

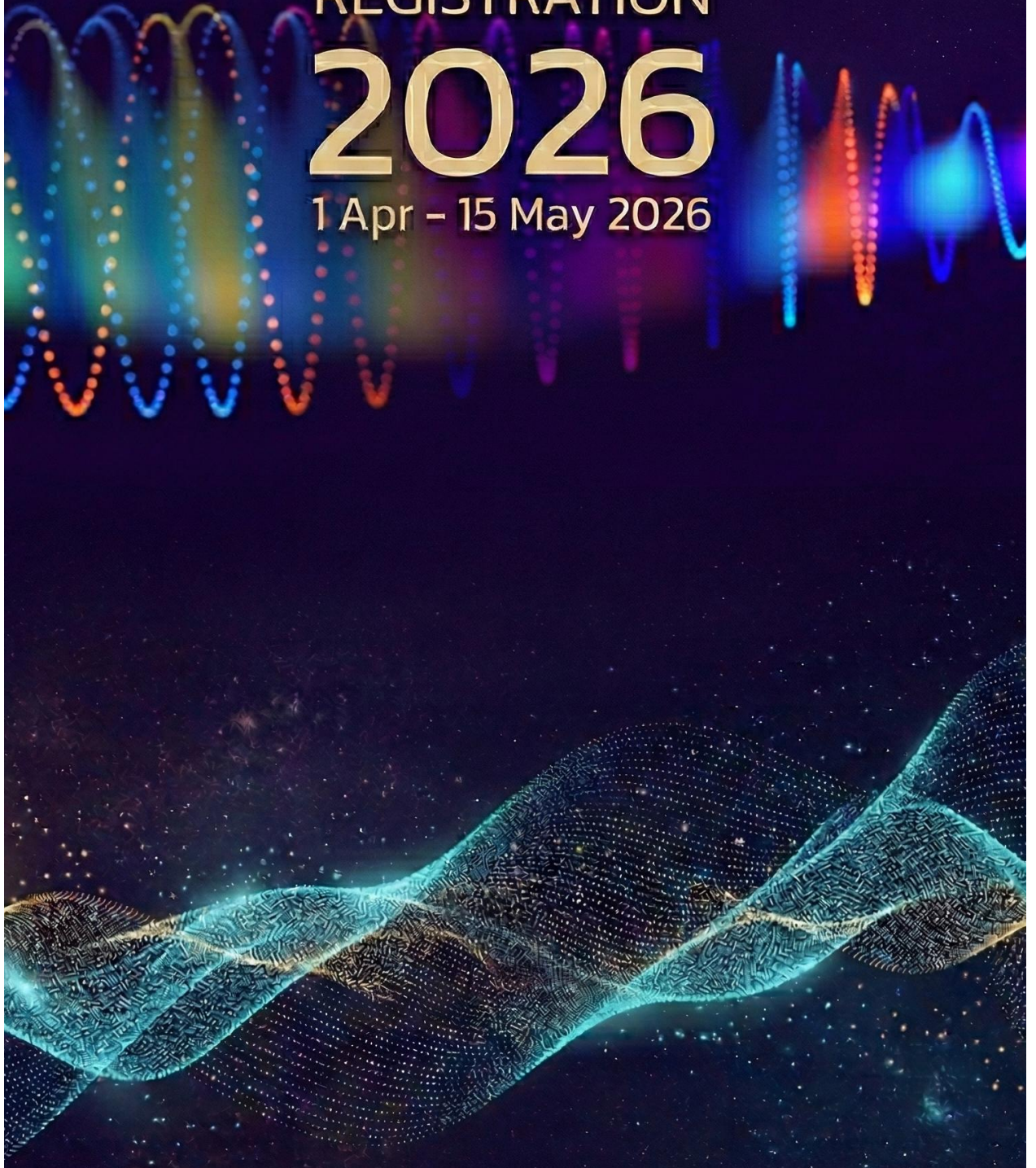


มหกรรมนวัตกรรมข้าว
CP INNOVATION EXPOSITION

PROJECT
REGISTRATION

2026

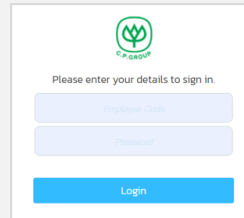
1 Apr - 15 May 2026



How to login

Group 1 (Group that studies CoC through CPG system)

- Non-listed BU (Thailand)
- CP AXTRA, LOTUS'S Malaysia
- China BU except CP Pharmacy, Zheng Xin Bank
- CPG Oversea : Myanmar CP, CP Bangladesh, CP Pakistan,

- USERNAME: Employee code
- PASSWORD: Use the same password as the one used to log in to the CPG learning system, such as: CoC or COIC

Group 2 (Group that did not study CoC through CPG system)

- Listed BU : CPF, CPF oversea, CP ALL, TRUE
- China BU : CP Pharmacy, Zheng Xin Bank



- Send your Name-Surname, Employee ID, E-mail to SD-techsupport@cp.co.th
- Wait to receive your Username and Password via the email address you provided.

- The registration form consists of 5 pages.
 - Page 1 Basic Information
 - Page 2 Background and Strategic Alignment
 - Page 3 Novelty and Differentiation
 - Page 4 Technical Excellence and Business Impact
 - Page 5 Scalability
- If your project is pass through first round, Project's business impact will be summarized to total economic value from CP Innovation Exposition 2026



PAPER INFORMATION

BASIC INFORMATION

1 STRATEGIC ALIGNMENT

2 NOVELTY & DIFFERENTIATION

3 TECH EXCELLENCE & BUSINESS IMPACT

4 SCALABILITY

BASIC INFORMATION

Project Information

Project Code 2026_product_0000051

Project Name

Local Language English

test

Business

Change Business AXONS CPF,Thailand

Business Unit

Project Member (Member within C.P.Group.)

Add member

Project member (External collaborated member.)

Add External member

Project Coordinator

ADD NEW COORDINATOR

Innovation Category & Related Technologies

Innovation category

- Product / Service Innovation
- Process Innovation
- Business Model Innovation
- Sustainability Innovation

Related Technologies

- Digital Computing (Data Platform, IoT, Cloud)
- Biotechnology
- Robotic
- AI
- Other, Please specified

Project Commencement Year

Performance Measurement Period (A.D.)

to

Cancel

Save

Save and Next

Delete Project



Member

Member Search

Please ensure your Employee ID is correct, as it will be used to reference your Innovation Score should your project advance to the final round.

กรณีไม่พบข้อมูลพนักงาน

หากคุณไม่พบข้อมูลพนักงาน กรุณากดปุ่มด้านล่างเพื่อส่งคำขอเพิ่มข้อมูลพนักงาน ทีมงานของเราจะตรวจสอบและติดต่อกลับไปยังอีเมลที่คุณระบุไว้

[OPEN REQUEST FORM](#)

Name - Family name

Employee code

Company email

Telephone number

Department

Project role

Project Leader

Project Member

Cancel

Save

Member

REQUEST FORM

Firstname

Family name

Employee code

Company email

Country

SELECT COUNTRY

Department

Position

Telephone number

Project role

Project Leader

Project Member

Cancel

Save

1. Fill in project name in local language and English language (*Require field)
2. Select Country > Business group > Business line > Company (*Require field)
3. Fill in department
4. Fill in project member data (members within the C.P.Group). Members within C.P.Group include member from the same business group and member across business groups within C.P.Group. You can add project members by search then select member and save.
 - Type to search by employee code or first and last name.
 - If the employee code is not found, press “open request form”, fill in the details completely, check the accuracy , and press save.
 - The system will add members with a “Pending” symbol on the added member and wait for IT team to verify the data and update data in the system.
 - ** Pending Member data has no effect on the registration process. You can register your project as usual.
 - *** If the member data you add is incomplete, it may result in that member not receiving innovator points or not having their name on the trophy.
 - When the data is added to the database, the “Pending” symbol will disappear, and the member addition is complete.
 - Project register person and coordinators are not automatically project members. If you are a project member, you must add all project members in this section***
5. Fill in the external collaboraton project member data (members outside C.P.Group) (if any) by clicking “Add External Member” and filling in the details completely.
6. Fill coordinator information by searching with the employee ID or name. If you cannot find the employee's ID, please click "Open Request Form". Fill out the details, check accuracy, click save, and complete the coordinator's email and phone number. (*Require field)
7. Select innovation category
8. Select or fill relevant technology
9. Specify the start year of development (A.D.) and the period for performance measurement.
10. Click “Save and Next”; the system will automatically save the data on that page. You can return to continue filling out the information later.



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1 PROJECT RATIONALE & STRATEGIC ALIGNMENT

1.1 Problem Statement, Pain Points, Weaknesses, Business Opportunities, Social/Sustainability Impact, and value delivered upon completion.

10 points

Noted: Supporting Quantitative Data (Impact Size/Cost/Market Size) should be provided to clearly define Pain Points and align them with "Strategic Business Opportunities"

1.2 Explain the Strategic Alignment with Your Organization's Strategy.

10 points

Noted: Clearly specify the Strategy Name/Strategic Pillar, along with concrete Strategic Goals and KPIs. Explain the logical "Cause-Effect" relationship and present numerical results or specific targets that the project significantly drives.

1.3 Explain Synergistic Alignment with Group Strategy or Affiliates

5 points

Noted: Clearly identify the alignment with Group-level strategies or relevant Business Units. Explain systematic synergy mechanisms (Process / Platform / Data / Supply Chain / Customer Ecosystem) along with numerical results or a concrete, measurable implementation plan.

Cancel Save and Back Save Save and Next

- 11. Fill in the background, pain points, opportunities, or potential impacts, including the expected benefits from the project. (1.1)
- 12. Fill in the strategic alignment with your Company/Business Line/Business Group strategy. (1.2)
- 13. Fill in the strategic alignment with the Group-level strategy. (1.3)



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2 Novelty and Differentiation

2.1 Explain the Differentiation from Industry Peers or Competitors.

10 points

Noted: Clearly demonstrate the Unique Value Proposition in comparison to industry peers or competitors, supported by quantitative evidence and actual results that prove a sustainable competitive advantage.

Upload Photos

Max 5 images (.png, .jpg, .jpeg), 200KB - 5MB per file.

Attach Image

2.2 Explain the technological advancements, novel innovations, or new business models pioneered by this project.

10 points

Noted: Clearly demonstrate the technology, development methodology, and distinctiveness. Specify which components were developed in-house versus outsourced or purchased. Provide empirical evidence, such as Prototypes, Roll-outs, Patents, Copyrights, Trade Secrets, or models that are difficult to replicate.

Upload Photos

Max 5 images (.png, .jpg, .jpeg), 200KB - 5MB per file.

Attach Image

2.3 Explain whether this project is a "First-in-Market" or "First-in-Industry" innovation, and how.

5 points

Noted: Provide empirical evidence of clear "First-in-Market" status (National / Industry / Regional / Segment level), accompanied by a comprehensive competitor and market analysis, and a distinctive Value Proposition.

Upload Photos

Max 5 images (.png, .jpg, .jpeg), 200KB - 5MB per file.

Attach Image

2.4 Explain whether the project has registered any Intellectual Property (IP) rights, and provide details.

5 points

Noted: Provide evidence of Intellectual Property (IP) filings or granted protections, or demonstrate a clear IP Portfolio related to the project.

Upload Files

Max 5 files (.png, .jpg, .jpeg, .xls, .xlsx, .doc, .docx, .ppt, .pptx, .pdf), 200KB - 5MB per file.

Attach File

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14. Describe the differences or unique value proposition compared to the same industry or competitors. (2.1)
15. Describe the methods or technologies used in the project's development, and the novelty or innovativeness of the work. (2.2)
16. Describe the level of market leadership. (2.3)
17. Describe the intellectual property of the project. (2.4)



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3 TECH EXCELLENCE & BUSINESS IMPACT

Please use this exchange rate to calculate financial result to THB

1 USD = 31.5912 THB

1 RMB = 4.5650 THB

3.1 How does the technical performance outperform existing alternatives? (Based on Benchmark Data, Stability, or Reliability).

15 points

Noted: Technical Results vs. Baseline or Benchmark (Multiple results may be specified).

Add Result

Result	Baseline	Actual	Unit
--------	----------	--------	------

Noted: Note: Explain the technical performance superiority over the baseline or existing alternatives. Demonstrate numerical improvements in specific dimensions (e.g., Speed, Accuracy, or Stability).

Upload Files

Max 5 files (png, jpg, jpeg, xls, xlsx, doc, docx, ppt, pptx, pdf), 200KB - 5MB per file.

Attach File

3.2 Business Impact (Revenue, Cost Savings, Profit, ROI, IRR, or Sustainability impact)

20 points

Noted: Multiple KPIs may be specified (Scoring will be based on the KPI with the highest impact).

Revenue [Add Revenue](#)

KPI	Target	Result	Unit
-----	--------	--------	------

Cost [Add Cost](#)

KPI	Target	Result	Unit
-----	--------	--------	------

Profitability [Add Profitability](#)

KPI	Target	Result	Unit
-----	--------	--------	------

Investment [Add Investment](#)

KPI	Target	Result	Unit
-----	--------	--------	------

Sustainability [Add Sustainability](#)

KPI	Target	Result	Unit
-----	--------	--------	------

Noted: Explain the source of data or the calculation methodology for each KPI. For annual KPIs, provide historical data for the past 3 years and use the average as the final annual KPI value.



Please attach photos and videos providing an overview of the project.

Video: Overall project detail

Upload 1 project video only: MP4 format (H.264/AAC), 3-5 mins, max 400MB. Recommended: 720p/1080p at 25/30fps.

Attach VDO

Photo: project picture

1 image only (.png, .jpg, .jpeg), 200KB - 5MB.

Attach Image

Presentation: project PPT

Please attach only 1 video file showing an overview of your project, 3-5 minutes long, VDO size is not larger than 400MB (recommended resolution: 720p or 1080p, and frame rate: 25 or 30fps).

1 file only (.ppt, .pptx), Max 100MB.

Attach File

Team photo

Please upload a high-resolution image. For photos taken with a camera or mobile phone, a resolution of at least 10 megapixels is recommended. For infographics or design layouts, the image should be saved at a resolution of at least 3648x2736 pixels. Only one image can be uploaded.

1 image only (.png, .jpg, .jpeg). Max file size 10MB.

Attach Image

Project cover

Upload a project cover image for presentation and publication in the KM system (for shortlisted projects).

Project Cover Content Guidelines

Visual Clarity The image should reflect the innovation or key project outcomes (e.g., a clean app interface or an action shot of it in use).

Attractive Use high-quality, vibrant, and sharp images. Avoid dark or blurry photos.

Short Text (Optional) Project names or slogans may be included, but ensure the font is large enough to remain legible even when scaled down.

Avoid Clutter Avoid overcrowding the image with too much detail. Focus on a single, key highlight.

1 image only (.png, .jpg, .jpeg), 300KB - 5MB | 16:9 Ratio (Rec. 1920x1080 px)

Attach Image

Cancel

Save and Back

Save

Save and Next

18. Specify the technical outcomes of the project; multiple outcomes can be identified. (3.1)

19. Describe and provide supporting evidence, numerical data, or the calculation methodology for these outcomes.

20. Specify the business outcomes, categorized into five areas: Revenue, Cost, Profit, Investment, and Sustainability.

The project owner should only select the business outcomes relevant to their project; multiple outcomes can be identified. (3.2)

21. Describe and provide supporting evidence, numerical data, or the calculation methodology for these outcomes.

22. ** For financial outcomes, please calculate the monetary value in Thai Baht (THB) using ONLY the prescribed exchange rate. Failure to do so may result in inaccurate financial results for your project.

23. Attach videos, images, or presentation files as supplementary information or to enhance the judges' understanding.

24. Attach a photo of the project members (can be added later if shortlisted). This photo will be used for display or on stage during the awards ceremony.

25. Attach a project cover image (can be added later if shortlisted). This image will serve as the project's cover page within the Group's KM system.



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4 SCALABILITY

4.1 Explain how this project scalable and expansion to other departments or business units, both locally and internationally.

5 points

Noted: Clearly identify synergetic Business Units (BUs) or present an approved rollout plan with an allocated budget. Establish a well-defined expansion model (Standard Template / Playbook / Central Support) and demonstrate quantitative results from the expansion.

4.2 Explain how this project expanding into new businesses.

5 points

Noted: Must possess a clear Business Model with proven Market Validation, demonstrated by actual revenue or Letters of Intent (LOI). This includes a comprehensive Scale-up plan and strong revenue-generating potential.

Cancel

Save and Back

Save

Save and Close

Submit for Review

- 26. Describe the project's potential for scalability and replication across other departments, companies, cross-business groups, or international boundaries. (4.1)
- 27. Describe the potential for spinning off the project as a new, standalone business. (4.2)
- 28. You can click "Save and Close" to return to add or edit information later. The project will remain in the "Draft" status.
- 29. Once the information is complete and you wish to submit, please click "Submit Project". The project status will change to "User-submitted".
- 30. Only projects in the "User-submitted" status will be shortlisted for the next stage of judge evaluation.
- 31. When you have completed the information, on the "My Projects" page, you can click "View" to see all the data you entered. You can also print and save it as a PDF file by clicking the three dots in the upper right corner of the webpage > Print > Save as PDF.