BEST USE OF TECHNOLOGY AWARD

The Best Use of Technology Award aims to recognize and celebrate an innovative business concept that will effectively and ethically utilize emerging technology to solve a significant problem that has a substantial market opportunity.

Potential areas of focus may include how technology could be leveraged to:

- Use diagnostics to improve health outcomes for vulnerable populations
- Streamline accounting services or tax preparation
- Improve access to education

- A scholarship of $2,500 awarded each year at the Fowler Business Concept Challenge.
- Open to applicants submitting in either track - Business or Social Venture.
- Submissions for the general competition and the Best Use of Technology Award are due to the Reviewr portal by 11:59 p.m. on October 26, 2026.

Best Use of Technology Award Criteria & Process

Submission Criteria & Process

Student teams who want to be considered for this special award must first submit their concepts to the Business or Social Track of the Fowler Business Concept Challenge. To be eligible for the Best Use of Technology Award, students must submit an additional 1-page statement describing how their venture addresses the following criteria:

1. Value Proposition: the incorporation or integration of technology truly adds value as opposed to just being a surface level add-on to an existing offering.
2. Differentiation: the technology provides a clear competitive edge, distinguishing the business from its competitors.
3. Impact: the extent to which this concept can make a positive impact on an industry, community, or society at large while also considering the ethical implications of technological advances and mitigating risks of potential misuse.

Selection & Award Process

A separate panel of judges will review submissions for this special award. A scholarship of $2,500 will be awarded to the individual or team whose concept best meets the criteria of the Best Use of Technology Award. The winner of the award will be announced during the Fowler Business Concept Challenge award ceremony on November 20, 2026