



**EY Entrepreneur
Of The Year®**

Do you have the conviction to challenge convention?

Submit a nomination for the EY Entrepreneur
Of The Year 2022 program by April 15.

Visit [EY.com/ca/eoy](https://www.ey.com/ca/eoy)

The better the question. The better the answer. The better the world works.



JAD
SHIMALY

Chairman and CEO
EY Canada



PAULA J.
SMITH

National Director
EY Entrepreneur Of The Year

FROM US TO YOU

As we look back on the last two years, which have brought unprecedented challenges to all Canadians, we're reminded how essential entrepreneurs and innovators are to the health of our economy. They're not just the engine – entrepreneurs are the **accelerators** who help us **navigate change** and **drive growth**.

That's why, for 28 years, we've been committed to the EY Entrepreneur Of The Year program which supports, connects and enables entrepreneurs across Canada as they turn groundbreaking ideas into powerful businesses that deliver national and global impact.

Programs like this help build a global community that brings together ambitious entrepreneurs and business leaders from around the world to inspire collaboration, spark innovation and redefine the meaning of success.

If you're an entrepreneur or you know a special person or team who has created a thriving, high-growth business, help us tell their story by nominating them for our 2022 program. The visionaries we honour will join a distinguished group of some of the world's most transformative leaders.

We can't wait to see who will be named Canada's EY Entrepreneur Of The Year 2022.

HUMANITY IS CAPABLE OF GREAT THINGS.

To build something of long-term value takes grit, persistence and fearless ambition. It takes a special kind of leader to ignore the critics and transform a blue-sky dream into a new reality that contributes value and purpose beyond simple profits.

We call these entrepreneurs the **UNSTOPPABLES.**

Through the Entrepreneur Of The Year program, we celebrate the unstoppable entrepreneurs whose unbounded ambitions deliver innovation, growth and prosperity that transform our world. Since 1994, we've celebrated the accomplishments of hundreds of Canadian entrepreneurs and CEOs.

EY is a global supporter of entrepreneurship for all, helping businesses grow, scale and overcome ever-evolving challenges through the EY Entrepreneur Of The Year, Entrepreneurial Winning Women™ and upcoming Entrepreneur Access Network programs.

Benefits of participation

Entrepreneur Of The Year participants represent the world's most inspirational and innovative business leaders.

GET READY TO:

- 1 Join a diverse and inclusive global community where you can connect with innovative and influential business leaders cutting across all industries and sectors.
- 2 Access peer-to-peer learning experiences, roundtable discussions and events with others in the EY entrepreneur ecosystem.
- 3 Celebrate and recognize the team and support network that helped you on your entrepreneurial journey.
- 4 Elevate your company's brand and increase exposure to potential customers and suppliers, M&A opportunities, private equity and venture capital investors.
- 5 Receive an exclusive invitation to the **EY Strategic Growth Forum®**.

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JOIN CANADA'S VIBRANT ENTREPRENEURIAL ECOSYSTEM

How far can your boundless ambition take you?

3,200+ alumni in the EY Entrepreneur Of The Year Canadian community.

Through the Entrepreneur Of The Year program, you become part of this vibrant ecosystem that comprises leading entrepreneurs and business leaders in Canada. Growing larger every year, the program helps members harness their wealth of experience to create opportunities to share disruptive ideas and knowledge with each other - locally and nationally.

Hear what our alumni have to say

"The program was an outstanding experience in my professional career. Through it I have developed relationships I otherwise would not have."

- Pacific region

"This group surrounds you with successful entrepreneurs who have been through all the challenges we all face. It's educational and very inspirational."

- Pacific region

"The exposure, networking, fun times are hard to describe other than to say it was first class! Best program to participate in."

- Prairies region

"There's great networks and fantastic exposure for high-growth businesses to meet potential strategic partners."

- Atlantic region

"It's a great experience all round with fantastic networking opportunities - very rewarding."

- Ontario region

"All interaction and events were meaningful from a business perspective. The ability to interact with other business people was inspiring and everyone we met with at EY was very engaging and interested."

- Québec region

The ecosystem offers you:

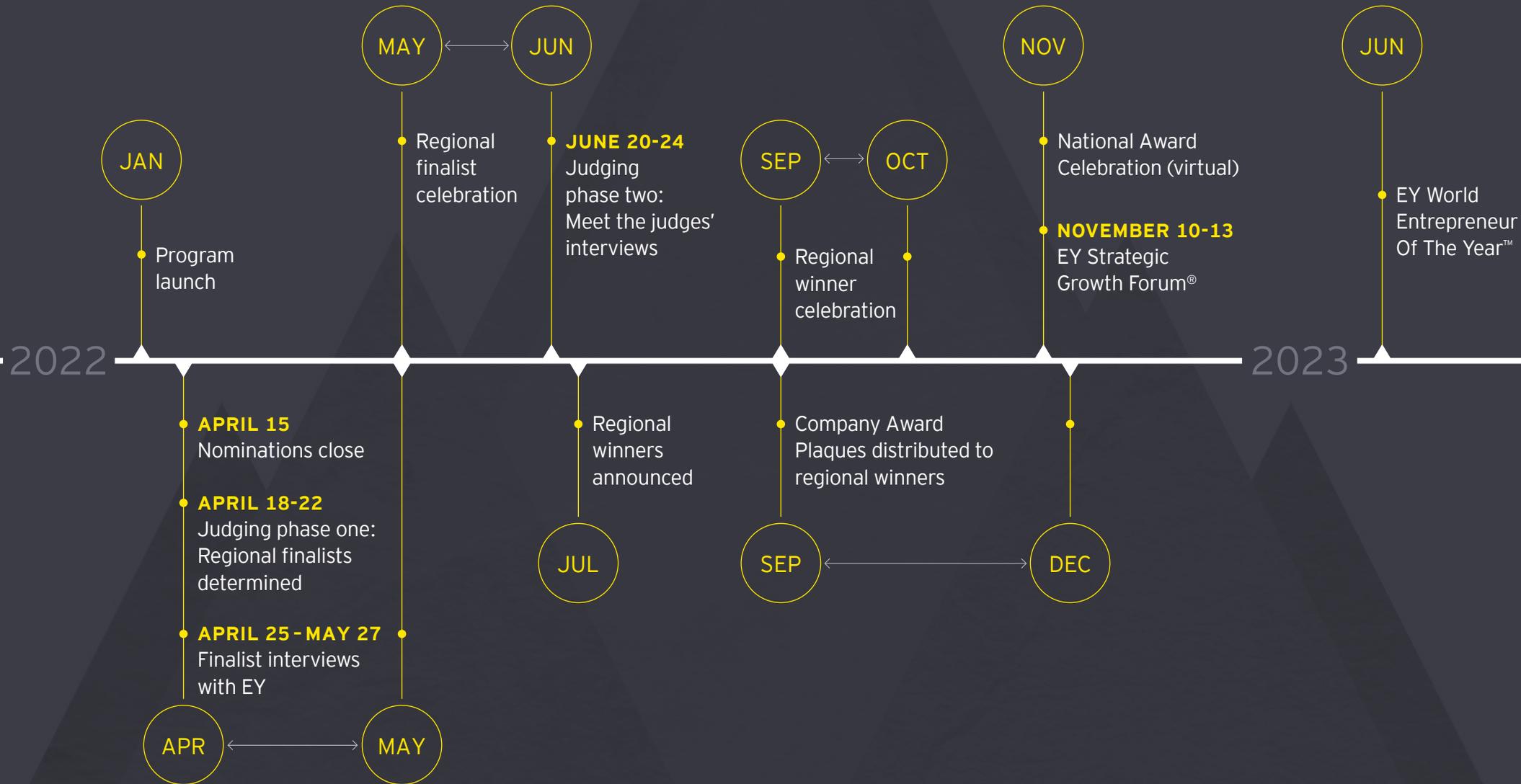
- ✔ **Lifetime access to a community of like-minded business leaders** who are each on their own transformational journey, including program alumni, judges and sponsors, business leaders and EY personnel.
- ✔ **The opportunity to expand your network and build relationships** through invitations to exclusive entrepreneurially focused and broader EY-run events.
- ✔ **The chance to keep a pulse on the latest hot topics** with peer-to-peer learning experiences, workshops, roundtable discussions and more.
- ✔ **Connections with EY advisors through the EY Wavespace** to help your business broaden its focus to embrace value creation.
- ✔ **An exclusive invitation to the EY Strategic Growth Forum®**, November 10-13, 2022, one of North America's largest gatherings of entrepreneurs, investors, executives and business leaders.

Why is the entrepreneurial ecosystem so important?

Listen to EY World Entrepreneur Of The Year™ 2019 winner and World Entrepreneur Of The Year 2021 judge **Brad Keywell**, founder and CEO of Uptake Technologies Inc., share his thoughts on the value of being part of the Entrepreneur Of The Year community.

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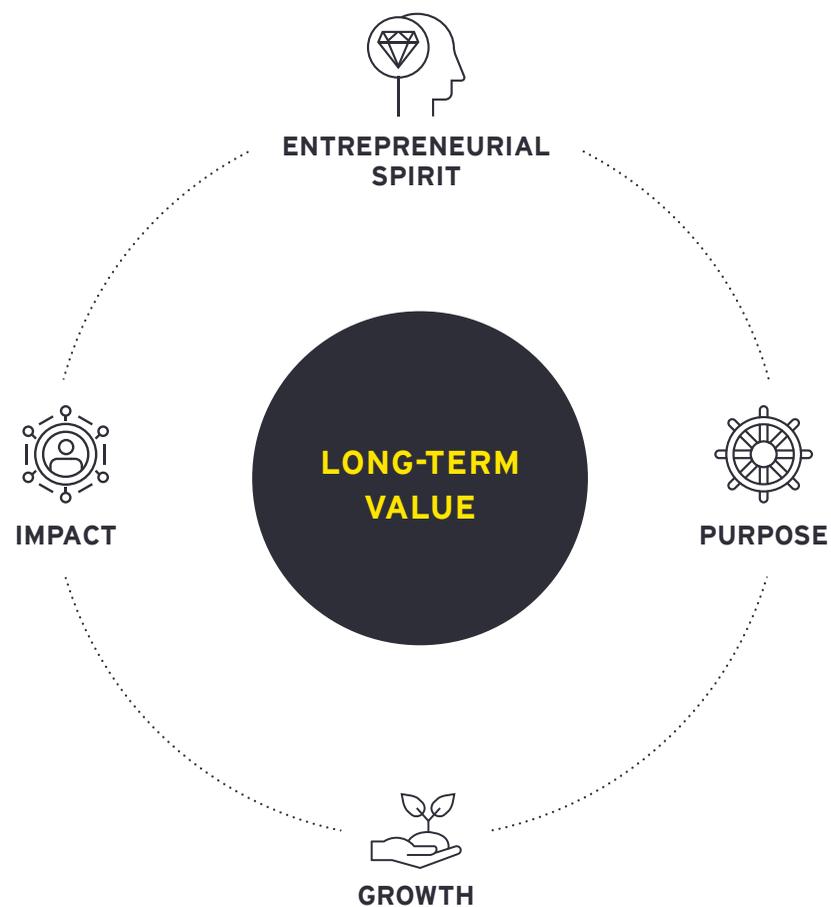
TIMELINE



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JUDGING CRITERIA

An independent panel of judges will assess nominees based on the following criteria. Judges include past EY Entrepreneur Of The Year participants, and business and community leaders.



Submit an application today

Visit eoy.ey.com to nominate someone or apply.

Deadline for entries:
April 15, 2022

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ELIGIBILITY

The nominee must be an owner or CEO of a private or public company, primarily responsible for the company's recent performance and an active member of top management.

Non-founding entrepreneurs are also eligible if the individual manages the business and assumes the associated risks.

Co-nominees are eligible if they share leadership responsibilities at the company.

The nominee must have been in their current role for at least two years, dating back from the time of the April 15, 2022 application deadline.

The nominee's company must be at least three years old. However, for emerging entrepreneurs we accept nominees from companies aged two to five years.

APPLICATION GUIDELINES

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 current 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

The financial information is an important quantifiable indicator of success for the independent panel of judges. Without it, you can't be evaluated. Please note, the information you provide will be kept confidential.

- ▶ 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.

A snapshot of the nomination requirements is featured below.

Narrative

Take this opportunity to “tell the story” behind the nominee's journey. You'll be asked to describe the entrepreneur's success in four distinct areas (detailed below). Each section is limited to a maximum 2,000 characters or approximately 250 words. When completing the online application form, click on “more information” for a detailed description of each section.

Long-term value (LTV)



Entrepreneurial spirit

- ▶ Identifies opportunities to innovate and create a better world.
- ▶ Takes risks to realize their vision.
- ▶ Demonstrates courage, perseverance and overcomes obstacles.



Purpose

- ▶ Commits themselves and their organization to an inspiring purpose and vision.
- ▶ Drive strategies for a sustainable future.
- ▶ Creates and protects value in the long-term, across a broad group of stakeholders, including consumers, employees, suppliers, government, communities, investors and shareholders.



Growth

- ▶ Increases market share and expands into new markets.
- ▶ Drives positive financial performance.
- ▶ Invests in attracting, developing and retaining a diverse mix of talent.
- ▶ Build a culture of innovation that pioneers new approaches or technologies.



Impact

- ▶ Integrates sustainable Environmental, Social and Governance (ESG) environmental practices in their strategy, with robust commitments and execution plans.
- ▶ Focuses on diversity and inclusion across multiple dimensions.
- ▶ Positively impacts the customers they serve.

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CANADA'S EY ENTREPRENEUR OF THE YEAR TEAM

NATIONAL

Paula J. Smith
Program Director
paula.j.smith@ca.ey.com

Krysten Fairbairn
Program Manager
krysten.fairbairn@ca.ey.com

PACIFIC

Lui Petrollini
Program Director
lui.petrollini@ca.ey.com

Melissa Harder
Program Lead
melissa.harder@ca.ey.com

PRAIRIES

Rob Jolley
Program Director
rob.m.jolley@ca.ey.com

Shane Dunn
Program Director
shane.dunn@ca.ey.com

Meghan Schimpf
Program Lead
meghan.schimpf@ca.ey.com

ONTARIO

Stephanie Lamont
Program Director
stephanie.lamont@ca.ey.com

Aoife Geary
Program Lead
aoife.geary@ca.ey.com

QUÉBEC

Daniel Baer
Program Director
daniel.a.baer@ca.ey.com

Luc Charbonneau
Program Director
luc.charbonneau@ca.ey.com

Ingrid Castro-Rodriguez
Program Lead
ingrid.castro-rodriguez@ca.ey.com

ATLANTIC

Gina Kinsman
Program Director
gina.m.kinsman@ca.ey.com

Steven McLaughlin
Program Director
steven.j.mclaughlin@ca.ey.com

Cristina Burca
Program Lead
cristina.burca@ca.ey.com

For more information,
visit ey.com/ca/eoy

Join the conversation!
Follow us [@EYCanada](https://twitter.com/EYCanada)

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EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

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®

EY Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, EY Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 145 cities in 60 countries.

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