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EDTECH

List Submission Guide

The EdTech 10 List celebrates women in EdTech who are creatively using technology for good in education.



This guide will help you craft a compelling submission that highlights your achievements and aligns with the judging criteria.

When marking submissions, judges will evaluate the relevance to the EdTech 10 List mission statement, use of tech for good, impact and reach, innovative use of technology, and context. Each category is given a score from 0-5, using evidence from all the answers to the questions in the submission. Each category is weighted evenly.

While writing your answers to each question, be sure to follow the below guidelines:

- Be specific and avoid vague statements.
- Use data and evidence to support your claims.
- Make your submission engaging by telling the story of your work and its impact.

- Ensure your submission is well-written and free of errors.

- Be mindful of the character count for each question.

Information about Nominations

- It is free to make a submission to the Bett UK EdTech 10 List.

- You can nominate yourself or someone else.

- Anyone from any country is eligible to be nominated or nominate themselves for the Bett UK EdTech 10 List.

- You may nominate multiple people - repeat the submission process for each person.

- The deadline to nominate yourself or others is 30 September 2026.

- Winners will be invited to attend Bett UK 2027 from 20-22 January at the ExCel London, United Kingdom, to take part in a prizegiving ceremony.

Question 1



Please provide a short description on your/the nominee's work in EdTech. What makes the you/the nominee a good candidate to be recognised in the EdTech 10 List?

Provide an overview of the work you do in EdTech and why it is important. Tell us how long you have been doing this, who you have worked with, why you have pursued this work and any other relevant information.

This category also reflects how relevant the applicant and their work is to the EdTech 10 List mission statement, which is outlined here:

The Bett EdTech 10 List is a celebration of women in EdTech, recognising women's role in shaping education through innovative, exciting solutions and practice. The initiative celebrates women who are creatively using technology for good in education.

To meet this criteria, please explain how your work and mission are relevant to the EdTech 10 List. Mention specific aspects of your work that align with the mission statement and explain why they are relevant.

Question 2

The Bett EdTech 10 List is about celebrating women using tech for good. Identify 2 of the United Nation's Sustainable Development Goals which are relevant to the work you do/the nominee does. How does your/the nominee's work support these goals?

This category aims to help you articulate how your work aligns with the United Nations' Sustainable Development Goals (SDGs) and demonstrate its impact. This category ensures we can celebrate the work being done which has social and environmental impact.

Ensure you familiarise yourself with the 17 SDGs established by the United Nations by using the website: <https://sdgs.un.org/goals>.

To format your answer to this question, use the guide below:

1. Identify the two goals that are most relevant to your work.
2. Explain how your work aligns with each of the two selected SDGs, being specific about the connections and relevance.

3. Demonstrate how your work achieves these goals by showing tangible evidence. This can include data, examples, testimonials, or any other relevant proof. Clearly outline the outcomes and successes of your initiatives, focusing on measurable impacts and real-world benefits.



Question 3

Describe the scope of impact of your/the nominee's work. How does your/the nominee's work impact others and what does that impact look like?

This question will help the judges assess who has benefited from your work, the quality of their benefit and how far it has reached. Don't worry, this question isn't measured just on the quantity of people your work has impacted, but also the quality of this impact. You can attach evidence to this question to demonstrate impact if relevant.

To answer this question, provide a brief overview of your work, including its objectives and

target audience. Highlight the extent of your work's reach within the community. Include details on how many people or groups have been affected.

Make sure you clearly articulate the impact your work has had within your target audience. Be specific about the changes or improvements that have resulted from your efforts, with evidence such as testimonials or examples if possible.

If applicable, explain any significant or notable impacts your work has had. This could include long-term benefits or widespread changes. If your work has had an impact beyond your immediate community, be sure to mention this. Explain how your initiatives have reached a wider audience or influenced other communities.



Question 4

How does your/the nominee's work innovatively utilise technology in education?

The EdTech 10 List is a celebration of women using technology innovatively in education. This question will help you explain how your work features technology.

To answer the question, clearly articulate how you are using technology in your work. Be specific about the tools and/or platforms you are using. Highlight what makes your use of technology innovative. Explain how your approach is unique or

different from traditional methods, supporting this with concrete examples. Describe specific instances where your innovative use of technology has been applied in your educational work.

If applicable, mention any broader benefits or long-term impacts that your innovative use of technology has had. This could include improvements in learning outcomes, increased engagement, or other positive changes.

Question 5

Why is the work you do/the nominee does important for your community, region and country? Please highlight any regional challenges and how you have/the nominee has addressed these.

The Bett UK EdTech 10 List recognises the global diversity and the different contextual challenges faced by women across the world. This question takes this into consideration and provides an opportunity to explain how your work is relevant to these challenges.

Begin by providing a brief overview of the specific

challenges faced in your region. These could be related to education, technology access, socio-economic factors, or other relevant issues.

Clearly articulate how your work addresses the identified regional challenges. Be specific about the strategies and solutions you have implemented.

GOOD LUCK

for your submission to the
Bett UK 2027 EdTech 10 List.

If you have any further questions about the
initiative or making a submission,
please visit our  **website**
or email  **registration@bettshow.com**

