



Steps to submit entries for the 2025 Idea of the Year competition

Log onto the dedicated website: [IdeasUK - Idea Spotlight \(wazoku.com\)](https://wazoku.com)

Login or register

If you have yet to do so, please register for a new account which you can do from the home screen, if you have already registered, please enter your username (often your email address) and the password you chose when you first registered:



IdeasUK Spotlight

Email

Password

Login

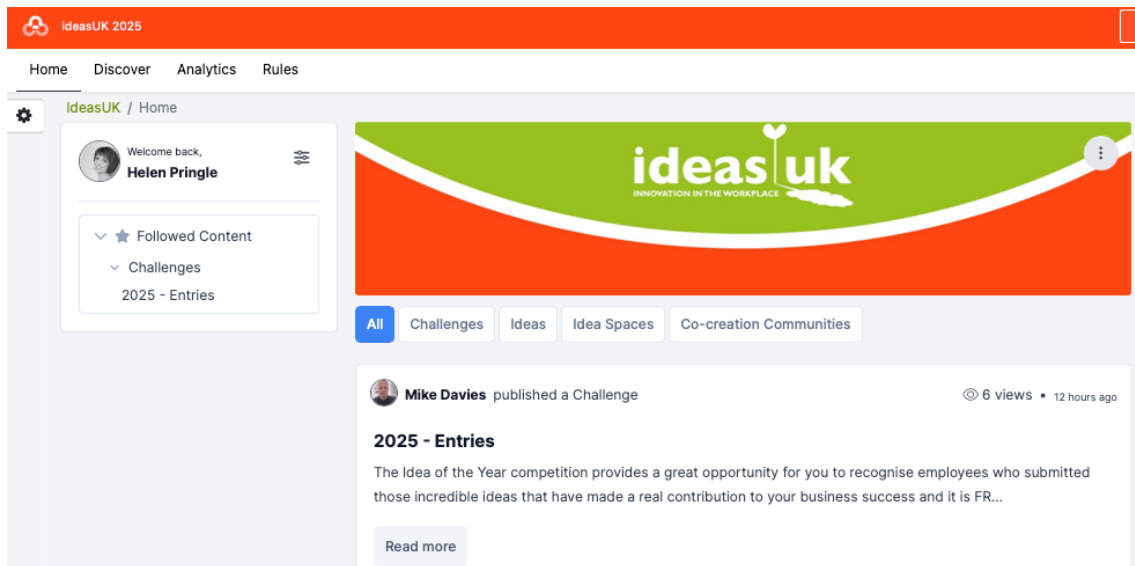
Register for a new account

Forgotten your password?

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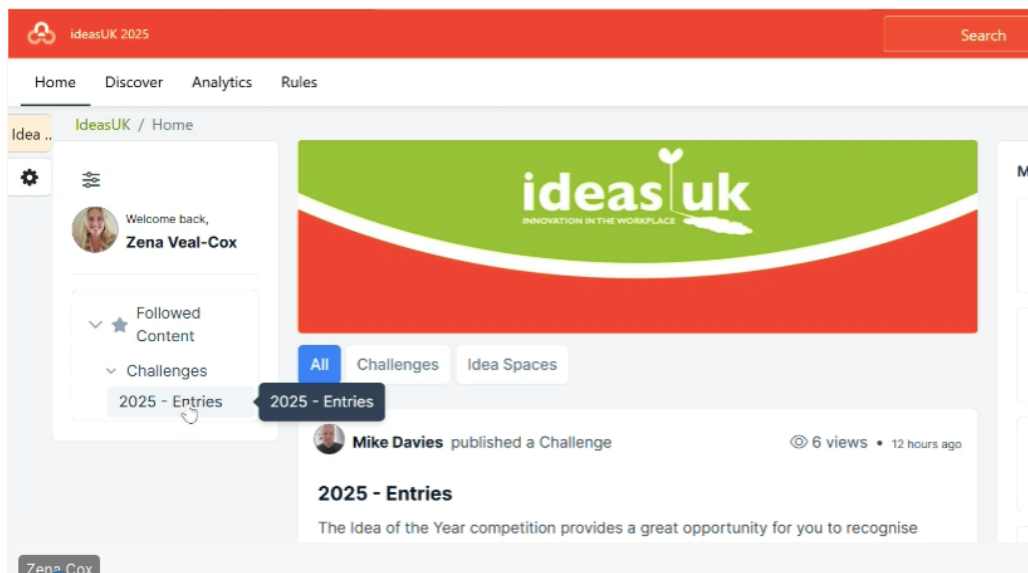
Access the site

When you enter the site, you will be greeted by a welcome screen. You will see the following:



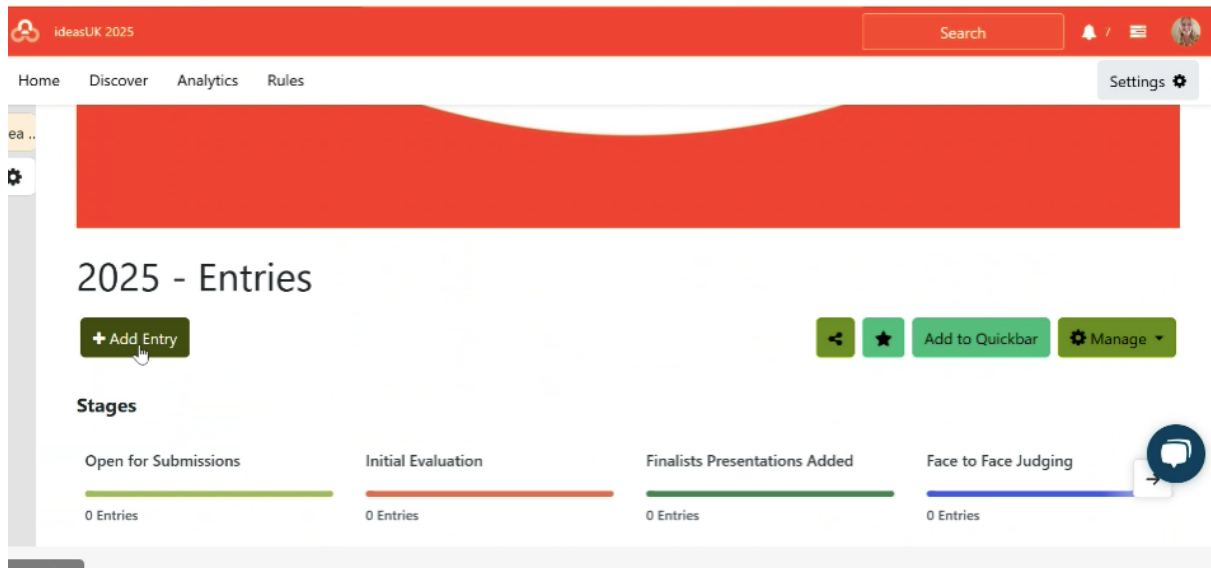
Add your competition entry

Select 2025 Entries in the left-hand column:



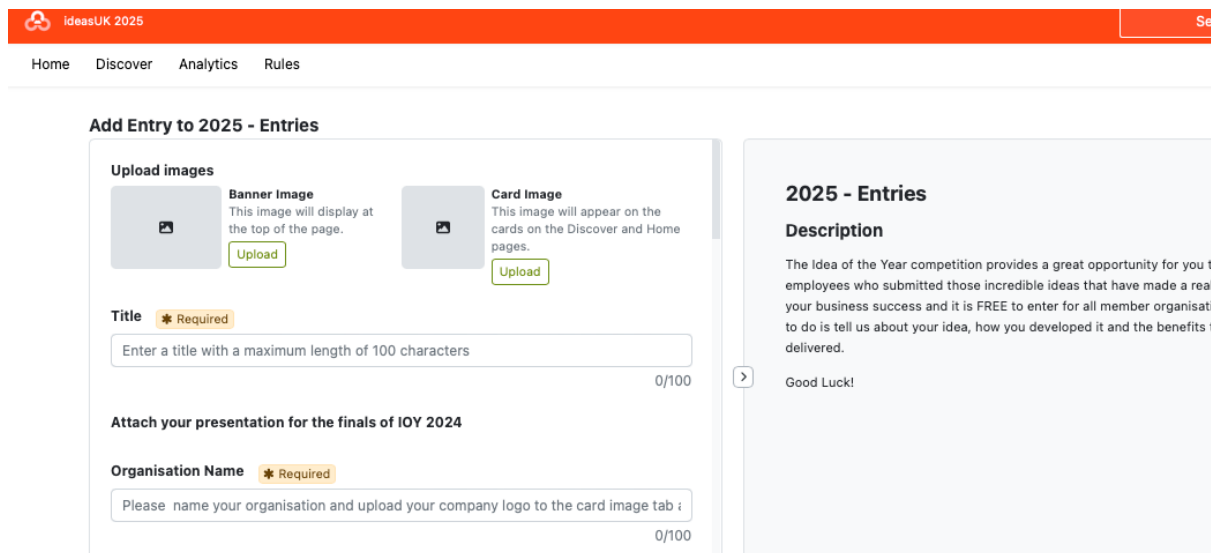
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Click the + Add Entry Button which takes you to the page where you can upload your ideas:



Adding the details for your idea:

- First add your company logo or a picture of your idea using the banner / card image buttons
- Add the title of your idea – note there is a maximum of 100 characters and the name of your organisation.



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Initiated & Developed by: * Required

- Individually created
- Team created
- Open/Partnership

Organisation Size * Required

- <100
- 101 - 500
- 501 - 1000
- >1001

Idea Categories * Required

We are asking you to state whether the idea was mainly initiated and developed by an individual who works for your organisation, whether it was initiated and developed by an internal team or whether you put an open call out for an idea or perhaps used existing ideas and technologies from another company to re-purpose for your needs, which would classify as an open/partner ideas.

We then ask you to highlight the number of employees in your organisation. Click just one answer for each question.

Next, select a category against which to enter your idea – please note, each idea should only be entered **ONCE**, so please pick the category that you feel best suits your idea

The next section is asking for a summary of your idea – to grab attention and provide the judges with an overview of your idea (maximum 1000 characters). In addition if you feel your idea could work within a second category, please make a note of it here.

Idea Summary * Required

1000

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Provide a brief overview of the idea

What problem does your idea solve or what opportunity does it exploit. Here we are asking you to describe the ‘as-is’ situation and reason behind why your idea was developed in the first place. You may want to include data or customer/employee feelings. Effectively this should provide a clear understanding of why you initiated your idea – the ‘pain’ it is solving or the new opportunity that now exists which you have exploited. (max. 3000 characters)

What problem or opportunity does your idea solve? * Required

3000

B I U S x₂ x² I_x | ☰ ☷ ☰ ☷ | ” | Size ▾ | A ▾ A ▾ | ✂ 📄 | ← → | 🔗 🗨 | 📄

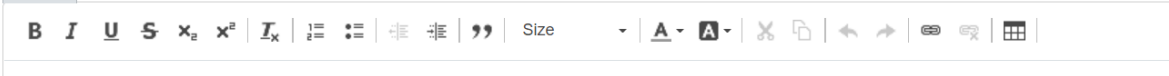
Detail the reason the idea is beneficial to your organisation

The next section is ‘Actions taken’ and is your opportunity to explain to the judging panel how your idea was developed. What did the individual or your organisation do to perhaps get this idea in the first place and how did you develop and deploy the resulting solution? You may also wish to explain how the development was funded; who was involved; how was due diligence / testing completed; what made this idea a success; whether the idea was piloted first and the results of that pilot; how the solution was then launched to a wider audience and finally why this is a novel solution for your

organisation? Effectively we are asking you to tell the story of ‘how’ your idea came to be. Please also remember that our judges may not be technical experts so remember to use simple language and appeal to their heads through the use of evidence and data and their hearts. (This is the largest section - max. 3000 characters)

Actions taken * Required


3000



In the final written section, we ask you to share the idea outcome and impact your idea has had. This can either be numerical in terms of costs saved or income generated, or less tangible, such as employee engagement, customer happiness or sustainability impacts. In essence the judges would like to know what benefits your idea has had on the initial problem / opportunity you were solving for. (Max. 2000 characters)

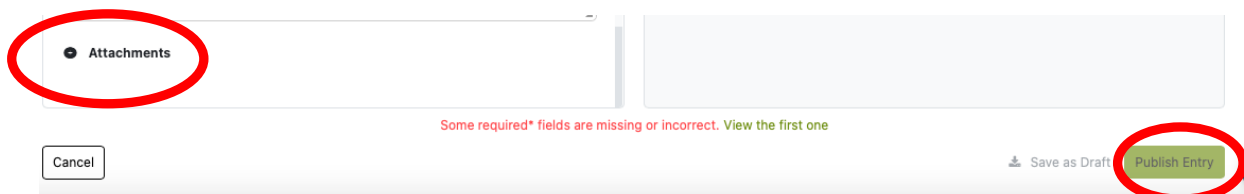
Idea outcome and Impact * Required

2000



Detail the tangible and non-tangible outcomes of your idea

Finally, there is the opportunity for you to add attachments – but these should **only be photos or perhaps graphs** to help the understanding of what you did, what the solution looks like and/or what the benefits were. The judges **will NOT read** attachments that are purely additional written information. The maximum size for each attachment is 5MB.



Some required* fields are missing or incorrect. [View the first one](#)

Cancel Save as Draft Publish Entry

You can save your idea at any point using the ‘Save as Draft’ button and come back to it later. Once you have added all the information click the ‘Publish’ button and the idea will automatically be sent to the judges to read.

Should you wish to discard your idea – you can click the ‘discard’ button to delete your entry.

All entries must be in the system and ‘published’ by **FRIDAY 4th JULY 2025**.

That’s all that you need to do, we look forward to receiving your competition entries and Good Luck!