**Start Up Business of the Year Award***(Please note that all applications forms need to be uploaded to the IW Chamber Awards website along with supporting documents. Emailed or posted forms will not be accepted)*  
This award recognises exceptional growth and entrepreneurship from a business that has been established in the last three years. Judges will be looking at how start-up was achieved, the strength of the business and how it has performed so far, as well as potential for future growth.

**1. Introduction** – *Tell the judges about your business. Tell us what you do and who /where your customers are. Give us a bit of background about your organisation – what you do, how you started your journey, how long you have been established, how many staff you employ and any other information you believe is relevant.*

**2. What is your business concept and strategy?** (20 marks)

**3. How has your start-up been achieved against your goals?** (10 marks)

**4. Financial performance so far. Provide solid evidence of turnover, profit, growth etc**. (30 marks)

**5.** **Future potential. Demonstrate projections for future growth and sustainability of business.** (20 marks)

**6.** **Innovation. Can you show examples of how your business has innovated to grow?** (20 marks)

**7. External web links if appropriate.** (0 marks)