



2018 application guidelines

Applying for the Entrepreneur Of The Year® Award is done online at geoy.ey.com.

A snapshot of the information required for the nomination is featured below.

Deadline: March 9, 2018

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Nominee information

For co-nominees, add the details for the additional person.

- ▶ Company name
- ▶ Title
- ▶ Headquarters location
- ▶ Nominee's email
- ▶ Company URL
- ▶ Years nominee has been with company
- ▶ Years in this position
- ▶ Highest level of education completed
- ▶ Name of the educational institution
- ▶ Assistant's information
 - ▶ Phone and email
- ▶ Veteran
- ▶ Previously nominated
- ▶ Status achieved

General information

- ▶ Provide D-U-N-S® (Dun & Bradstreet) number, if applicable
- ▶ Publicly held company
 - ▶ Year company went public
 - ▶ Stock ticker symbol
- ▶ Founder actively involved in top management
- ▶ Company raised or received outside investment
 - ▶ Year raised

Financial data

This information is considered confidential. Financial information is an important quantifiable indicator of success available to the panels of judges; therefore, it is required that the financial data section be completed in full.

- ▶ Company mergers (within the past three years)
- ▶ Provide percentage of the growth due to merger
- ▶ Three years of financial data, to include:
 - ▶ Fiscal year-end
 - ▶ Total employees
 - ▶ Annual sales
 - ▶ Income before taxes
 - ▶ EBITDA
 - ▶ Total assets
 - ▶ Total equity

If necessary, please provide sufficient information to explain any unusual trends in the information provided in an attached narrative.

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Essays

Take this opportunity to "tell the story" behind the nominee's success. Four essay sections will allow you to highlight the entrepreneur. Each section is limited to approximately 250 words.

About the nominee

- ▶ Discuss the nominee's high standards relating to himself or herself, the business, and his or her determination to be successful.
- ▶ How does the nominee demonstrate perseverance in the face of adversity and overcome obstacles?
- ▶ Describe how the nominee is an independent thinker who is willing to take risks in the face of uncertainty.

Type of business and current activity

- ▶ What is the history of the company?
- ▶ Include the source of the idea for the original business strategy and/or the evolution of the business.
- ▶ If the nominee is the founder, explain the difficulty of launching and building the business, including the personal and financial risk involved.
- ▶ If the nominee is not the founder, describe the challenges involved in assuming the entrepreneurial role, including risk-taking, financial investment or other personal sacrifice.
- ▶ If the nominee is a member of a family-owned business, please describe the generational history and succession plan to carry the company forward.
- ▶ Discuss any significant obstacles overcome within the industry.

Innovative approaches and future plans

- ▶ Explain how the nominee created a business model that demonstrates a clear and sustained capacity for creativity and innovation in the development and implementation of major products and/or services.
- ▶ Highlight any competitive points of differentiation.
- ▶ What is the nominee's vision or plan for the future growth of the business?

Company initiative/culture

- ▶ What is the nominee's contribution to philanthropic organizations? How does the nominee give back to the community?
- ▶ Has the nominee created or sponsored any key people initiatives within the company?
- ▶ How have these initiatives changed the company's culture and helped to empower and retain employees?