MRSI
SHAPING TOMORROW, TODAY

9th Golden Key Awards

Best Use of AI

Description:
This award recognises innovative applications of image, video, text, NLPs, computer vision generative & agentic AI that transform the way research information is interpreted, analysed and translated into intelligence.

Entries should demonstrate how Gen AI has augmented human reasoning, enabled new forms of insight generation, uncovered hidden patterns, improved predictive capabilities or created richer and more meaningful research experiences.

The primary question that the entry should answer: *Does the innovation primarily change what we can discover, understand, interpret or predict through research?*

The emphasis is on the intelligence that AI enables us to generate - revealing new perspectives, answering questions in new ways, or generating a depth and breadth of understanding that would be difficult to achieve through conventional approaches.

Any form of AI (Classical, Generative or Agentic AI) must be a core contributor to the insight, interpretation, prediction or experience being delivered.

The project must have been concluded between **January 2026 and December 2026**

Evaluation Criteria:
1. Presentation quality – written entry form and face-to-face presentation, finesse, clarity, and brevity. Should be able to give a live demo.
2. Differentiation – originality and creativity in AI application.
3. Strategic and ethical use of AI in research or insights.
4. Measurable impact on decision-making, prediction, or insight generation.
5. Robustness, transparency, and explainability of the AI model or process.
6. Potential for cross-application, scale, learning, and industry transformation.

Entities who can apply:
1. Research Agencies
2. Client Organisations
3. Analytics Companies
4. Research-based Consulting Organisations

Entry Form Sample

Question Details

1	Question:	Summary of the case and the use of AI innovation
	Type:	Text
	Character Limit:	1000
2	Question:	Background: Brief description of the problem or opportunity where AI was applied, and why AI was chosen over conventional methods.
	Type:	Text
	Character Limit:	1000
3	Question:	Approach 1: Explain the nature of the Gen AI system or model used.
	Type:	Text
	Character Limit:	1000
4	Question:	Approach 2: Describe how humans and AI collaborated, what training or validation data was used.
	Type:	Text
	Character Limit:	1000
5	Question:	Approach 3: Describe how ethical or transparency considerations were handled.
	Type:	Text
	Character Limit:	1000
6	Question:	Outcome 1: Demonstrate how AI led to new or deeper insights, improved decision-making, or enhanced client/business outcomes
	Type:	Text
	Character Limit:	1000
7	Question:	Outcome 2: Demonstrate how the AI application has the potential for scale, learning, cross-application and industry transformation.
	Type:	Text
	Character Limit:	1000

Notes:

1. Text responses have a character limit and each question has a different limit. Please check it before preparing your answer.
2. Image: Yes – means you can upload 1 image which will be included with your text response for the particular question. Only one image can be uploaded per question. Do not add text with very small font in the image.

3. Website Link: Yes – means you can add 1 weblink/ YouTube video link which will be available to the jury to view when evaluating the entry
4. Sub-questions are indicative. Please only answer what strengthens your submission/ entry.