

— 7<sup>th</sup> —

# Golden Key Awards

## Best Start Up of the Year

### Description:

This award celebrates the spirit of young organisations that reimagine how research and insights can be created, delivered, and/or used.

Your entry should highlight how innovation, courage, and smart execution, often under limited means, have led to meaningful business impact and growth. Definition of Startup – 10-50-50 Rule

An organisation will be considered a startup if it meets the following criteria:

It is not more than 10 years old from the date of incorporation or registration.

Its annual turnover does not exceed ₹50 crore in any financial year since incorporation. If the entity is owned by a parent company, the turnover of the parent company will be included in this calculation.

It employs no more than 50 people on its payroll.

It has not been formed by splitting up or reconstruction of an existing business.

### Evaluation Criteria:

1. Presentation quality – written entry form and face-to-face/virtual presentation, finesse, clarity, and brevity.
2. Innovation and Differentiation – how the organisation challenged conventional research or insight models.
3. Impact – measurable business, brand, or client outcomes achieved through the work.
4. Agility and Resourcefulness – effectiveness in overcoming limitations of scale, funding, or capability.
5. Scalability and Sustainability – potential of the approach or model to grow and sustain over time.
6. Entrepreneurial Spirit – evidence of ownership, risk-taking, and leadership in driving change.

**Who can apply:**

**Entities**

- a) Research Agencies
- b) Analytics Companies
- c) Technology or Research-based Consulting Organisations
- d) Client Organisations (Brands or Businesses) that qualify as startups or emerging companies
- e) Joint Entries
- f) Joint nominations between a startup (agency or brand) and a client organisation are permitted, provided the startup's role and contribution are clearly defined and form the core of the entry.
- g) If a joint entry involves a large or established client/agency organisation, the evaluation will focus on the startup's innovation and execution, not the scale or investment of client/agency Project Period

## Entry submission form sample

### 1Question:

**Summary:** A concise overview of your organisation and the case being presented, highlighting the business challenge, innovation introduced, and resulting impact.

Type: Text

Character Limit: 1000

### 2Question:

**Background:** Brief description of the problem or opportunity that led to undertaking research, analytics, or insight work. Include context about the organisation's early-stage constraints or limitations.

Type: Text

Character Limit: 1000

### 3Question:

**Considerations / Approach 1.** Describe how your organisation approached the challenge through innovation in research, analytics, or insight application.

Type: Text

Character Limit: 1000

### 4Question:

**Considerations / Approach 2:** Explain what was done differently compared to established or traditional methods.

Type: Text

Character Limit: 1000

### 5Question:

**Considerations/Approach 3:** Outline how limited resources (financial, data, manpower, or time) were managed or turned into an advantage.

Type: Text

Character Limit: 1000

### 6Question:

**Considerations/Approach 4:** Highlight any partnerships, technology use, or novel processes that enabled delivery.

Type: Text

Character Limit: 1000

### • 7Question:

**Outcome 1:** What measurable business, brand, or client impact was achieved as a result of the work?

Type: Text

Character Limit: 1000

**8Question:**

Outcome 2: How did this outcome contribute to growth, learning, or reputation for the organisation?

Type: Text

Character Limit: 1000

**9Question:**

Outcome 3: What aspects of this approach are scalable or replicable?

Type: Text

Character Limit: 1000

**10Question:**

Outcome 4: What, if any, are the limitations or learnings from this experience?

Type: Text

Character Limit: 1000