# Google Cloud AI Groundbreaker Award for Next '25

Guidebook

**Google** Cloud

**AI Groundbreaker Award**

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Overview
of the program

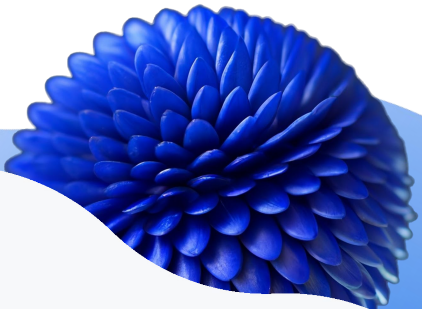Google Cloud

# It's your time to shine

Elevate your AI leadership. Showcase how your innovative AI solutions and proof of concepts built on Google Cloud AI products are solving real-world business challenges.

# Google Cloud AI Groundbreaker Award for Next '25 at a glance

## Summary

These awards are open to current Google Cloud customers who have showcased innovative thinking and exemplary application of our AI products and solutions.*

Review the official rules and prepare your responses. Please see a few sample entries.

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## Winners will receive

- Recognition at Google Cloud Next '25
- AI Groundbreaker trophy
- AI Groundbreaker certificate of recognition
- Opportunities to promote your story through Google Cloud marketing and events

*Awards are subject to change at Google Cloud's discretion.

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# Key dates

**Jan. 21, 2025**
Applications open

**Feb. 28, 2025**
Applications closed

**March 2025**
Winners notified
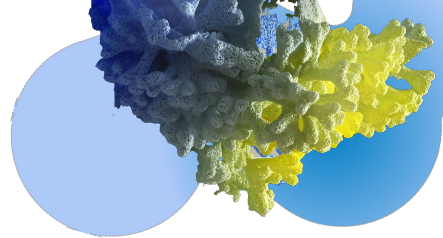
**April 9-11, 2025**
Winners announced at Next '25

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02

Categories
and criteria

# Categories

**01**   Code Agent

Build an AI agent that assists developers with coding tasks, such as code generation, code review, and code completion.

**02**   Creative Agent

Create an AI agent that helps marketing and creative teams generate content, design assets, and streamline workflows.

**03**   Customer Agent

Build an AI agent that provides personalized and helpful interactions with customers across multiple channels.

**04**   Data Agent

Build an AI agent that analyzes data, extracts insights, identifies patterns, and surfaces actionable recommendations.

**05**   Edge Agent

Build an application with the latest in AI and run inference on-premises location and/or data center.

**06**   Employee Agent

Create an AI agent that assists employees with tasks, automates workflows, and provides support.
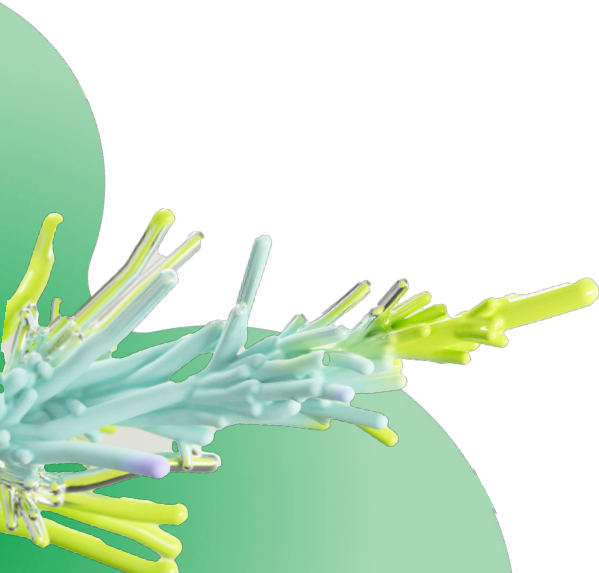
**07**   Security Agent

Build an AI agent that helps security teams identify threats, investigate incidents, and respond to attacks.

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# Judging stages

## Judging will consist of two stages

### Stage 1: Gemini evaluation (virtual judge)

- Gemini in Google AI Studio will assess each submission and assign scores from 1 to 5 (with 5 being the highest score) on each of the seven criteria listed below as well as an opinion on the overall projects.
- This initial assessment will identify the top-performing entries.

### Stage 2: Judge panel review

- A panel of Google Cloud-employed experts will review the top-scoring submissions from Stage 1.
- They will evaluate and score these entries based on the same criteria and select the final winner(s).

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AI Groundbreaker Award

# Judging criteria

## Projects will be judged using the following criteria:

**Innovation and creativity:** This criterion assesses the novelty and originality of the submitted solution. Judges will look for unique approaches to addressing the chosen challenge, creative use of AI to solve business challenges. Judges measure by evaluating the uniqueness of the approach, the cleverness of the solution, and its potential to inspire others.

**Technical execution and functionality:** This measures how well the solution is built and how effectively it functions. Judges measure by evaluating the technical soundness of the AI models, the quality of technical architecture, and the overall robustness and reliability of the system.

**Impact and business application:** This criterion focuses on the tangible benefits and real-world applicability of the solution. Judges will consider the potential for the project to solve a meaningful problem, its scalability, and its potential for commercialization or broader adoption. Judges measure by evaluating potential impact of their solution through quantifiable metrics, case studies, or realistic scenarios.
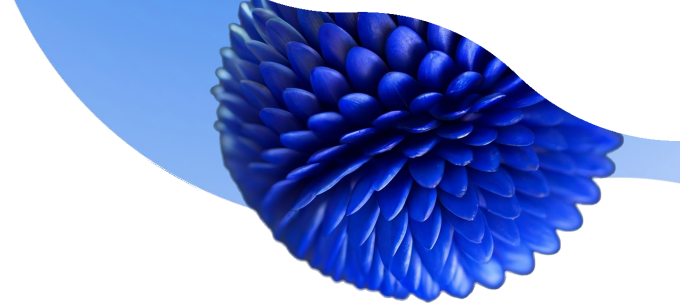
**User experience and design:** This assesses the overall user experience and design of the solution. Judges will consider the intuitiveness of the interface, the accessibility of the solution, and its overall aesthetic appeal. Judges measure by evaluating user interface demos, user feedback (if available), and design documentation will be used to evaluate the user experience.

**Adherence to the submission categories:** This measures how well the project aligns with the chosen submission category and addresses the specific challenges or themes outlined. Judges measure by evaluating the project description and deliverables to ensure alignment with the selected category guidelines and objectives.

**Presentation and communication of the project:** This criterion evaluates how effectively the team communicates their project, both in written and (potentially) oral presentations. Clarity, conciseness, and compelling storytelling are crucial. Judges measure by evaluating the quality of the written submission, the clarity of diagrams and visuals, and the persuasiveness of the presentation (if applicable) will be assessed.

**Scale of the project:** This assesses the ambition and scope of the project. While not solely about the size of the data or the complexity of the model, it considers the potential reach and impact of the solution. Judges measure by evaluating the project's scope relative to the resources used and the potential for widespread adoption or application.

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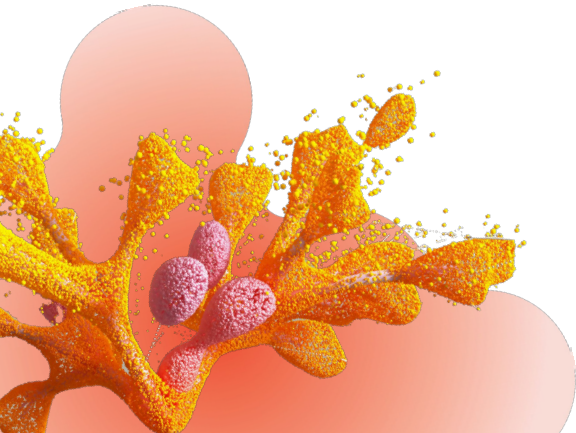
# Google Cloud products

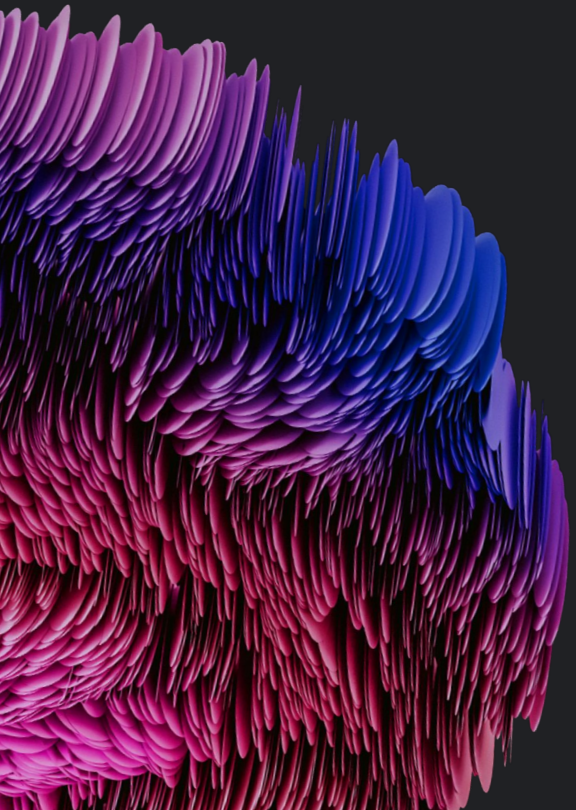Submissions must use one or more of the following Google Cloud products.

## Choose one or more of the following:

- **Vertex AI** for training and deploying ML models and AI applications.
- **Gemini** for generative AI capabilities
- **Gemini Code Assist** for AI-assisted application development.
- **Google Workspace** for AI-assisted productivity.

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# 03

# How to apply

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# How to apply

## Step 1: Prepare your responses

Review the submission form, sample entries, official rules, and this guidebook. We recommend preparing your responses ahead of time, before submitting them on the form.

## Step 2: Complete the fields

Follow the instructions on the form to complete and submit the application.

## Step 3: Celebrate on Apr. 9-11, 2025

A public announcement and celebration of winners will take place at Google Cloud Next '25.

**Apply now »**

## Need-to-knows

Submissions open January 21, 2025 and close February 28, 2025.

You can apply for as many agent categories as you like.

If you're submitting multiple solutions or proof of concepts, please submit a separate application for each.

Please coordinate with your team to submit one application per company per solution, or designate one submitter.

Please review the form details carefully for additional details around the application process.

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See Official Rules for more detail.

# FAQ

**Are there any specific eligibility requirements?**

Yes. In order to enter, you must be a Google Cloud customer and submit a complete application by 11:59 PM PT on February 28, 2025 that includes the following:

- A written description of the solution and the Google Cloud products involved
- A link to a publicly accessible PDF containing a solution overview diagram, workflow, architectural diagram, and/or images that will support the technical experience of your application
- A link to a publicly accessible demo video on YouTube showcasing the business value and technical functionality (5 minutes max). You must include #GoogleCloudAIGroundbreakerAwardContestNext25 in the description of your video

**Can I edit my application once I've submitted it?**

Yes. Once you've submitted your completed application, you can make edits until the Feb. 28, 2025 deadline. To return to the form, use the unique URL you receive in your confirmation email. You can also share that URL with anyone in your organization and invite them to contribute and/or edit your responses.

**How many times can my organization apply?**

You may submit to as many agent categories as you like, ideally, via one submission form per POC or solution to avoid duplication. A customer can receive up to two awards.

**Will the info I submit be confidential?**

No. You should be ready for your work to be seen publicly if you apply for this award. The information you submit will be seen by the Google Cloud AI Groundbreaker Award team and the Google panel of judges and part of the application includes video content and architecture diagrams, both of which must be publicly available.

**What can I win?**

Winners will receive an array of recognition, including:

- Recognition at Google Cloud Next '25
- AI Groundbreaker Award trophy
- AI Groundbreaker Award certificate of recognition
- Opportunities to promote your story through Google Cloud marketing and events

**When are winners announced?**

Winners will be notified of the results via email in March 2025. Winners are required to keep this confidential until the official announcement April 9-11, 2025 at Google Cloud Next '25.

**How are winners determined?**

Please see section **7. Judging** in the Official Rules.

**Where can I find this year's submission questions?**

We created a few sample entries to help you develop your responses. The questions and character limits reflect exactly what you'll see on the form. Check out other resources on the Google Cloud AI Groundbreaker Award for Next '25 page.

**Who can I contact if I have additional questions?**

Contact your account manager with any questions about the Google Cloud AI Groundbreaker Award for Next '25.

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Thank you

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