EY Entrepreneur Of The Year®

2021 Application Guidelines

Building a better working world

Apply for the EY Entrepreneur Of The Year® program online at **eoy.ey.com**.
Deadline: April 16, 2021

A snapshot of the nomination requirements is featured below.

Nominee information

For co-nominees, add the details for each 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
- 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
- Company raised or received outside investment
  - Year raise

Financial data

This information is considered confidential. Financial information is an important quantifiable indicator of success available to the panel of judges; therefore, it's 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.

Narrative

Take this opportunity to "tell the story" behind the nominee's success. Six (6) questions will allow you to highlight the entrepreneur and their company's success. Each question is limited to a maximum 2,000 characters or approximately 250 words.

Entrepreneurial Spirit

- Discuss the nominee's high standards relating to themselves, the business, and their 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.

Value Creation

- How does the nominee create value for stakeholders?
- Describe the nominee's financial performance.
- Describe how the nominee develops human capital.
- How does the nominee drive strategies for long-term sustainable results?

Strategic Direction

- How does the nominee develop a vision with goals for future growth and expansion?
- Describe how the nominee builds an effective team and strategic alliances.
- Describe measures and benchmark progress against goals.

Innovation *(Including new ways of doing business and business models)*

- 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?

Personal Integrity/Purpose Driven Leadership

- Demonstrates personal values that earn respect from key stakeholders.
- Maintains the highest ethical and quality standards across the business.
- Commits the organization to an inspiring purpose.
- Enables a more sustainable future for all.

National and global impact *(If applicable)*

- Describe how the nominee increases market share.
- How does the nominee enable international growth and reach?
- Explain in which ways the nominee expands into new markets.

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