

BABYTECH® AWARDS 2026-27

ベビーテック® アワード 2026-27

BabyTech® Awards 2026-27 Entry Guidelines

Entry Guidelines

- Part 1 Overview
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Entries accepted: Friday 23 October 2026 – Friday 18 December 2026, 24:00 JST

BabyTech® Awards Organizing Committee and Judging Committee

30 October 2026 edition · Reference translation

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About this document

* The English version is a reference translation. The Japanese version is authoritative and prevails in the event of any discrepancy.

This document is a PDF of the Entry Guidelines published on the official website (30 October 2026 edition). The text is the same as the English pages of the website.

Please check the official website for the latest information. Any revisions will be announced in the “Updates” section of the website.

The Terms of Entry and the Privacy Policy are not included in this document; please see the official website.

Entry Guidelines (official website)
https://babytech.jp/en/bta2026-27/

Terms of Entry (reference translation)
https://babytech.jp/en/bta2026-27_terms/

BabyTech® Awards Privacy Policy (reference translation)
https://babytech.jp/en/bta_privacy/

Entry registration form
https://form.run/@bta2026-27-entry

Entry registration form
https://form.run/@bta2026-27-entry

QUICK START

New to BabyTech® Awards?

BabyTech® Awards (BTA) recognizes digital products, apps, services and appliances that support families from conception and pregnancy through the care, education and health of preschool children. Entries are judged by a committee of experts. The Awards have been held every year since the first edition in 2019; this is the eighth.

Entering takes two phases

1. Entry registration (5–8 minutes). You enter only your company or organization name, contact details and the number of products you plan to enter. Please read and agree to the Terms of Entry and the BabyTech® Awards Privacy Policy before registering.
2. Submission of judging materials. Using the web form or the Excel template linked in the acceptance email from the secretariat, submit the details of each product.

Selection and awards

- Products that pass the first-stage (document) review become BTA Selection products and may use the BTA Selection mark.
- In the second stage (hands-on trial and online presentation), a Grand Prize and Excellence Awards are chosen in each category.
- There are also Special Awards chosen by sponsoring companies and organizations, and Hall of Fame recognition for products that have won three times in total.

Entry fee

- EUR 400 or USD 450 per product for entries from businesses based outside Japan (you may choose the currency). Early-bird discounts do not apply; payment is by PayPal invoice.
- If you are on our announcement mailing list, a coupon of EUR 30 or USD 35 per product applies.

Schedule

- Entries accepted: Friday 23 October 2026 – Friday 18 December 2026, 24:00 JST
- BTA Selection list announced: Thursday 24 December 2026 / Award winners announced: Thursday 25 February 2027
- Awards ceremony and exhibition: mid-March 2027 (weekday), planned at Tokyo Innovation Base (Yurakucho, Tokyo)

WHAT'S NEW

What has changed since last year

- Entries now include a declaration on how personal data and AI are handled. The declaration is checked in the first stage and is also used in the second-stage evaluation.
- The "Memorial, Records & Memories" category is now "Memorial", and the "Social Impact" category is now "Support for Employers and Local Governments". The definitions of some categories have also been revised.
- Hall of Fame recognition now requires that at least one of the three wins is a Grand Prize or an Excellence Award.
- The early-bird discount has been simplified to two tiers (the maximum JPY 15,000 discount applies until Tuesday 10 November).
- The entry fee for entries from outside Japan is now set in foreign currency.
- The advance first-stage review for products aimed at childcare providers will not be held this year.
- We have introduced Terms of Entry. The descriptions of each field in the judging materials show how the information is handled, making clear what may be published and how entry information is used.
- The Terms of Entry set out the reporting of serious accidents, personal data breaches and similar events after selection or an award, and the procedures for improvement recommendations by the Judging Committee and for appeals.

Introduction

> **"We aim for a society in which 'BabyTech' is used to make life with children safer, more reassuring and richer, and to support children's growth."**



Guided by this philosophy, we work to promote the adoption of BabyTech products so that more families can use them with confidence. In doing so, we faced two challenges.

1. Families have limited means of judging for themselves which BabyTech products they can use with their children with confidence.
2. Spreading BabyTech and putting it to use in society requires wider public awareness, and influential support and collaboration to build it.

In response, we have run a competition in which experts rigorously judge and honor outstanding products and services. By presenting the selected and award-winning products to everyone involved in pregnancy, childbirth and child-rearing, we have built an environment in which technology products can be chosen with confidence.

BabyTech® Awards is an award in which the judges examine and evaluate the actual products. They check how products guard against accidents that can happen in everyday childcare, and how easy they are to use. Some areas, however, such as how personal data is handled and how AI behaves, cannot be fully verified from the outside. In these areas we ask businesses to declare what they do, and we evaluate the sincerity and transparency of those declarations.

In 2026 we hold the eighth edition, BabyTech® Awards 2026-27. By running the Awards on a fiscal-year basis, we can continue to communicate the value of the winning products throughout the following year.

We look forward to entries from everyone who provides babytech products and services, everyone who sees challenges in today's childcare environment and wants to improve it, and everyone interested in this work.

BabyTech® Awards Organizing Committee and Judging Committee

A competition to raise awareness of the babytech market and to showcase outstanding products and services

We hold these Awards to make the concept of babytech widely known: to the organizations and companies that develop and provide ICT services and products for child-rearing, to the parents, childcare professionals and childcare providers who use them, and to everyone involved in raising children.

Through the spread of babytech, we aim for a society in which technology stands alongside people in child-rearing, childcare and watching over children, and in which children can grow up in a better environment.

Judging (overview)

Eligible products and categories

Eligible entries are digital products, apps, online services, home appliances and similar products made for a wide range of users: people trying to conceive, those who are pregnant or postpartum, newborns through preschool children, and the relatives, childcare and education professionals and medical professionals involved in raising them. Entries are judged in 13 categories. See Part 2 for details.

* If you are unsure which category applies, choose “Leave it to the committee” when you enter, and the Judging Committee will assign your entry to a suitable category

How judging proceeds and how the awards are structured

All entries

BABYTECH AWARDS Selection

First stage: BabyTech® Awards 2026-27 Selection

Each category is reviewed on the basis of the submitted documents, and products and services that meet the required standard are chosen as BabyTech® Awards 2026-27 Selection products (BTA Selection). The first-stage review proceeds in the order entries are received, and results are notified as they are decided.

Second stage → Grand Prize and Excellence Awards in each category

Independent review by sponsors → Special Award

Second stage: Grand Prize and Excellence Awards in each category

Products that pass the first stage (BabyTech® Awards Selection products) go on to the second stage, in which the Grand Prize and Excellence Awards are chosen for each category.

Judging (overview) (continued)

See "How judging proceeds and how the awards are structured" in Part 2 for details.

Entry rules (overview)

There is no restriction on when a product was first released. Products and services that are available, or are scheduled to become available, by 31 March 2027 may be entered.

Although the Awards are often thought of as being for new products, we also welcome long-running services that have been improved over many years and best-selling products; some have won awards for exactly that track record.

There are separate rules for tangible products (devices and equipment) and for intangible products (apps and services). See "Entry rules" in Part 2 for details.

Scoring (overview)

- The first-stage review is based on the documents submitted by the applicant.
- In the second stage, the judges score each criterion out of 5 (5 criteria × 5 points = 25 points in total), and the entries are ranked by total score.
- No criterion takes priority over another; all are assessed together.
- In both the first and second stages, we may contact the applicant during the review to clarify questions or request further details.

Judging (overview) (continued)

BabyTech® Awards 2026-27 Judging Committee

BabyTech® Awards entries are judged by a committee of experts and specialists from a wide range of fields, including child-rearing, childcare, medicine, education, technology, telecommunications, design and the media. The committee's judging is fair and practical, drawing on both hands-on childcare experience and specialist knowledge.



Judge

Minori Aoki

Representative Director, Japan Ohirune Art Association



Judge

Rie Asaji

Consultant, Kuwadate, Inc.



Judge

Makoto Ukai

Business Director, Business Promotion Department, Digital Business Division, The Asahi Shimbun Company



Judge

Haruka Okada

Head of Operations Management, Corporate Headquarters Secretariat, Kikuchi Gakuen (Educational Corporation)



Judge

Yoshihiro Sudate

Assistant Professor, Child Development Course, Human Life Department, Showa Gakuin Junior College



Head of Judging Committee Operations

Tetsuya Nagata

CEO, Papasmile Co., Ltd.

SCHEDULE

Entry and judging schedule

Key points

- First-stage review begins as entries are received and continues throughout the entry period.
- The earlier you enter, the sooner you receive your first-stage result.
- Applicants who pass the first stage (BTA Selection) are contacted in turn to schedule the second stage.

Friday 23 October 2026 – Friday 18 December 2026, 24:00 JST	Entry period (entry registration and submission of judging materials)
Ongoing, after each entry is received	First-stage review. Results are notified individually by email. Applicants who pass are contacted in turn to schedule the second stage.
Thursday 24 December 2026, around 15:00 JST	Official announcement of the BTA Selection list (the list of products that passed the first stage is published on the website and by press release). Individual results will already have been notified. Products submitted just before the deadline may be published as additional selections after the announcement.
Early December 2026 – Friday 29 January 2027	Second-stage review (online presentations, about 15 minutes per product: a 10-minute presentation and 5 minutes of questions). Applicants who pass the first stage early may have their second-stage review before the entry deadline.
Thursday 18 February 2027	Advance notice to winners (Grand Prize and Excellence Award winners notified by email)
Thursday 25 February 2027, around 11:00 JST	Announcement of the award-winning products (press release and official website)
Mid-March 2027 (weekday), to be confirmed	Awards ceremony and exhibition, planned at Tokyo Innovation Base (Yurakucho, Tokyo). The date will be announced on the website, by email and on social media once confirmed.

Entry fee

For entries from businesses based outside Japan, the fee per product is **EUR 400 or USD 450** (you may choose the currency; the amounts are fixed for the year). Early-bird discounts do not apply. Payment is by PayPal only. After your entry registration is accepted, the secretariat will email you a PayPal invoice; please pay as instructed (by PayPal account or credit card). Japanese consumption tax is not charged.

If you were registered on the announcement mailing list, a coupon discount of **EUR 30 or USD 35** (per product) applies, making the fee EUR 370 or USD 415.

Judging materials may be submitted in English or Japanese (an English Excel template is provided).

Notes

- The number of products judged is fixed for each product when the secretariat accepts its judging materials, and the entry fee is settled on that basis. For products withdrawn in whole or in part before their judging materials are accepted (including products for which no judging materials are submitted by the deadline), any fee already paid is refunded and no fee is charged if unpaid.
- After judging materials have been accepted, no refund is given for withdrawal at the applicant's convenience, failure to meet the eligibility requirements, or the outcome of judging. If the first-stage review cannot be carried out for reasons attributable to the secretariat (Papasmile Co., Ltd.) or for other operational reasons of the Awards, the fee is refunded in full.
- The entry fee goes toward the overall running costs of the Awards. The basic review service provided to applicants is the first-stage review and notification of its result. Once the first-stage result has been notified, no refund is normally given on the grounds of changes to the schedule or format of, or the cancellation of, the second stage, the awards ceremony or the exhibition. If the second stage becomes difficult to hold, we will endeavor to preserve the opportunity to be judged, for example by changing the schedule or method (Terms of Entry, Article 2)
- Entry fees are invoiced, collected and refunded by Papasmile Co., Ltd. (the secretariat), the entity that operates the Awards, in its own name (qualified invoices are issued by Papasmile Co., Ltd.).

How to enter

Entering takes two phases: first a short entry registration (phase 1), then the submission of detailed judging materials (phase 2).

STEP 1 Entry registration (phase 1)

Register your basic details using the entry form.

- Enter only basic information such as your company or organization name and contact details
- Enter the number of products or services you plan to enter (an estimate is fine: the number judged is fixed for each product when the secretariat accepts its judging materials, and the fee is settled on that basis)
- Register only once, even if you are entering several products or services
- Terms of Entry and the BabyTech® Awards Privacy Policy: please read both, then tick the consent box. By completing entry registration you agree to the Terms of Entry

Your early-bird discount is determined by the date and time this entry registration is completed

STEP 2 Receive the acceptance email from the secretariat

After you register, you will first receive an automatic reply from the form. The BTA secretariat will then send you a separate "entry registration acceptance" email.

- The email contains the URL of the form for submitting judging materials and the download link for the Excel template
- It normally arrives within 2 business days (if it does not, please also check your spam folder)

How to enter (continued)

STEP 3

Submit judging materials (phase 2)

Submit the details of each product or service by the method described in the acceptance email.

Method A: enter the details in the web form (recommended)
Method B: download the Excel template, fill it in and return it by email

- Choose whichever method is easier for you
- For Method B, only the designated Excel template is accepted. Please do not alter the template
- If you are entering several products, submit judging materials for each product

Notes

- Entry registration alone does not fix the products to be judged, and the first-stage review does not begin. Be sure to submit your judging materials
- The deadline for judging materials is the entry deadline (18 December 2026, 24:00 JST). First-stage review begins in turn as judging materials are received. The secretariat sends a confirmation email on receipt
- Products for which no judging materials are submitted by the deadline are treated as withdrawn, and no entry fee is charged for them (any fee already paid is refunded)
- If you have any questions, please feel free to contact the BTA secretariat

How entry information is handled

Entry information you submit is handled in accordance with Article 4 of the Terms of Entry and the BabyTech® Awards Privacy Policy. The main points are as follows.

The descriptions of each field in the judging materials show how the information is handled

- Fields used for publication on selection or an award ("public" information under the Terms of Entry: the product or service name, overview, background, solution, key points for users, etc.) are used, if your product is selected or wins an award, in the BTA Selection list, award announcements, the award-winning products catalog, the exhibition, press releases and similar. They are not made public before selection or awards are announced
- Fields used only for judging and administration ("judges only" information under the Terms of Entry: the track record field, answers to the declaration on personal data and AI, and attachments designated as judges only) are handled only by the Judging Committee, the secretariat and contractors involved in running the Awards, to the extent needed for judging and administration, and are not made public
- Entry information for products and services that are not selected or do not win an award is not published individually
- For judging, your company or organization name, trade name, brand name or developer name (for individual developers, the registered name or working name) is disclosed to the judges. The sponsoring companies and organizations that select the Special Awards receive your company or organization name, trade name, brand name and the information in the public fields; the names of individual developers, and working names that identify them, are not provided. Contact details of the person in charge are not disclosed to either.
- If you have an unannounced product or service and would like it announced under a provisional name or under your company or organization name only, or would like to coordinate the timing of publication, please say so in the optional "Notes on publication" field of the judging materials. The secretariat will review your request and make arrangements case by case (we cannot unconditionally guarantee publication exactly as requested)

How entry information is handled (continued)

External information-processing services (generative AI)

The secretariat may use generative AI (the Claude API) for supporting tasks such as preparing review materials for the judges, drafting descriptions of award-winning products and classifying entries. Only the necessary parts of the public fields are sent; contact details of the person in charge and judges-only fields are not sent. Even in public fields, personal names (including the names of individual developers and working names that identify them), episodes that could identify an individual, and third parties' confidential information are not sent; if they cannot be removed, the field is not sent. We use only services whose contract terms ensure that submitted information is not disclosed to other users and is not used to train AI models. Generative AI output is treated as a draft; judging decisions and published content are checked and decided by the secretariat and the Judging Committee.

Personal information of the person in charge

- The name and contact details of the person in charge are used to receive entries, invoice the entry fee, make inquiries about judging, notify results and contact winners after the Awards
- The review materials given to the judges and the Special Award selection materials given to sponsors do not include the name or contact details of the person in charge
- Emails about trade shows and press coverage, pitch events, collaboration offers and information unrelated to judging are sent only to those who indicated "yes" in the judging materials
- For details (the information collected, who it is shared with, external services, retention periods and how to request disclosure), see the BabyTech® Awards Privacy Policy.

License to use entry materials

Text, images and video included in entry materials are used by Papasmile Co., Ltd. (and, for judging purposes, the Judging Committee) to the extent needed for judging, administration, announcing results and publicity (including cropping and similar adjustments to suit the medium). Use for publicity is limited to selected and award-winning products. Copyright remains with the applicant or the rights holder.

Contact

- Online: please use the contact form
- By phone: 03-6555-2350 (+81-3-6555-2350), weekdays 9:00–18:00 JST (Japanese only). An operator will take your call and the person in charge will call you back in turn
- Please also see the FAQ (Part 2).

ORGANIZER

Who runs the Awards

BabyTech® Awards Organizing Committee

So that more people can support BabyTech® Awards, the Awards have been run by an Organizing Committee since 2023. Three organizations take part in the Organizing Committee: Papasmile Co., Ltd., ACCEL LINK Co., Ltd. and the Japan Ohirune Art Association. Together they discuss and decide important matters such as the planning, judging structure and operating policy of the Awards. Building on its track record of running the Awards, Papasmile Co., Ltd., the holder of the BabyTech trademark, operates the Awards as the business entity.

The Awards are organized by the BabyTech® Awards Organizing Committee. The entry contract is formed between the applicant and Papasmile Co., Ltd., the entity that operates the Awards. As the secretariat, Papasmile Co., Ltd. receives entries; invoices, collects and refunds entry fees; communicates with applicants; and manages entry information. Judging and decisions on selection and awards are made by the Judging Committee established by the Organizing Committee, and licenses to use the Selection and award marks are granted by Papasmile Co., Ltd., the holder of the BabyTech® trademark, on the basis of the Judging Committee's decisions or the Special Award selections made by sponsoring companies and organizations (Terms of Entry, Article 1 · Article 9).

Related documents

- Terms of Entry https://babytech.jp/en/bta2026-27_terms/
- BabyTech® Awards Privacy Policy https://babytech.jp/en/bta_privacy/
- Using the award marks (2026-27 edition): sent by the secretariat when you are notified of selection or an award

Eligible products and services

To be eligible, a product or service must meet at least one item under Condition 1 and at least one item under Condition 2.

Condition 1: Users and target groups Intended for any of ① to ④ below

① People trying to conceive; mothers and unborn babies during pregnancy and childbirth; mothers in the postpartum period

② Newborns (0 to 27 days old), infants (under 1 year old) and young children (preschool age)

③ Parents and relatives of infants and young children; mothers' partners and their relatives

④ Childcare professionals and operators of childcare facilities and organizations; children in their care and those children's parents

Condition 2: Type of product or service Falls under any of a. to d. below

a. Stand-alone electronic devices, electrical products and home appliances

b. Devices, equipment, electrical products and home appliances that work with a smartphone, PC or the internet

c. Applications for smartphones, PCs and similar devices

d. Websites, online meetings and other services and initiatives that use ICT

For example, a baby-care log app has “③ parents of infants and young children” as its users under Condition 1 and falls under “c. smartphone applications” under Condition 2.

Categories

Entries are judged in 13 categories. Use the list below to find the category that applies.

* If you are unsure which category applies, choose “Leave it to the committee” when you enter, and the Judging Committee will assign your entry to a suitable category
* For products and services whose core function is recording or sharing, choose the category closest to the purpose that function serves
* Some category definitions have been revised for 2026-27. A product of the same kind as a past winner may fall under a different category this year

1. Eats & Feeding

Feeding and meals

Products and services related to children's feeding and meals, such as school and nursery meal systems, installable nursing rooms, food-education content, smart baby bottles, nursing-room finders, feeding and meal logs, menu planning, allergy management, baby-food subscriptions, smart formula makers and FoodTech products

2. Learn & Play

Children's learning and play

Products and services related to learning and play that can begin at preschool age, such as educational robots, programming education, learning systems, educational apps, learning toys, smart plush toys and EdTech products
Products whose main purpose is developmental support for children with developmental disabilities or in the gray zone fall under category 10, Developmental Support Tools

3. Safety

Safety measures and monitoring

Products and services that watch over children through observation, monitoring and communication to prevent incidents, accidents and injuries, or that provide families with people or places to watch over children, such as monitoring cameras and baby monitors, child location tracking, hazard-monitoring systems, insurance, babysitter dispatch and daycare matching
Products that watch over children by measuring their physical condition, such as body-movement and breathing sensors, fall under category 5, Health Monitoring products for preventing serious accidents at education and childcare facilities fall under category 8-b, Accident prevention in childcare settings

4. Fertility & Pregnancy

Fertility and pregnancy

Products and services that support people from trying to conceive through pregnancy, childbirth and the postpartum period (including postpartum care), such as smart basal thermometers, cycle tracking, home ultrasound scanners, smart maternal and child health handbooks, fetal information apps, fertility support, postpartum care and support for new mothers, and FemTech products

5. Health

Health and daily care

Products and services for managing children's health and daily care, such as smart thermometers, body-movement and breathing sensors, devices that measure vital signs such as sleep and breathing, smart patient ID cards, symptom-tracking apps, electronic medical records for obstetrics, pediatrics and pediatric dentistry, hydration, toileting management, pediatrician dispatch, care for sick children, temperature and humidity monitoring and climate control for children's rooms, and HealthTech and SleepTech products

Categories (continued)

6. Memorial

Keepsakes and memories (formerly Keepsakes, Records and Memories)

Products and services related to keepsakes and memories of children's and families' growth and achievements, such as keepsake devices for photographing children and families, growth records, photo and video sharing within the family, album apps, photographer dispatch, archiving of children's artwork, video creation, keepsake production and personalized picture books

For products whose core function is recording daily care or activities, choose the category closest to the purpose those records serve (such as Health or Parents support)

7. Parents support Services that support parents

7-a. General

Products and services for parents from pregnancy through the early years (consumer market), such as apps for sharing childcare within the family, parenting information apps and websites, online financial, real estate and support services for families with children, and parenting-centered wellbeing initiatives.

Includes support and awareness activities for paternity leave (fathers' classes, parenting information apps for fathers and the like)

Programs for employers, support for parental leave, return-to-work support, team workflow design and evaluation, and systems and tools for employers that aim to improve recruitment, retention and engagement through childcare support (business market) fall under category 11, Support for Employers & Local Governments

7-b. Career support

Products and services for the career support of parents from pregnancy through the early years, such as support for working parents, internship matching for people on parental leave, and career support after maternity and parental leave

Categories (continued)

8. Childcare System ICT for childcare facilities

8-a. General

Products and services that streamline and improve the efficiency of operations at education and childcare facilities that care for many children, such as staff management systems for childcare workers, communication systems between facilities and parents, and systems for recording children's day at the facility

Monitoring products and systems for preventing serious accidents at education and childcare facilities fall under category 8-b, Accident prevention in childcare settings

8-b. Accident prevention in childcare settings

Monitoring products and systems for preventing serious accidents at education and childcare facilities: nap-monitoring products, location management of children using GPS or Bluetooth tags, safety devices to prevent children being left behind in pick-up buses, and attendance management systems that incorporate such safety devices

9. Appliances for Childcare Household

Home appliances for households with children

Products that make housework done while raising children more efficient and less laborious, such as childcare appliances, electric bouncers, food processors, small-load washing machines, dishwashers, robot vacuums, smart speakers, home automation and smart remote controls

10. Developmental Support Tools Developmental support tools

Technology products and services that contribute to developmental support, understanding of individual characteristics and an inclusive society, such as apps, services and educational materials that support children with developmental disabilities or in the gray zone and their parents and childcare professionals. Tools and systems that support the development of children who need special consideration, such as therapy apps, communication support devices, sensory integration training equipment and digital materials for special needs education

11. Support for Employers & Local Governments

Support for employers and local governments (formerly Social Impact)

Systems, services and initiatives for employers, local governments and communities that support parenting and childcare.

For employers: measures and tools that promote the uptake of maternity, parental and paternity leave, support return to work, design and evaluate team workflows, and aim to improve recruitment, retention and engagement through childcare support

For local governments and public administration: digital transformation of maternal and child health and childcare support, and digital mechanisms and platforms through which employers, local governments and communities work together to build a society that raises children collectively

State in your product description whether the entry serves employers, local governments or both

PROCESS

How judging proceeds and how the awards are structured

(First stage) BabyTech® Awards 2026-27 Selection

Each category is reviewed on the basis of the submitted documents, and products and services that meet the required standard are chosen as BTA Selection products 2026-27 (BTA Selection). The first-stage review proceeds in the order entries are received, and results are notified as they are decided.

(Second stage) BabyTech® Awards 2026-27 Grand Prize and Excellence Awards in each category

The second-stage review covers the BabyTech® Awards Selection products that passed the first stage in each category, and selects the Grand Prize and Excellence Awards. After trying sample products and apps and holding online presentations, the judges score each evaluation criterion out of 5, and the entries are ranked by total score. Online presentations must be given by someone who can converse in Japanese, or with a Japanese interpreter taking part. If this is difficult, please prepare a recorded presentation given in English, or a product video (such as a YouTube video or a promotional video).

- Grand Prize: first place in the category (1 product)
- Excellence Award: second and third place in the category (2 products; the number may vary with the number of entries)

A minimum score is required to receive the Grand Prize or an Excellence Award. In a category where no entry exceeds that score, the result may be “no award.”

Special Award

In addition to the Grand Prize and Excellence Awards decided by the Judging Committee in each category, there are Special Awards given by sponsoring companies and organizations. Special Awards are chosen by the sponsoring companies and organizations, independently of the Judging Committee, from among the Selection products that passed the first stage. Sponsored Special Awards may be added or changed at the decision of the sponsoring companies and organizations.

* This year's Special Awards are still being arranged. They will be announced on the official website and in the announcement mailing list once decided.

How judging proceeds and how the awards are structured (continued)

BabyTech® Awards Hall of Fame

A product that has won the Grand Prize, an Excellence Award or a Special Award twice or more in past BabyTech® Awards, and wins for a third time this year, is inducted into the BabyTech® Awards Hall of Fame. At least one of the three wins must be a Grand Prize or an Excellence Award chosen by the Judging Committee (from 2026-27).

Hall of Fame recognition is renewed annually (paid; JPY 66,000 per year including tax, or USD 450 / EUR 400 per year for businesses based outside Japan; Japanese consumption tax is not charged). Through the Hall of Fame mark and kit with no restriction on the media in which they are used, publicity support, sales support and more, we raise the value of Hall of Fame products as established babytech products and give them priority treatment.



BTA Selection mark (2025-26 edition)



Grand Prize / Excellence Award marks (2025-26 edition)



Special Award mark (2025-26 edition)



Hall of Fame mark

The sample marks shown are the Japanese versions; English versions of the marks are also available.

Declarations at entry

The judging materials include declaration fields on the handling of personal data and the use of AI.

- For products and services that collect or process personal data (information about children, parents or users), a condition of entry is confirmation (a declaration of conformity) that the data processing involves none of the following: unauthorized use beyond the original purpose; unauthorized record linkage; unauthorized combination with screening or ranking results or similar data; unauthorized use for AI training; or unauthorized provision to third parties
- Products and services that do not collect or process personal data are not asked for the declaration of conformity or the related declarations (means of deleting data or stopping its use, and the URLs of the privacy policy and terms of use)
- The other declarations (such as whether information entered by users is used for AI training, and whether generative AI responds directly to users) are matters checked in the first-stage review. An entry is never rejected automatically on the basis of its answers alone; where necessary, we may contact the applicant to confirm
- The declarations are included in the review materials for the second stage and are used in assessing the criterion “Safety and consideration for health”
- Answers to the declarations are treated as judges-only information and are not made public. Any statistical use is limited to forms in which individual products and companies cannot be identified

Entry rules

Devices, equipment and other tangible products

Regardless of when it was first released, a product that is, or is scheduled to be, available to individuals or organizations as a product by 31 March 2027.

* A provisional name may be used for publication

Detailed rules

1. A product not yet announced at the time of entry may be entered as long as it meets the requirement above.
2. For the second-stage review, please lend us a sample that demonstrates the performance planned for the actual product, such as a prototype or test unit (loan period: December 2026 to early February 2027; the loan and return dates can be discussed in light of prototype production volumes and similar factors).
3. Equipment installed in buses, facilities, buildings and the like does not need to be submitted as a sample. A judge may visit the site to confirm the installation.
4. If the device is a test unit still in development and performance equivalent to the final product cannot be confirmed, it may be excluded from judging.

Applications and services

Regardless of when it was first released, an application or service that is, or is scheduled to be, released in a form customers can use (published on the web, available in an app store, or similar) by 31 March 2027.

* A provisional name may be used for publication

Detailed rules

1. A beta version is eligible as long as it is publicly available at the time the Grand Prize and Excellence Award winners are announced (25 February 2027). Closed betas run by lottery or invitation are not eligible; however, a release delayed by force majeure or similar circumstances is allowed a grace period.
2. An application or service not yet released or announced at the time of entry may be entered as a version still in development, as long as it meets the requirement above.
3. If the product is unannounced at the time of entry and functions and content equivalent to the release version cannot be confirmed, it may be excluded from judging.

Entry rules (continued)

Who may enter

- The applicant must be the business entity responsible for the entered product (the developer or manufacturer, the commissioning party or the operator; individual developers are included) or a company or organization commissioned by that business entity.
- A commissioned company or organization must have the consent of the business entity.
- Products sold outside Japan may be entered by the overseas business entity or by an importer or distributor. In that case, too, the consent of the business entity is required.

Scoring

- The first-stage review is based on the documents submitted by the applicant.
- In the second stage, the judges score each criterion out of 5 (5 criteria × 5 points = 25 points in total), and the entries are ranked by total score.
- No criterion takes priority over another; all are assessed together.
- In both the first and second stages, we may contact the applicant during the review to clarify questions or request further details.

Evaluation criteria (the second-stage perspective)

Problem definition and solution

- Is the problem (the point of focus) well founded, and is it framed at an appropriate level of detail?
- Does the applicant show a clear awareness of, interest in and commitment to the childcare environment?
- Does the proposed solution address the problem accurately and fully?

Novelty, originality and practicality

- Compared with similar products and services, does it show original approaches or ideas?
- Do those approaches create an advantage in terms of functions, ease of use, price or similar factors?
- Do its unique features translate into a real advantage?

Functionality and ease of use

- Is it designed to be easy for the intended users to use?
- Are reliable operation and clear user flows ensured?
- For devices: is it easy to install and usable in few steps?
- For community services: is it easy for anyone to take part?
- For repeat entries: if the product has changed since the previous entry, are the improvements appropriate?

Safety and consideration for health

- For physical products such as devices and toys, does it take account of the accidents and harm that can occur in childcare settings?
- Where it handles personal information or daily-life data of parents, children, families and others, does it state the purpose and collect and use the data appropriately?
- Is data expected to be stored and processed securely?

* The handling of personal data and AI is assessed for honesty and transparency on the basis of the declarations made at entry.

Scoring (continued)

Future potential and sustainability

- Does it envisage long-term use and development, not just short-term results?
- Can expansion into related fields or approaches to new areas be expected?
- For repeat entries: are there new insights or improvements? If the product has pivoted, is the pivot reasonable?

Each criterion carries equal weight, and the overall assessment is based on the total score.

FAQ

Frequently asked questions

Q Why is there an entry fee?

We ask applicants for an entry fee so that we can carry out rigorous and fair judging and keep running BabyTech® Awards. The fee goes toward the costs of running the Awards: operating the first- and second-stage reviews, announcing the Selection and award-winning products, exhibitions and showcases, producing the award-winning products catalog, publicity and more.

The Judging Committee reviews every entered product or service in the first stage against the published criteria and notifies each applicant of the result individually. We regard this first-stage review and notification of its result as the basic review service provided to applicants. Once the first-stage result has been notified, therefore, no refund of the entry fee is normally given on the grounds of changes to the schedule or format of, or the cancellation of, the second stage, the awards ceremony, the exhibition or other events. If the second stage becomes difficult to hold, we will endeavor to preserve the opportunity to be judged while maintaining the fairness of the review, for example by changing the schedule or method.

Selection and awards are not influenced by the amount of the fee or the order of entry; they are decided on the basis of the same published criteria and scoring.

Q Is a product's value recognized only if it wins an Excellence Award or higher?

All entries are assessed fairly in the first-stage (document) review. Quality products that meet the required standard receive the BabyTech® Awards 2026-27 Selection mark. You can use this mark to promote your product as a high-quality product.

Q Can the results for the Grand Prize and Excellence Awards be influenced by relationships with the people running the Awards or with the judges, or by payments?

No. The judging system itself leaves no room for it. The judges score each of the five criteria out of 5, the entries are ranked by total score, the highest-scoring entry receives the Grand Prize, and the second- and third-place entries receive Excellence Awards. The judges always add evaluation comments when scoring and take the task seriously. The Special Awards chosen by sponsoring companies and organizations are decided independently of the Judging Committee's review.

Frequently asked questions (continued)

Q When is the Hall of Fame condition of three wins met?

A product that has already won the Grand Prize, an Excellence Award or a Special Award twice or more in past BabyTech® Awards is inducted into the Hall of Fame when it wins for a third time this year. From 2026-27, at least one of the three wins must be a Grand Prize or an Excellence Award chosen by the Judging Committee. For example, a product that won an Excellence Award in 2023 and the Grand Prize in 2024 enters the Hall of Fame this year if it wins a Special Award this year. Past wins continue to count as before.

Q It is hard to fill in the entry form in one go

When we ask you to submit your judging materials, we provide an Excel template in the prescribed format. You can fill it in and submit it by email, or use it as a draft for completing the web form. The web form can also be partly completed and resumed later, as long as you use the same device and browser (a formrun feature).

Q Our app has only just been released and has little track record. Does that affect judging?

No. We refer to the current scale of deployment, but it is not one of the Awards' judging criteria. Scoring is at each judge's discretion, but we believe that new products and apps can score well if they are good. Some products have also grown their deployments or user numbers substantially after taking part in the Awards.

Q We do not want the figures in the entry form, such as our track record, made public

The descriptions of each field in the judging materials show how the information is handled. The track-record field is used only for judging and administration (information the Terms of Entry define as judges-only); it is handled only by the Judging Committee, the secretariat and contractors involved in operations, and is not made public. If you enter download or sales figures in “Key points for users,” a field used for publication when a product is selected or wins an award, those figures may be used in the product description after Selection or an award. Enter any figures you do not want published in the track-record field.

Q What should we write in the declaration fields?

Describe your current practice on the handling of personal data and the use of AI as it is. An entry is never rejected automatically on the basis of its answers alone. What we assess is the quality of your efforts and the honesty and transparency of your explanation. Answers are treated as judges-only information.

Frequently asked questions (continued)

Q Is entry information processed with generative AI?

The secretariat may use generative AI (the Claude API) for supporting tasks such as preparing review materials, drafting descriptions of award-winning products and classifying entries. Only the necessary parts of the public fields are sent; contact details of the person in charge, the track-record field, answers to the declarations and the Judging Committee's internal records are not sent. Even in public fields, personal names and third parties' confidential information are excluded from what is sent (if they cannot be removed, the field is not sent). We use only services whose contract terms ensure that submitted information is not disclosed to other users and is not used to train AI models. Judging decisions and published text are checked and decided by the secretariat and the Judging Committee.

Q Could information about an unannounced product get out before it is announced?

Entry information is never made public before the Selection and award announcements. Sharing review materials with the judges, storing information in the business cloud services managed by the secretariat, and the generative-AI supporting tasks described above do not count as publication. The materials given to sponsoring companies for selecting the Special Awards contain only the public information on Selection products, and do not include contact details of the person in charge.

Q If an unannounced product is selected, how will its name be published?

As a rule, the Selection list (published on 24 December) shows official product names, but for unannounced products you can ask us to use a provisional name or development code name, to show only your company or organization name, or to adjust the timing of publication. Enter your request in the "Notes on publication" field of the judging materials. Requests and changes are accepted until the Selection notification for the product concerned. After that notification, the secretariat will accommodate changes as far as the state of preparations for publication allows.

Q We are not satisfied with the first-stage result. Can we ask for a re-review?

Judging results are decided through the Judging Committee's expert assessment against the published criteria. Except in special circumstances such as a serious error of fact, requests for re-review are not accepted. For decisions to suspend or revoke a Selection or an award after it has been granted, there is an objection procedure set out in the Terms of Entry.

Q Our product will still be a prototype during the entry and judging period. Can we enter if it is due to be released within the fiscal year (by 31 March 2027)?

Yes, you can. Judging is more accurate if we can borrow a sample product or a test account, so we appreciate your cooperation.

Frequently asked questions (continued)

Q Can we enter the same product every year?

Yes, you can. Please describe in the product description what has changed since your previous entry, such as functions updated or added between last year and this year.

Q Our product's specifications changed during judging. What should we do?

Please contact the BTA secretariat at the email address that accepted your entry.

Q What should we do if the specifications change or an accident occurs after Selection or an award?

Ordinary specification changes and updates do not need to be reported. If a serious accident or defect affecting user safety, a serious incident such as a personal-data breach, a change in a matter material to judging, or the discontinuation or long-term suspension of the product or service occurs, please report it to the secretariat, as a guide within 7 days of becoming aware of it. Reports are treated as confidential, and the Judging Committee may ask you to make improvements where necessary (see “After the award” in Part 3).

Q We are a PR company for a babytech product. Can we enter on the manufacturer's behalf?

Yes, you can. In that case, enter the manufacturer in “Company or organization” on the entry form, and the PR contact's name and contact details in “Contact person (full name),” “Contact email” and “Contact phone.” Enter the PR company's name in “Co-applicant company or organization.”

Q Can an individual enter an app they developed themselves?

Yes, you can. Applicants include individual developers as business entities. Judging is the same as for entries from companies.

Q We are a company based outside Japan. Can we enter?

Yes, you can. The entry fee is EUR 400 or USD 450 (early-bird discounts do not apply; the announcement mailing list coupon gives EUR 30 or USD 35 off), payable by PayPal invoice. Judging materials may be submitted in English or Japanese (an English Excel template is provided).

Notes on scoring (from the BTA Scoring and Evaluation Standards Committee)

Q If a category has few entries, does the top-scoring entry win the Grand Prize even if its quality is low?

A minimum score is required to receive the Grand Prize or an Excellence Award, and in a category where no entry exceeds that score the result may be “no award.” This has been the consistent practice since the first Awards in 2019.

Q Does the order of entry affect evaluation?

Fairness is our first priority in operation. Beyond that, first-stage documents are reviewed as they arrive, so the order has essentially no effect on scores. For the second stage, entries are compiled before being disclosed to the evaluators (the judges), so we consider that the order of entry has essentially no effect.

Q Is there a cap on the total number of entries per category?

Not at present. That said, if entries were extremely numerous, it cannot be ruled out that the order of entry would have some effect (because entries are accepted in sequence).

Q Is the numerical evaluation absolute or relative?

Because the lists and the order of evaluation are arranged by product name in Japanese syllabary order, it can be regarded as relative evaluation in practice. We understand the scores to be relative evaluations made separately within each category.

Q At present the order of evaluation at the scoring meeting is syllabary order within each category. Does that create bias?

Given the current number of entries, we consider that evaluating in syllabary order has little effect in terms of bias. Depending on future entry numbers, we will review how internal judging materials are handled, such as the order of evaluation and the order in which entries are listed.

BENEFITS

Benefits of Selection and awards

All Selection products (every product or service that passed the first-stage review)

- BTA Selection certificate (first-stage pass)
- Use of the BabyTech® Awards Selection mark * Some uses (depending on the medium) are subject to a fee
- Listing in the award-winning products catalog (published in April 2027 and distributed throughout the year)
- Press release announcing the award-winning products, and coverage in the media (newspapers, magazines, TV, radio and the web)
- Product introductions at exhibitions, conference talks and similar events * Taking a booth at an exhibition may incur a separate exhibition fee
- Long-form interview article about your product on BabyTech.jp (paid)
- Special collaboration rates for PR placements in media partner publications

Excellence Award winners in each category　All of the above, plus:

- Excellence Award certificate
- Attendance at the awards ceremony and exhibition planned for March 2027 (Tokyo Innovation Base, Yurakucho, Tokyo), and display of your award-winning product or service
- Use of the Excellence Award mark * Some uses (depending on the medium) are subject to a fee
- Products that can be sold online may be carried in the official BTA online store (listings are added on a rolling basis) * Terms are arranged individually; selling is not required

Grand Prize and Special Award winners in each category　All of the above, plus:

- Grand Prize certificate
- Winner's presentation at the awards ceremony and exhibition planned for March 2027 (Tokyo Innovation Base, Yurakucho, Tokyo)
- Trophy
- Use of the Grand Prize or Special Award mark * Some uses (depending on the medium) are subject to a fee

Hall of Fame inductees　All of the above, plus:

- Hall of Fame certificate
- Hall of Fame mark with no restriction on the media in which it is used
- A dedicated Hall of Fame product page on BabyTech.jp and in the official BTA online store

Notes

- Benefits are cumulative (Excellence Award and above include all the benefits for Selection products)
- Some uses of the marks are subject to a fee, depending on the purpose (see “Fees for print-use marks” below)
- Exhibiting and online sales are optional

Benefits of Selection and awards (continued)

Examples of award-related activities

Grand Prize and Special Award ceremony and winners' presentations



2025-26: the awards ceremony venue



2025-26: a winner's presentation at the awards ceremony

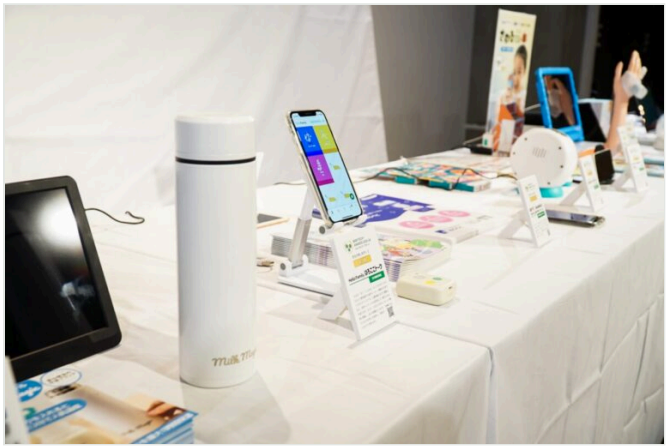


2025-26: a winner's presentation at the awards ceremony



2025-26: group photo at the awards ceremony

Exhibition of Grand Prize, Excellence Award and Special Award products



2025-26: award-winning products on display at the exhibition



2025-26: the exhibition



2025-26: networking among participants at the exhibition

Benefits of Selection and awards (continued)

Showcases at events and at sponsoring companies









- Event introducing award-winning products with Tei-sensei
- Product display at a relaxation facility with childcare (YASMO Musashi-Kosugi)
- Product display in the head-office lobby of a sponsoring company (Sunshine City Corporation)
- Hands-on display of award-winning products at Akita Prefecture's parenting event

Distribution of the award-winning products catalog, and product introductions at conferences and exhibitions



Examples of award mark use and of BabyTech.jp long-form interviews



Examples of press and magazine coverage of BabyTech® Awards winners



DELIVERABLES

What Selection products and award winners receive



Provided free of charge

- A certificate for every Selection product and award winner
- Issue and use of the BabyTech® Awards 2026-27 Selection (BTA2026-27 Selection) digital mark
- Listing in the BabyTech® Awards 2026-27 Selection and award-winning products catalog and on the Awards web pages, and announcement by press release
- Issue and use of the “BabyTech® Awards 2026-27 Winner” digital mark for Grand Prize, Excellence Award and Special Award winners
- Attendance at the awards ceremony for Hall of Fame, Grand Prize, Special Award and Excellence Award winners (travel to the venue is at your own expense)
- A trophy and a winner's presentation at the awards ceremony for Hall of Fame, Grand Prize and Special Award winners
- Exhibition of Hall of Fame, Grand Prize, Special Award and Excellence Award products (travel to the venue and shipping of items are at your own expense)
- Listing of Hall of Fame, Grand Prize, Excellence Award and Special Award products on the Awards web pages, and announcement by press release
- Issue and use of the “BabyTech® Awards 2026-27 Hall of Fame” mark with no media restriction (annual renewal required)

Available for a fee

- Issue and use of the “BabyTech® Awards 2026-27 Winner” mark for print, packaging, TV broadcasts and commercials (this lifts the usage restrictions of the digital mark and provides high-resolution data for printing; see the fees below)
- BTA2026-27 Selection and award trophies for Selection products and Excellence Award winners (orders taken from February 2027)
- Product introductions at exhibitions, and booth exhibits at conferences
- Long-form interview article about your product on BabyTech.jp
- Special collaboration rates for PR placements in media partner publications
- Annual renewal of Hall of Fame recognition (JPY 66,000 per year including tax; USD 450 / EUR 400 for businesses based outside Japan)

What Selection products and award winners receive (continued)

Summary of what is provided

Legend: ✓ = provided / Fee = provided for a fee on request / - = not applicable / * = may be carried in the official BTA online store after the terms are discussed (selling is not required)

Type	Item	Hall of Fame	Grand Prize / Special Award	Excellence Award	BTA Selection
Events	Attendance at the awards ceremony	✓	✓	✓	-
Events	Winner's presentation	✓	✓	-	-
Events	Product display (BTA booth: shared table or introduction slot)	✓	✓	✓	-
Events	Product display (own booth)	Fee	Fee	Fee	Fee
Trophies and certificates	Trophy	✓	✓	Fee	Fee
Trophies and certificates	Certificate	✓	✓	✓	✓
Marks (by use)	Digital mark	✓	✓	✓	✓
Marks (by use)	Print-use mark	✓	Fee	Fee	Fee
Official announcements	Listing in the BTA2026-27 Selection announcement press release	✓	✓	✓	✓
Official announcements	Listing in the Grand Prize, Excellence Award, Special Award and Hall of Fame announcement press release	✓	✓	✓	-
Official announcements	Listing in the Selection and award-winning products catalog (distributed throughout the year)	✓	✓	✓	✓
Official announcements	Listing in the Selection and award announcements on BabyTech.jp	✓	✓	✓	✓
Official announcements	Dedicated Hall of Fame product page (within the BabyTech.jp winners pages)	✓	-	-	-
Sales	Carried in the official BTA online store	*	*	*	*
Media options (paid)	Long-form interview article on BabyTech.jp for Selection products and award winners	Fee	Fee	Fee	Fee
Media options (paid)	Special media partner rates	Fee	Fee	Fee	Fee

Fees for issuing print-use marks (packaging, public broadcasting and TV commercials): BTA Selection and BTA award marks

For use on the web, social media and in press releases, please use the free digital mark. Use of the mark on product packaging, customer flyers, business cards, public broadcasting and commercials is subject to a fee.

- The media restriction is lifted. There is no time limit on use
- The Hall of Fame mark may be used free of charge with no media restriction (annual renewal required)
- The fee depends on the price of the product
- You can later request the additional option of removing the 2026-27 year designation
- The print-use mark is issued within 3 business days of receipt of your application
- The print-use mark can be used as soon as it is delivered

Fees for issuing print-use marks (packaging, public broadcasting and TV commercials): BTA Selection and BTA award marks (continued)

How the product price is determined

- For products with an initial cost (the product price, installation cost and the like), the initial cost applies. For products with both an initial cost and a subscription fee, only the initial cost applies
- For subscription-only or monthly-fee-only products, one year's fees apply
- For business products priced by quotation, the price of the minimum configuration applies
- Free apps and free services fall under “under USD 350 / EUR 300”

Product price (excl. tax): USD	EUR	Issue fee: USD	EUR
Under USD 350 (including free apps and free services)	Under EUR 300	USD 525	EUR 470
USD 350 to under 700	EUR 300 to under 600	USD 900	EUR 800
USD 700 to under 3,500	EUR 600 to under 3,000	USD 1,275	EUR 1,140
USD 3,500 to under 7,000	EUR 3,000 to under 6,000	USD 1,650	EUR 1,470
USD 7,000 to under 35,000	EUR 6,000 to under 30,000	USD 3,150	EUR 2,800
USD 35,000 to under 70,000	EUR 30,000 to under 60,000	USD 4,650	EUR 4,140
USD 70,000 or more	EUR 60,000 or more	USD 6,150	EUR 5,470
Option: removal of the 2026-27 year designation	–	+ USD 2,250	+ EUR 2,000

* For businesses based outside Japan, the fee is payable in USD or EUR as shown (you may choose the currency; the amounts are fixed for the year; Japanese consumption tax is not charged; payment is by PayPal invoice). The price bracket is determined by the product's regular selling price in the currency you choose.

After the award



Selection and awards are evaluations based on the declarations submitted at the time of judging and on the facts confirmed by the Judging Committee. A Selection or an award is never revoked solely because a product's specifications or the way it is provided have changed after the award.

At the same time, to maintain trust in Selection and awards, the Terms of Entry set out the following procedures.

- Reporting after the award: If, after Selection or an award, there is a serious accident or defect affecting user safety, a serious incident such as a personal-data breach, a change in any of the declarations that is material to judging, or the discontinuation or long-term suspension of the product or service, please report it to the secretariat, as a guide within 7 days of becoming aware of it
- Inquiries and improvement recommendations: If facts come to light that materially affect the judging result, or a serious event concerning user safety or the protection of personal data is confirmed, the secretariat will inquire into the facts and give you an opportunity to explain, after which the Judging Committee may issue an improvement recommendation. Improvement recommendations are made in private, and the deadline for improvement is set by the Judging Committee after consultation, according to the matter
- Suspension and revocation: Where there is no prospect of improvement or the event is serious, a decision may be made to suspend or revoke the Selection or award. Revocation is decided by the Judging Committee collectively on the basis of confirmed facts, never on speculation or unverified information alone. The marks may continue to be used during a suspension
- Objections: You may object in writing to a decision to suspend or revoke within 14 days of notification
- Publication: The fact of a suspension or revocation may be published on the official website only where it is of serious social concern or necessary for user safety

Selection and awards are evaluations based on what could be confirmed at the time of judging; they do not guarantee the quality, safety or legal compliance of a product or service. For details, see the Terms of Entry (https://babytech.jp/en/bta2026-27_terms/).

BABYTECH®
AWARDS 2026-27
ベビーテック® アワード 2026-27

We look forward to your entry

Entry registration form

https://form.run/@bta2026-27-entry

Entry Guidelines (official website)

https://babytech.jp/bta2026-27/

Contact (BTA secretariat)

btaj_staff@papasmile.jp

BabyTech® Awards Organizing Committee and Judging Committee