



## Application pack

Thank you for showing an interest in entering the 2016 Bill Green Award for Entrepreneurial Spirit. The award recognises businesses which have demonstrated a desire to succeed and the ambition, vision and drive to turn ideas into a successful business.

### Why Enter?

- Raise your company's public profile
- An opportunity to analyse your business
- Benchmark your success against others
- Differentiate your business from its competitors
- Win a free trademark registration in one Nice Class<sup>1</sup> (offered to all shortlisted companies by the Guernsey Intellectual Property Office)

### How to apply:

Please complete the attached application form and return it to: Lindsey Dean c/o Saffery Champness, PO Box 141, La Tonnelle House, Les Banques, St Sampson, Guernsey, GY1 3HS or by email to [Lindsey.Dean@saffery.gg](mailto:Lindsey.Dean@saffery.gg)

Entry is open from **Thursday 18 February 2016**. You must submit your entry by **17:00 on Thursday 31 March 2016**.

### What happens next?

Short-listed entrants will be notified on 14 April 2016 and will be invited to an informal interview with members of the judging panel on 27 April 2016 (starting from 18:00 at the Chamber of Commerce, 16 Gategny Esplanade, St Peter Port, GY1 4WN). Each finalist will receive a pair of tickets for the YBG summer ball on 17 June 2016 where the winner and runner-up will be announced.

Short videos of the finalists will be shown at the YBG summer ball prior to the winner being announced. The winner and runner-up will be able to use the YBG Bill Green Award logos on stationery and marketing materials for the year following the award presentation.

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<sup>1</sup> The free trademark has kindly been provided by the Guernsey Intellectual Property Office, the cost of which is £300 for a registration. Such registrations deal with brand protection, for example the name of a product or service. Registration lasts for 10 years and may be renewed for a further 10 years thereafter indefinitely.

For further information, please visit [www.guernseyregistry.com/ipo](http://www.guernseyregistry.com/ipo)



**Useful tips for completing the application form:**

- Please ensure that you complete all the sections on the application form.
- When using additional sheets please make sure that they are clearly marked with your business details, numbered, and attached to your completed application form.
- If you submit any other material with your application, e.g. videos, please make sure they are marked clearly and confirm whether you wish them to be returned. If you do not state that they are to be returned they will be destroyed.
- You will find the judging criteria detailed at the end of this form or online at <http://www.ybg.gg/projects/bill-green-award>. Please refer to this when completing your application.

We wish you the best of luck and look forward to seeing you at the YBG summer ball on 17 June 2016. To reserve your tickets please contact Claire Cole at Two Degrees North by email at [claire@twodegreesnorth.co.uk](mailto:claire@twodegreesnorth.co.uk) or by telephone on 736667.



**BILL GREEN AWARD FOR ENTREPRENEURIAL SPIRIT – 2016 ENTRY FORM**

BUSINESS NAME:	
CONTACT NAME:	
BUSINESS ADDRESS:	
POSTCODE:	
TELEPHONE:	
EMAIL:	
WEBSITE:	
<b>ABOUT THE BUSINESS:</b>	
Number of employees:	
When was the business established?	
What are the business' core products and/or services?	

**1. Describe why you have chosen to enter your business for this award**

**2. Please provide some examples that demonstrate how your business meets or exceeds the criteria for the award (You should relate your response to the judging criteria)**

**3. What major challenges has the business overcome to be successful?**

**4. Describe any future plans, intended improvements or developments for the business that the judges should consider**

**5. What difference would winning this award make to your business?**

**6. Why do you think your business should win this award?**

**7. Please include here any additional information about your business which you think may be relevant to this application**

I declare that the information contained within this application is correct and that I have the authority to submit this application on behalf of the aforementioned business. I understand that the information provided on this application form will be used by the event presenter and local panel of judges in selecting award recipients and I consent to the use of information for such purpose. If the business is selected as a finalist or an award recipient, I hereby consent to the use, in connection with the award, of the business' name, non-financial information, photographs, video recordings, and audio recordings of the business or its representatives from whatsoever source.

Signed:

Dated:



## BILL GREEN AWARD FOR ENTREPRENEURIAL SPIRIT – 2016

### **Judging Criteria:**

The Bill Green Award for Entrepreneurial Spirit recognises businesses which have demonstrated a desire to succeed and the ambition, vision and drive to turn ideas into a successful business.

Entrants must clearly demonstrate their business idea and start-up process, showing evidence of a well researched business plan and forecasts for business performance.

The judges will be looking for:

- A robust business model;
- Evidence of a well researched business plan;
- Vision, leadership and personality in the organisation;
- Evidence of how the business has managed any risks or challenges that have arisen;
- Evidence of business development; and
- A clear outline for future sustainability.