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| **Application form for Seoul Mobility Award** |

◆ Application form for Seoul Mobility Award

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| **Exhibit Target** | □ Mobility Hardware □ Mobility Software □ Mobility Tech | | | |
| **Exhibit**  **Products and Technology** | **Korean** |  | **English** |  |
| **Product and Technology introduction** | 1. A summary of the main features and advantages of the product,  2. Details of product and technical description. | | | |
| **Product Image**  **(More than**  **2 images, High quality)** |  | |  | |

\* Please submit to : [sms@kama.or.kr](mailto:sms@kama.or.kr) or [eklee@kama.or.kr](mailto:eklee@kama.or.kr)

◆ Corporate information

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| --- | --- | --- | --- | --- |
| **Corporate information** | **Represent-**  **ative** |  | **Establishment date** |  |
| **Korean Corporate name(Eng.)** |  | **Business type** |  |
| **Website** |  |
| **Buisness**  **number** |  | **Main**  **business** |  |
| **Address** |  | | |
| **Person**  **In**  **charge** | **Name** |  | **Dept.** |  |
| **Tel** |  | **Position** |  |
| **Mobile** |  | **e-mail** |  |

◆ Product and Technical documents

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| 1. File format: PPT (Landscape type, 16:9 Scale recommended)  2. Less than 20 pages  (Information of product/technology only.  General information such as business overview, industry status, market size, etc.  Should be excluded)  **Tip. Please fill out the presentation in preparation for the final round** |

**\* Guide-line for fill out**

① Product and technology overview

- Contents : general information, product composition and structure, product specifications,

development period, **[Manpower invested, Capital, Numerical evidence (measurement data)]**, etc.

② Characteristics and core technologies of product and technology

- Please fill out Innovative content compared to other technologies

(Core parts, Functions, and Designs, etc.)

③ Other documents proving the excellence of the product and technology

- Patent holding status and Award winning lists

(Please attach copies of patent certificates, awards, etc.)

* Evaluation items

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| --- | --- | --- | --- |
| **Division** | **Evaluation item** | **Point** | **Rating**  **standard** |
| Innovation | Excellence compared to other product’s application technology, Self-development, etc. | 25 | Very Good(25)  Good(20)  Normal(15)  Insufficient (10)  Very insufficient (5) |
| Technology | Whether the Latest technology is applied, etc. | 25 |
| Marketability | Possibility of mass production and market entry (domestic and export) of the new technology, etc. | 25 |
| Development | Scalability of derivative technology  Possibility of grafting with other technologies, etc. | 25 |
| **Sum.** | | 100 |

\* Details of Evaluation items may change later.

◆ Other documents to be submitted

- Application Form

- Presentation materials (Product and Technical documents)

- Business Registration paper

- Other data to prove superior technology

(Patent certificate paper, Award winning information, Etc. - copy)