



2025 Michigan and Northwest Ohio program

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About Entrepreneur Of The Year®

A legacy of excellence

For four decades, the EY global organization has been at the forefront of celebrating the visionaries behind America's most groundbreaking enterprises. With over 11,000 luminaries recognized through the prestigious Entrepreneur Of The Year Award, we don't just celebrate success – we immortalize it. These titans of industry form an elite global network, setting the gold standard in business innovation.

Are you ready to join the ranks of these ambitious trailblazers?
Your moment is here. **Dare to be next.**

Through Entrepreneur Of The Year, honorees have the opportunity to accelerate their ambitions.

- ▶ **Network with the best.** Engage with a community of top entrepreneurial leaders who are shaping the future, just like you.
- ▶ **Boost your reach.** Amplify visibility and attract attention from potential partners, investors and customers who can propel your business forward.
- ▶ **Celebrate your team.** Elevate your brand and give credit to those who have been instrumental in your success.
- ▶ **Get exclusive access.** Participate in high-impact events that celebrate innovation, collaboration and learning.
- ▶ **Gain strategic insights.** Benefit from personalized expertise that supports your journey toward even greater achievements and sustainable value.

Program alumni

Some past winners in our entrepreneurial community include:

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| ▶ Jeff Bezos, Amazon.com | ▶ Shelly Ibach, Sleep Number |
| ▶ Brian Niccol, Chipotle Mexican Grill | ▶ Holly Thaggard and
Amanda Baldwin, Supergoop! |
| ▶ Caryn Seidman Becker and
Ken Cornick, CLEAR | ▶ Arthur Blank, The Home Depot |
| ▶ Mindy Grossman, HSN, Inc. | ▶ Nick Green, Thrive Market |
| ▶ Kendra Scott, Kendra Scott LLC | ▶ Michael Happe, Winnebago Industries |
| ▶ Reid Hoffman and Jeff Weiner, LinkedIn | ▶ Jodi Berg, Vitamix |
| ▶ Saeju Jeong, Noom | ▶ Eric Yuan, Zoom |

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Entrepreneur Of The Year is the peak of legitimate, authentic and objective recognition of the entrepreneurial journey.

Brad Keywell, Uptake Technologies, Inc.
World Entrepreneur Of The Year® 2019 winner



2025 program: Dare to be next.

Entrepreneur Of The Year isn't just an awards program; it's a year-round celebration of the entrepreneurial spirit that shapes the future.

Key dates for the 2025 program

- ▶ **December 2024:** Applications open
- ▶ **March 7, 2025:** Application deadline
- ▶ **March 17 - April 4:** Judges review all applications; nominees interview with EY team and select sponsors
- ▶ **May 2:** Finalists announced
- ▶ **May 6:** Finalists preparation call
- ▶ **May 14:** Finalists lunch reception with AM/PM filming and judges interviews
- ▶ **June 18:** Regional awards celebration
- ▶ **August/September TBD:** Regional entrepreneur receptions
- ▶ **November 2025:** Strategic Growth Forum®; National awards celebration

Judging criteria

The independent panel of judges is a collective of proven leaders. Many are past winners and esteemed alumni of the program, embodying the pinnacle of entrepreneurial success.

Judges evaluate nominees on a variety of criteria, including, but not limited to:

- ▶ Entrepreneurial spirit
- ▶ Growth
- ▶ Financial performance
- ▶ Purpose
- ▶ Impact

Eligibility requirements

The entrepreneur

- ▶ The entrepreneur must be the CEO or president of a private or public company who is primarily responsible for the recent performance of the company.
- ▶ The entrepreneur may be the original founder, a multigenerational family business leader, or a transformational CEO who is not the founder of a company or subsidiary.
- ▶ The entrepreneur must have been in the role for at least two years by the application deadline.
- ▶ Previous finalists and applicants who did not win are eligible to reapply.
- ▶ Former award winners may reapply if they have founded or transitioned to a new company.

The company

- ▶ The company must have been in business for at least two years by the application deadline.
- ▶ Companies are most competitive when they demonstrate long-term value.
- ▶ Only for-profit businesses may apply.

For more information about the application process, visit ey.com/us/eoyapplicationoverview.

Entrepreneurs Accelerated

At EY, we champion the visionaries who dare to dream big. Our mission is to empower entrepreneurs with the essential tools, insights and network needed to accelerate their journey and unleash their full potential. By offering bespoke programs, sharing cutting-edge knowledge and delivering unparalleled services, we are committed to sharpening the competitive edge of entrepreneurs at every stage of their company's evolution.

- ▶ We invite all entrepreneurs to tap into our extensive resources tailored for trailblazers at the helm of high-growth ventures at ey.com/us/entrepreneurs and explore participation in one of our entrepreneurial programs:
- ▶ **Entrepreneur Of The Year®** is a global award that celebrates the spirit of innovation and honors the relentless drive of entrepreneurs who create long-term value.
- ▶ **EY Entrepreneurial Winning Women™** is an elite network and executive education program designed for women founders poised for exponential growth.
- ▶ **EY Entrepreneurs Access Network** provides Black and Latino business leaders with the access and expertise needed to transcend barriers and scale their businesses.

For more information, visit

ey.com/us/eoymnwo

or contact us at eoymnwo@ey.com

Join the conversation!

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Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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About Entrepreneur Of The Year®

Entrepreneur Of The Year® is the only global program of its kind that supports entrepreneurs as they unlock their ambitions. Established in 1986, this flagship program operates across more than 60 countries and jurisdictions and boasts a global ecosystem of over 30,000 distinguished entrepreneurs. Program participants benefit from lifelong connections, learning resources and insights to help navigate their growth journey, and opportunities to raise the profile of their companies. Each program concludes with a competition and announcement of a winner who goes on to represent their country or region in the ultimate global competition and event for entrepreneurs: World Entrepreneur Of The Year®. ey.com/eoy

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