



## 2017 GSDC Innovation Awards

A strategic focus of the Greater St. Cloud Development Corporation (GSDC) is to foster and promote innovative thinking amongst area businesses and organizations. The GSDC Innovation Award, or I-Award, recognizes St. Cloud area for-profit and non-profit organizations employing innovation to solve problems and create opportunities.

Four awards of \$1,000 will be presented at a meeting of all GSDC investors on November 30.

- One award to an emerging for-profit company
- One award to an established for-profit company
- One award to each of two non-profit organizations

### How We Define Innovation

For the purpose of the awards we define innovation as a new product, service, practice, technology, or business model which is a fresh take on solving a challenge, has been implemented, has improved the experience of a stakeholder, and has added value and/or been monetized (generated revenue) for a business or organization.

### Nomination Process

Anyone in our community can nominate a business or non-profit organization for an I-Award. Self-nominations are accepted, as well. To nominate, complete and submit a nomination form found here: [I-Award Nomination](#).

### Eligibility

Eligible nominees are for-profit and non-profit organizations located within the Metropolitan Statistical Area (MSA) of the greater St. Cloud region. A local phone call from St. Cloud would put you within the area.

- Organizations that have recently generated revenue from and/or added value with an innovative idea.

Nominees will be contacted by GSDC to inform them of the nomination. They will be asked to provide additional information pertaining to the award criteria found below.

### Criteria

Nominee submissions will be evaluated on the relative economic and social impact of the innovation, as well as the extent to which it advances the mission and strategic initiatives of the GSDC and/or the Community Pillars identified by the Greater St. Cloud Priorities Project.

## **About GSDC**

The charge of the GSDC is to spearhead the economic development efforts of the greater St. Cloud region by identifying and unifying opportunities to engage community leaders, foster business growth, expand and develop the area's talent base and support the communities that make up the greater St. Cloud region.

### **GSDC Mission:**

To lead economic development for the benefit of the Greater St. Cloud community.

### **GSDC Strategic Initiatives:**

1. Facilitate efforts and advocate for expansion of a comprehensive regional transportation infrastructure system including road, rail, air, bus and trail.
2. Attract, develop, retain and expand the talent pool.
3. Identify and promote best practice corporate well-being programs.
4. Contribute to the planning for and vibrancy of Downtown St. Cloud.
5. Support new technologies, products, markets and companies
6. Enable business retention, expansion and attraction across the region

### **To apply**

Use this link to apply: [Application Form](#). The deadline for award applications is July 30. The on-line application includes these questions:

1. Your name
2. Your organization (indicate for-profit or non-profit)
3. Email
4. Telephone
5. How many people does your organization employ?
6. Describe your innovation
7. Why is it needed?
8. How is it a departure from the norm?
9. What has the innovation accomplished?
10. What have you learned as a result of this innovation?
11. Describe any economic impact of this innovation.
12. Describe any social impact of this innovation.
13. How does this innovation advance the mission and strategic initiatives of the GSDC and/or the Greater St. Cloud Community Priorities Community Pillars?

Award winners will be recognized at a meeting of all GSDC investors on November 30, 2017. For more information or with questions, contact Sonja Gidlow, [sgidlow@greaterstcloud.com](mailto:sgidlow@greaterstcloud.com) or 320-252-5203.