

- Question:** Is this awards program only open for private companies?
Answer: Yes.
- Question:** Does a company need to have revenues to apply?
Answer: No – many exciting and innovative technologies have yet to make it to market.
- Question:** If we were a Red Herring Winner in 2007-'09, are we eligible to apply again in 2010?
Answer: Former Red Herring 100 Winners are NOT eligible to apply again. We believe that "Once a Red Herring 100 Winner, always a Red Herring 100 Winner. We will be featuring several former Winners in our editorial program in a "Where are they now" session. Former Red Herring 100 Finalists are eligible to apply again and often become Winners!
- Question:** Can Private Companies located across the globe participate in this awards program?
Answer: The Red Herring 100 Asia awards program is for companies headquartered in the Asia region.
- Question:** Is there a deadline by which the nomination form should be submitted?
Answer: We will stop taking nominations after June 15, 2010. However we recommend that you submit your company as soon as possible, as submissions will be reviewed in the order they are received.
- Questions:** Must we answer all questions?
Answer: Our editorial board makes its picks based on the information submitted along with outside research. You can considerably improve your chances by submitting concise, yet detailed information. While we do not operate under NDA, all information will be held in the strictest confidence, and will not be used for other purposes. Please submit financial information, as it is often the only way to distinguish between firms with similar technologies. If you have specific questions about how we use financial information, please contact the Red Herring business staff.
- Question:** Is the website only channel provided for submissions and will we be able to make edits?
Answer: Yes. We collect nominations only through the website. You will not be able to make changes to your submissions.
- Question:** What is the process after that and when will the companies be selected?
Answer: Red Herring will select and contact 200 finalists. The final Red Herring 100 Winners will be selected from the list of finalists thereafter. These companies will be contacted and their CEOs invited to present at the Red Herring Asia event. On the final night of the event the Red Herring 100 Asia winners will be announced.
- Question:** Will press releases be sent out by Red Herring to announce the finalists and winners?
Answer: Red Herring will announce the 200 short-listed finalists and the Red Herring 100 Private Companies in separate press releases. The companies involved will be informed about the timing of these releases.
- Question:** What are the marketing benefits for the finalists and winners?

Answer: All Red Herring 100 Winners will be featured on the RedHerring.com site. Red Herring will also supply the short-listed companies with logos to use in their press releases, websites, and any other marketing collateral.

Question: Who can make a submission for the Red Herring 100 Asia Award?

Answer: Generally a company manages the submission process for itself. However, Venture Capitalists and PR companies can also submit their portfolio companies and clients. Multiple submissions do not increase the chance of being selected.

Question: As a Private Company, we are not comfortable releasing financial data. Will this disqualify us if these fields are not completed?

Answer: Your submission will be considered if you do not reveal financial information. However, not having this crucial information will limit our ability to do a thorough analysis of your company. All financial information that you submit is strictly for analysis purpose only and will not be published at any time or in any form.

Question: Will a Red Herring editorial team member be available for any conversation that can properly position our company for the selection process?

Answer: Unfortunately not. Due to the volume of submissions we are unable to communicate about any nominations – before, during and after the selection process. The judging editors will contact companies should questions arise on their part.

Question: Can you offer suggestions or hints to help us make the best submission possible?

Answer: Please provide clear, specific and brief answers to the questions. Ambiguous or lack of information precludes us from properly considering the submission. Buzzwords and technical jargon usually cause more questions than they answer.