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**COFFS COAST BUSINESS AWARDS 2020**

**ENTRY FORM**

**CATEGORY – Startup Superstar**

* **Aligned to NSW Business Chamber Awards**

***Business Details***

*To be completed by all entrants including those entering into the individual categories*

1. Trading name:
2. Registered ABN:
3. How is your business structured?

Choose from drop down list - Choose an item.

1. Is your business classified as a not for profit?

*Yes  / No*

1. Main office address:
2. Business trading commencement date:
3. What industry does the business operate in?

Choose from drop down list - Choose an item.

1. Number of employees on payroll in Australia.

Choose from drop down list - Choose an item.

1. Is your business primarily business to business or business to consumer?

Choose from drop down list - Choose an item.

1. Please provide a 100 word biography for your business. This biography will be used for promotional purposes.
2. Please indicate the main reason/s you are entering into the Business Awards

* To raise the profile of my business
* To recognise my staff and our achievements
* To build business networks
* To reflect on the goals, strategies and vision that led to the success of your business and to use those insights to drive even greater success in the future.

1. Website:
2. Twitter:
3. Instagram:
4. LinkedIn:
5. Facebook:

***Contact Details:***

*To be completed by all entrants*

**Entry Contact Details:**

First Name:

Surname:

Position:

Email:

Phone:

Mobile:

**Media Contact Details**

**Tick box if same as above**

First Name:

Position:

Email:

Phone:

Mobile:

## 

***Business Performance – Not Compulsory – See Note Below.***

*It is recommended that this is completed by all* ***entrants except*** *those entering into the* ***Outstanding Young Employee****. For those businesses entering into the* ***StartUp Superstar*** *category you are only required to provide* ***12 months of financial data****. This section will assist the judges in determining and benchmarking your business. The information provided remains confidential and will not be used for any other purpose than judging these business awards and the awards program itself.*

1. **State your current assets and liabilities**

**Current Assets**

(Cash and other assets that are expected to be converted to cash within the next financial year)

**Current Liabilities**

(Amounts due to be paid to creditors within the next financial year)

1. **Please provide the following figures for the last financial year and previous financial year.**

**Net Sales** after the deduction of returns, allowance for damaged and missing goods and discounts for the current financial year

**Operating Expenses** incurred through normal business operations, excluding interest expenses.

1. **Net Profit After Tax and Interest Expenses**

**Please Note:** For the Coffs Coast Business Awards, you do not need to complete the ***Business Performance*** section if you feel the information requested is too sensitive – In some of the questions it asks about financials – you do not have to list specific ‘numbers / $$ amounts, you can use percentages – graphs – etc. we do not need your “net” value.

However, this award is an aligned award with the NSWBC – you will most likely have to provide this information if you are successful in getting through to the regional awards; the NSW Business Chamber would then contact you to discuss in further detail if required.

***StartUp Superstar***

**Description**

The Start Up Superstar award recognises a business that has been trading for at LEAST 12 months and less than 24 months. This business delivers a product / service / idea / invention with credible potential and strongly displays an entrepreneurial spirit.

***Award eligibility check box***

* This business has been trading for a **continuous** period of 12 months and less than 24 months.
* This business has not been purchased or acquired
* This business is not part of a franchise
* This business is not a new product or service line.

**Questions**

1. Is this your first start up? (If no please specify other business ventures and their degree of success). Maximum word count: 300
2. Date when you commenced trading.
3. Number of other owners
4. What problem (or need) has your business solved? Word count: Maximum word count: 250
5. How did you identify the market need? Maximum word count: 400

1. Describe your product service or offering. Maximum word count: 400
2. Who is your target market? : Maximum word count: 250
3. Describe your business’s innovative competitive advantage? Maximum word count: 400
4. Outline your business success since its inception. Maximum word count: 400
5. Detail and include your current research, customer marketing strategy, logistics and service delivery.  Maximum word count: 350
6. Describe how you funded your business. Maximum word count: 200
7. Detail how your business has the potential to scale and achieve financial sustainability. Maximum word count: 400
8. Provide commercial and technical evidence your team has the ability and competencies to achieve success and detail strategy and timeframe involved

Maximum word count: 500

I declare that the information I have provided in this entry form is true and correct at the time of completing this form and that I agree to all conditions of entry listed under the “Conditions of Entry” section of the website. ([www.coffscoastbusinessawards.com.au](http://www.sunnysbusinessawards.com.au))

Once you complete this form you should save it on your computer using the file name STARTUP SUPERSTAR. Then return to the Coffs Coast Business Awards Website [www.coffscoastbusinessawards.com.au](http://www.sunnysbusinessawards.com.au)

* Go to the application upload section and follow the instructions.
* You will use your email account to upload your completed Entry Forms.
* You **must** also submit 4 high resolution landscape images in JPG format.

**Video options:**

To help you in making a video please see the video options section on the upload page

* **ALL** entries must submit a **maximum** 20 second video (in MP4 or MOV format). The video clip will be about your business, staff and tell your story as to your reasons for entering the category/s. The video clip and images will be seen by the judges and used as part of a multimedia presentation on the awards night.
* **For each category you enter – you must submit a different video clip about your business, staff and tell your story as to your reasons for entering the category.**