.sg by 31 December 2024.

For submissions larger than 35MB, please submit your supporting documents via Google Drive, Dropbox, or OneDrive.

* Note: Incomplete application forms will not be considered for the Awards.

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