



WIPO Global Awards

Tips for Strong Answers and Illustrative Examples

1. How to use this document

This guide is designed to help you prepare **clear, competitive, and evidence-based answers** to the WIPO Global Awards application form.

For each question, you will find:

- **What the jury is looking for**
- **Tips for a strong answer**
- **Two illustrative examples** (based on fictional cases), one in Tech, one in Creative Industries.

Use the examples as **inspiration** for structure, tone, and level of detail, **not as a template to copy**.

2. General guidance for applicants

1. **Be factual and specific.**
 - a. Avoid vague or aspirational claims such as, “*our innovation will change the world.*”
 - b. Support your answers with **evidence**: numbers, names, results, etc.
 - c. Use **concrete examples**, what you have *actually done*.
2. Show clearly **how intellectual property (IP) supports your business success**, competitiveness, and growth (not only how it protects you).
3. Select **one business line as the focal point** of your application. Indeed, even if your company operates across several product lines or serves distinct customer segments, for the sake of clarity and consistency we advise you to focus on one “strategic business unit” (SBU) throughout your application.
4. If you use **AI tools** to draft your application, always adapt the text so that it is precise.
5. We encourage applicants to **keep sensitive information confidential**. If you nonetheless decide to share such details, please ensure they are clearly marked as “**confidential**.”



3. TIPS BY QUESTION AFTER THE GENERAL INFORMATION PART (Q16–30)

16. Title of your innovation or creation

Short description in one sentence (max. 15-word)

What the jury is looking for

A short, clear, memorable title that immediately conveys what your innovation or creative work is.

Tips for a strong answer

- Focus on the essence of the product/service/content.
- Avoid marketing slogans (e.g., “Reinventing the future of everything”).

An illustrative example in Tech

“BioCool PCM Packs – Bio-based cooling technology for cold-chain logistics”

An illustrative example in the Creative Industries

“LuzMorena Originals – Export-Ready Mexican Film and Series”

17. Purpose of the innovation or creation – client need, problem

Max. 200 words

What the jury is looking for

A clear explanation of who your typical clients are and why your innovation matters for these people or businesses.

Tips for a strong answer

- Identify specific client segments and their specific problem.
- Use data: number of people affected, market size, financial loss, etc.

An illustrative example in Tech

“The solution is designed for food distributors, vaccine transporters, and smallholder cooperatives who lack access to reliable refrigeration. Indeed, cold-chain failures cause up to 30% of food and vaccine losses in developing regions, according to FAO and WHO estimates.”

An illustrative example in Creative Industries

“Independent filmmakers in Mexico struggle to retain IP rights and to sell their work internationally. Many stories with strong cultural value fail to reach global audiences due to unclear rights ownership, fragmented financing, and weak distribution channels.

Mexico produces ~180 films per year, yet less than 10% achieve international distribution.”



18. Description of the innovation or creation

Max. 200 words

What the jury is looking for

A concise description of what your innovation is and how it works.

Tips for a strong answer

- Focus on the product/service itself: key features and how users interact with it.
 - For creative industries, you may describe the work itself (film, series, artistic creation, music), the creative format, or the production/distribution model.
- Avoid unnecessary technical details or unexplained acronyms.
- Upload a picture or short video of your innovation / creation to illustrate it.

An illustrative example in Tech

“BioCool provides bio-based phase-change material (PCM) packs that keep goods between 2–8°C for 36–48 hours without electricity. BioCool PCM Packs use a patented blend of plant-derived fatty acids encapsulated in a biopolymer shell. The material absorbs heat as it melts and releases cooling energy steadily over 36–48 hours.

The packs can be recharged using simple ice-water baths and do not require electricity. They are lightweight, non-toxic, and fully biodegradable after five years of use.

Distributors place them inside insulated containers to maintain stable temperatures for fresh produce or vaccines during transport.”

Uploaded supporting file: BioCool Product Demo Video (90 seconds) – field usage and testimonials

An illustrative example in Creative Industries

“LuzMorena develops and produces original films and limited series based on Mexican narratives, combining bilingual script development with a low-carbon production workflow.

Our flagship film Cenizas del Viento (2024) was created using:

- IP-first development (copyright secured for script, characters, artwork before funding)
- Bilingual writers’ room for Spanish and U.S. Hispanic markets
- Carbon-light sets (–22% emissions, validated by Mexican Film Commission)

The film was shot in Oaxaca with local crews and premiered at Guadalajara IFF 2024, generating pre-sales in Spain and Chile.”

Uploaded supporting file: Trailer (90 seconds)



19. Why is your product/service innovative or creative compared to existing alternatives?

Max. 200 words

What the jury is looking for

Evidence that you understand the existing competitive landscape and can explain how you differ.

Tips for a strong answer

- Name specific alternatives or competitors.
- Explain clear differentiators: price, performance, design, user experience...
 - For creative industries, this may include narrative originality, artistic style, production or distribution model innovation, audience engagement approaches...
- Mention how you validated novelty (patent searches, expert feedback, awards...).

An illustrative example in Tech

“Current PCM solutions are mainly petroleum-derived and require controlled freezing equipment. Alternatives such as ice or gel packs cause temperature fluctuations that damage perishable goods.

BioCool’s innovation lies in:

- *Bio-based PCM composition (patent-pending), maintaining a narrower temperature band ($\pm 1^{\circ}\text{C}$).*
- *Electricity-free regeneration, enabling use in low-infrastructure settings.*
- *Biodegradable design, reducing environmental waste.*
- *Cost efficiency, lowering transport spoilage rates by 30–40% in pilots.*

A 2024 patent landscape search conducted with an external IP firm confirmed no similar bio-derived PCM formulations in key markets. BioCool won the 2024 African Agri-Innovation Prize, validating its novelty.”

An illustrative example in Creative Industries

“LuzMorena combines artistic originality with production innovation:

- *Export-ready IP structure: central ownership of script, characters, soundtrack, artwork, and adaptation rights allows immediate licensing to multiple territories.*
- *Bilingual development model: reduces adaptation costs by 60% and increases sell-through to U.S. Hispanic buyers.*
- *Sustainable production workflow: one of Mexico’s first low-carbon film models, reducing emissions by 22%.*
- *Distinct creative aesthetic: integrates Zapotec language and trained non-professional actors; recognized at Guadalajara IFF.*

Ibermedia classified our model as “a scalable production architecture for international markets”.”



20. How did this innovation or creation come to life?

a – spin-off status YES/NO

*This multiple-choice question is for **internal use only** and **does not** affect your evaluation.*

b – story & IP ownership

Max. 200 words

What the jury is looking for

A short, authentic story of how your innovation emerged, including institutional links (if any) and how IP ownership is structured.

Tips for a strong answer

- Share the founder's motivation or personal journey. Keep it real and concise.
- If it is a spin-off, explain the link with the parent institution and the IP licensing or ownership structure.
- Describe clearly who owns what IP (founders, company, university, etc.).

An illustrative example in Tech

"The idea emerged when founder Dr. Lina Moretti, a materials engineer, observed high vaccine spoilage rates during a research stay in rural Tanzania. Her doctoral research focused on bio-based thermal storage materials, which inspired the first PCM prototype in 2021.

BioCool was incorporated in 2022 after receiving a USD 40,000 grant from the Green Materials Accelerator. The initial patent was filed in Lina's name and later fully assigned to the company in 2023.

Pilot partnerships with food cooperatives in Kenya and clinics in India helped refine the product. All IP developed since incorporation is fully owned by BioCool."

An illustrative example in Creative Industries

"Founder Mariana Rivas created LuzMorena after seeing Mexican films lose adaptation rights due to weak contracts. In 2022, she optioned an award-winning short story and immediately filed copyright for the script, character bible, and artwork.

We incorporated in 2023 with grants from IMCINE and Ibermedia. The first proof-of-concept short won the Morelia Lab Prize, enabling financing for the feature film.

All IP (script, film, score, artwork, characters, adaptation rights) is fully owned by LuzMorena, with clear chain-of-title for international distribution."



21. Clients and commercial traction – the “who, where, how much”

Max. 200 words

What the jury is looking for

Evidence that your innovation has (or is close to having) real customers or partners, and some indication of scale.

Tips for a strong answer

- Name concrete clients and partners where possible. If pre-revenue, describe pilots and ongoing conversations with potential clients.
 - For creative industries, traction may include distribution deals, festival selections, streaming licenses, music plays, publishing contracts, or adaptation agreements.
- Indicate countries/regions.
- Provide numbers to give a sense of scale.
- You may upload supporting documents such as client testimonials.

An illustrative example in Tech

“BioCool currently serves clients in Kenya, India, and South Africa.

Food & Agriculture:

- *Paid pilot with FreshRoute Kenya (800 units delivered; spoilage reduced by 38%).*
- *Supply agreement with AgriCold India for 5,000 units in 2024.*

Healthcare:

- *Partnership with MedTrans Africa for vaccine transport in low-power clinics.*
- *Ongoing pilots with two regional health departments in India (confidential).*

Revenue in 2024 reached USD 180,000, with recurring orders from two distributors.

Uploaded supporting files

- *FreshRoute Kenya Pilot Report (2024) – spoilage reduction data and logistics analysis*
- *AgriCold India Letter of Intent (2025) – outlining planned 5,000-unit annual order*

An illustrative example in Creative Industries

- *Distribution agreements in Mexico, Argentina, Spain*
- *Sales agent: Latido Films (Europe)*
- *Streaming license in Chile (USD 42,000)*
- *Educational licensing to 18 universities in Mexico and Colombia*
- *Festival selections: Guadalajara IFF 2024; Toronto Latin Showcase*
- *Paid workshops with Mexico's Ministry of Culture*

2024 revenue: between USD 250,000 and USD 300,000 from sales, licenses, and grants.

Uploaded supporting file: *Festival Selection Press Release”*



22. Funding and investment

Max. 200 words

What the jury is looking for

A sense of the size and maturity of your business. Indeed, external funding often indicates a certain level of business maturity, reporting and governance structures.

Tips for a strong answer

- Provide amounts and main sources.
- If raising funds, specify target amount, type of capital, and objectives.

An illustrative example in Tech

- *"USD 40,000 non-dilutive grant – Green Materials Accelerator (2022)*
- *USD 150,000 seed round from circular-economy angels (2023)*
- *USD 75,000 award funding (Agri-Innovation Prize, EcoTech Challenge)*

Funds have supported R&D, patent filings, early manufacturing, and market pilots.

BioCool is currently raising USD 500,000 to scale production capacity in East Africa and certify materials for pharmaceutical logistics."

An illustrative example in Creative Industries

- *MXN 1.2M – IMCINE (2022)*
- *USD 60,000 – Ibermedia (2023)*
- *USD 140,000 – private investors (2023–24)*
- *USD 25,000 – Morelia Lab Award (2024)*

Funds supported literary options, production, and distribution.

Currently raising USD 300,000 to expand sales and produce two new titles."

23. Summary of IP assets – type, scope, geographic coverage

Max. 300 words

What the jury is looking for

A factual snapshot of your IP portfolio.

Tips for a strong answer

- Describe the reasoning behind the protection strategy.
- Provide numbers and jurisdictions (countries/regions) and indicate if pending or granted. If your portfolio is large, group by type and region.
- Mention use of international filing systems (PCT, Madrid, Hague, regional systems).
- You may submit a table of IP rights if you have one, optional, not required.

An illustrative example in Tech

a. Types of IP rights relevant to your company:

Patents, trademarks, industrial designs, trade secrets, copyright.

b. Brief explanation:

- ***Why we chose these forms of protection***



BioCool uses a layered IP strategy : the patent protects the composition and thermal behavior of our bio-based phase-change material (PCM), which represents our main competitive advantage and could be easily reverse-engineered without patent protection. Our encapsulation manufacturing process is deliberately kept as a trade secret because disclosing it through a patent would reveal proprietary elements that competitors could replicate with minor variations. We protect the BioCool brand through trademarks, essential as we scale through distributors in multiple countries. Our industrial designs protect the unique casing geometry that improves thermal performance and allows us to license the cooling pack design to packaging partners. Finally, the predictive temperature-stability software is covered by copyright, as this module is important for logistics partners but does not justify a patent.

• IP Portfolio snapshot:

BioCool holds 1 patent family (filed via the PCT, now in the US, EU, Kenya, and India), 2 registered industrial designs, 1 registered trademark (Kenya, India, EU through Madrid), 1 copyrighted software module, and 2 documented trade secrets.

Patent applications are pending, while the trademark and industrial designs are registered. Copyrights are registered in Kenya and India, and trade secrets are safeguarded internally through access controls and NDAs.

The IP portfolio is structured internationally using the PCT for patents and the Madrid System for trademarks to optimize cost and scalability.”

An illustrative example in Creative Industries

“Relevant IP: copyrights, trademarks, adaptation rights, neighboring rights, merchandising rights.

Why these rights:

- Copyright protects the script, film, soundtrack, characters, artwork.
- Trademarks protect the LuzMorena brand and film logos for international merch.
- Exclusive adaptation rights ensure control over remakes.
- Neighboring rights support long-term royalties from broadcasters and platforms.

Portfolio snapshot:

- 6 copyright registrations
- 1 trademark family (Mexico + Madrid System)
- 2 exclusive literary adaptation agreements
- 1 merchandise line registration

Jurisdictions: Mexico, Spain, Argentina, Chile (through Madrid System + territorial filings).

Status: All rights registered; adaptation rights renewed through 2031.

International structure:

Copyrights cleared for global distribution; trademarks filed via Madrid; all contracts aligned with international chain-of-title requirements.”



24. IP commercialization strategy – why and how you monetize what you create

Max. 500 words

What the jury is looking for

A coherent explanation of how IP contributes to your revenue and is embedded in your deployment strategy.

Tips for a strong answer

- Explain how you use IP to create commercial value: exclusivity, licensing, fundraising, etc.
- Show how you decide what to protect, where, and why.
- Provide one concrete business decision influenced by IP (e.g., timing of launch, market entry decision...)
- Outline your five-year growth vision and how IP supports this plan.

An illustrative example in Tech

"In 2023, after our first pilots in Kenya kept tomatoes cold for 42 hours during a 38°C heatwave, we focused on direct B2B sales to cold-chain operators. This now represents 62% of our revenue, with recurring orders from FreshRoute Kenya and AgriCold India. At the same time, our patent attorney warned us that low-cost copycats could appear within 18 months. So in April 2023, we filed our first PCT patent and synchronized national phases with the markets where we already had negotiations underway (India, Kenya, South Africa, EU). This timing was deliberate: we didn't file globally, we filed where we were actually selling."

In 2024, we signed our first licensing deal with an Indian packaging company (5% royalty, minimum 12,000 units/year). A second deal in Southern Africa is expected in Q3 2026.

Over the next five years, we plan to license the technology in Latin America, where we already have interest from a Brazilian distributor."

An illustrative example in Creative Industries

"LuzMorena commercializes its film IP through a combination of territorial sales, streaming licenses, educational rights, remake/adaptation rights, and merchandising. Our 2024 feature Cenizas del Viento generated revenue in Spain, Chile, Argentina, and Mexico, supported by fully cleared chain-of-title.

A practical example of IP shaping our business: in 2024, a broadcaster in Spain requested global streaming rights. Because our contracts had pre-defined territorial splits, we were able to license Spain-only rights for USD 28,000 while preserving opportunities in Germany, Brazil, and South Korea, where negotiations continue. Clear IP boundaries directly increased total deal value.

Our trademark filings were timed before festival premieres to prevent unauthorized merchandise in Mexico and Spain, where we had early buzz.

By 2030, we plan to sell feature films in 20 countries, prioritizing Spain, France, Brazil, South Korea, and the U.S. Hispanic market; license one remake of our flagship film in South Korea or Spain, where Latin American adaptations trend strongly; expand Madrid trademark protection to France, Italy, Brazil and establish a rights-sales office in Mexico City and Madrid"



25. IP culture and governance

Max. 100 words

What the jury is looking for

Evidence that IP is managed systematically, not just administratively, and that your company follows sound IP practices.

Tips for a strong answer

- Describe processes: IP review procedures, staff training, NDAs, contract templates, competitor monitoring.
- Give at least one concrete example of how IP is discussed or managed internally.

An illustrative example in Tech

"At BioCool, our most effective IP practice is what we call our "48-Hour Rule." No new feature, prototype, or datasheet is allowed to leave the building until it has undergone a rapid IP screening, a process we introduced after a distributor in 2023 asked for detailed technical drawings before we had secured protection. That experience nearly cost us our encapsulation secret.

Now, every team, engineering, sales, even marketing, submits new material into a 48-hour internal IP checkpoint, led by our CTO and our external attorney. This is where we decide: patent it, keep it as a trade secret, or remove it from client-facing documents.

This one practice has prevented three premature disclosures, strengthened internal IP awareness, and ensured clean ownership in all filings since 2023. We also conduct quarterly IP reviews and require NDAs for all staff and external partners, reinforcing a company-wide culture of protection and accountability."

An illustrative example in Creative Industries

"We run a Chain-of-Title Audit before pitching any project. No script or film cut leaves the studio until rights ownership is verified. This process prevented a rights conflict in 2024 when a composer attempted re-licensing of a melody used in our score.

We also require NDAs for cast, crew, editors, and festival screeners, and conduct quarterly rights reviews using a centralized rights-management system."



26. Leadership and company culture

Max. 200 words

What the jury is looking for

Understanding of how your CEO/founder builds the company culture and acts as an ambassador for innovation and IP.

Tips for a strong answer

- Describe core values (e.g., inclusion, diversity, integrity) with concrete examples of how they are practiced.
- Show how the CEO represents the company externally (speaking engagements, mentoring, networks...).

An illustrative example in Tech

“BioCool’s culture is built on two principles: openness in learning and discipline in execution.

After witnessing repeated vaccine spoilage in rural clinics, I founded the company with a simple rule: everyone must understand the real-world stakes. This is why every new employee completes Field Week, spending five days with distributors or clinic workers in Kenya or India. It has reshaped how our team designs, sells, and tests our products.

I also mentor founders through the Africa ClimateTech Fellowship and speak on responsible innovation at events such as the Africa HealthTech Summit 2024, AgriFood Innovation Forum 2025, and UNDP Youth Entrepreneurship Week 2024.”

An illustrative example in Creative Industries

“68% of our cast and crew are women or Indigenous professionals.

All employees participate in a cultural immersion week in Oaxaca or Puebla before joining a project.

Founder Mariana Rivas speaks at FICG Industry Talks, LA Latino Film Summit, and UNESCO’s Cultural Narratives Forum. She mentors emerging producers through the Guadalajara Talent Campus.”



27. Contribution to economic, social, cultural, and/or environmental development

Max. 200 words

What the jury is looking for

An understanding of how your innovation / creation / content is useful to society, for people and/or the planet, and to what extent.

Tips for a strong answer

- Refer to the [Sustainable Development Goals](#) (SDGs): *A set of 17 global goals adopted by the United Nations to promote prosperity, reduce inequality, and protect the planet.*
- Focus on measurable outcomes: jobs created, emissions reduced, people reached, waste reduced, cultural impact, etc.

An illustrative example in Tech

“BioCool directly advances SDG 2 (Zero Hunger), SDG 3 (Good Health), and SDG 12 (Responsible Consumption & Production) by stabilizing cold-chain logistics in regions where electricity and infrastructure are unreliable.

Since 2023, our PCM packs have helped reduce food spoilage by an average of 32–40% across pilot sites in Kenya and India. For FreshRoute Kenya alone, this translated into USD 280,000 of additional income for farmers last year.

In healthcare, our cooling packs have supported the safe delivery of vaccines to 52 rural clinics, including heatwaves where temperatures surpassed 40°C.

Environmentally, our bio-based materials replace petroleum gels and eliminate approximately 14 tons of plastic waste annually among our early adopters.”

An illustrative example in Creative Industries

“Our films employ 80–120 local workers per production, deploys responsible production methods, and preserve cultural narratives that risk disappearing from mainstream media. In a nutshell, we advance:

- *SDG 5 – Gender Equality: majority-women team*
- *SDG 10 – Reduced Inequalities: Indigenous language and talent inclusion*
- *SDG 11 – Sustainable Communities: cultural preservation through film*
- *SDG 12 – Responsible Production: carbon-light workflow (–22% emissions)”*

28. Media content and additional material

No written answer is needed.

Choose any relevant file that you have not yet uploaded earlier in the form.

Examples: corporate videos, investor pitch decks, product photos, press articles.



29. Business and mentorship priorities for the next 12 months

Max. 200 words

What the jury is looking for

This question is for **WIPO's internal use only** and **does not** affect your evaluation. It enables the WIPO Global Awards team to better organize general follow-ups and resources for all applicants.

Tips for a strong answer

- Focus on 2–3 concrete priorities achievable within 24 months (e.g., raising funds, entering a new market, certification...).
- Mention where you would particularly benefit from guidance or mentorship (IP strategy, contracts, communications, partnerships, etc.).

An illustrative example in Tech

“Our main priority over the next 12 months is to complete a USD 1.5M seed-extension round to scale production and support entry into new markets. We would welcome guidance on structuring investor terms related to IP ownership and trade-secret protection.

In parallel, we are negotiating a regional licensing agreement in South Africa, and mentorship on royalty benchmarks and exclusivity clauses would be highly valuable as we expand our patent family in West and Southern Africa.

Finally, we aim to secure ISO 17025 thermal-testing certification by early 2026, which is essential to serve pharmaceutical distributors at scale.”

An illustrative example in Creative Industries

“Our top priority is to secure a USD 300,000 financing round to complete post-production for our next feature and strengthen our international sales capacity. Expert guidance on investor term sheets, particularly around adaptation rights, soundtrack rights, and royalty structures, would be valuable.

We are also preparing two territorial licensing negotiations in Spain and Brazil. Mentorship on benchmarking minimum guarantees and remake-right clauses would greatly support us.”

30. How did you hear about us?

This question is for **WIPO's internal use only** and **does not** affect your evaluation.