

Important application information

Tips on preparing for the RedCabin Trinity Award application

Preparing in general

Cooperation partners

In case you already have cooperation partners RedCabin highly recommends you to speak to your partners (airlines, leasing companies, OEMs, suppliers, or academic & research institutions) that are involved in your project before you take any action with applying to the RedCabin Trinity Award. This way you make sure that everyone involved will be onboard the competition and you prevent your partners from being neglected. When it comes to filling out the application from you will then already know who to nominate – e.g. one or two main applicants or one main applicant and several cooperation partners.

About the content of your application

A.)

File formalities

Entries must include a digital PDF or PPT-document of max. 1500 words/ 9500 characters (five pages) including a maximum of seven photos/graphics describing the entry. Integrating a link for a short video is also possible. The text must start with a very short summary about your innovation. Do not mention the category you apply for as the Screening Executive Board might suggest you another category during the pre-selection.

Content

First of all, you are going to explain your innovation by providing all relevant technical information (Feasibility with respect to FAA/ EASA; Market need; Performance; Patent situation) and to answer also the question if you know about any competitive concept or product. Explain your innovation **including the specific requirements in every single category, which you will find in the definition of each category.**

Please also provide the following information:

- Explain the specific benefit for the passenger.
- Explain the specific benefit for the end-user (e.g. for the airline, the leasing company or the MRO company).

- Define the Unique Selling Point (USP) of your innovation.
- Describe the technological breakthrough of your innovation
- Explain your challenges and what your constraints are with regard to this innovation, if there are any.
- The innovative concept should have a 75% chance to become a product within two years. This will be examined by taking into account the TRL (Technology Readiness Level) criteria. Describe the level and the timeline to TRL 9 starting with TRL 1.
 - TRL 1: Basic principles observed and reported
 - TRL 2: Technology concept and/or application formulated
 - TRL 3: Analytical and experimental critical function and/or characteristic proof of concept
 - TRL 4: Component and/or breadboard validation in laboratory environment
 - TRL 5: Component and/or breadboard validation in relevant environment
 - TRL 6: System/subsystem model or prototype demonstration in a relevant environment
 - TRL 7: System prototype demonstration in an operational environment
 - TRL 8: Actual system completed and 'flight qualified' through test and demonstration
 - TRL 9: Actual system 'flight proven' through successful mission operations
- Especially for the *Sustainability Concept* category please provide all answers that are requested in the definition of the category.

Please neglect any information about your company except for your application in the category *Collaboration Excellence*.

B.)

File formalities for press & public relations

Ideally you are going to use the "RedCabin Trinity Award press & public relations form" in order to share your text that describes your entry. You will find it within the "Important application information ZIP folder". We would also like to encourage you to integrate your name as applicant (corporation, scientist, university, institution or individual natural person – like provided in the official application form), the name of the entry (name of the concept), to describe your entry in one sentence, to provide a longer description of your entry (at least 2 sentences, 10 sentences/ 150 words maximum) and to integrate press contact details such as e-mail contact and eventually a phone number.

Content

Explain what your innovation is about and what makes it so valuable for the aircraft interior industry including the information requested above.

C.)

File formalities for the photo material / press and public relations

You must provide at least two printable photos/graphics of the entry (jpg/ 300 dpi/ one picture in portrait format + one picture in landscape format) as well as a company logo also for PR purposes, which RedCabin can use for PR purposes of the award but which can also be provided to journalists. You must provide a ZIP folder with all three pictures in it. You will upload the ZIP folder in the moment when you submit your application online. College or University students applying for the Newcomer/startup category must include a PDF or JPG file of their current student ID.

Content

The pictures must illustrate your innovation.

Application screening and evaluation process

Screening

Every entry to the **RedCabin Trinity Award** is going to be viewed by the Screening Executive Board in order to check if all requirements of the competition are fulfilled. Only those entries that meet all requirements will then officially be accepted and will be evaluated by the Jury members accordingly. This means that those entries will be shortlisted.

Evaluation process

The Jury members will evaluate every short-listed entry according to the application material they have been provided with by the applicant. The complete evaluation process comprises two phases.

1. The main evaluation:

Every Jury member provides an individual score for every entry. The average score of every entry and all Jury members is the basis for the selection of the three finalists per category. Those candidates with the three highest average scores are going to enter the finals. The average score is so important because those Jury members, who are related to an applicant and his specific entry, have to abstain from voting. If that specific applicant enters the finals, then that Jury member will have to abstain from voting completely in that specific category.

The judging criteria for the scoring of the entries are as follows:

Passenger Experience Concept: Passenger benefit (Utility) 0-20 points.; Operator benefit (Utility) 0-20 pts.; Grade of Innovation 0-20 pts.

Cabin Service Concept: Operator benefit (Utility) 0-20 pts.; Passenger benefit (Utility) 0-20 points.; Grade of Innovation 0-20 pts.

Cabin MRO Concept: Operator benefit (Utility) 0-20 pts.; MRO company benefit (Utility) 0-20 points.; Grade of Innovation 0-20 pts.

Sustainability Concept: Reduced carbon emissions 0-20 pts.; Energy/ weight savings 0-20 pts.; Circularity 0-20 pts.; Impact on the environment 0-20 pts.; Grade of Innovation 0-20 pts.

Collaboration Excellence: See the judging criteria for the scoring of the corresponding category above.

New comer/ start-up: See the judging criteria for the scoring of the corresponding category above.

2. Selection of the winners at the remote Final Viewing

During the remote Final Viewing and in the presence of the Jury members every finalist will present his entry in a five-minute-pitch. After that, the Jury members will be allowed to ask questions. Each Jury member has one vote per category. The finalist with the majority of votes per category will be determined the winner. In case of a tie situation the average score of the main voting round will be the basis of the final decision.

The Winners will be awarded at the Award Ceremony.

In case of facing problems with uploading your application you are more than welcome to contact RedCabin:

Phone: +49 30 99 40 489 10

Email: info@redcabin.de

We will also help you fill out the form if you need our support.