



What could you create if you colour outside the lines?

Submit a nomination for the EY Entrepreneur
Of The Year® 2024 program by **April 19, 2024.**

Visit ey.com/ca/EOY

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



Supporting entrepreneurship for 30 years

Through the Entrepreneur Of The Year program, we celebrate the 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.

The Art of Entrepreneurship recognizes entrepreneurs who continuously repaint and reframe our economy from innovative angles through their unique visions and hard work. This theme pays homage to the artful balance of passion, determination, character and skill needed to create businesses that address the most complex challenges and build a better working world.

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®**.

WHAT MAKES
YOUR BUSINESS
A MASTERPIECE?

Benefits of participation

Join Canada's vibrant entrepreneurial ecosystem

How far can boundless ambition take you?

3,300+

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.

Entrepreneurship for all

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 Entrepreneur Access Network programs.

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.”

- Alum, Pacific region

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

- Alum, Prairies region

“It’s a great experience all round with fantastic networking opportunities. Very rewarding.”

- Alum, Ontario region

“There’s great networks and fantastic exposure for high-growth businesses to meet potential strategic partners.”

- Alum, Atlantic region

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

- Alum, Québec region

The ecosystem offers you:

- ✔ **Lifetime access to a community of like-minded business leaders**, 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 finger on the pulse of the latest hot topics** with peer-to-peer learning experiences, workshops, roundtable discussions and more.
- ✔ **Connections with EY advisors through EY Wavespace™** to help your business broaden its focus to embrace value creation.
- ✔ **An exclusive invitation to the EY Strategic Growth Forum®**, one of North America’s largest gatherings of entrepreneurs, investors, executives and business leaders.

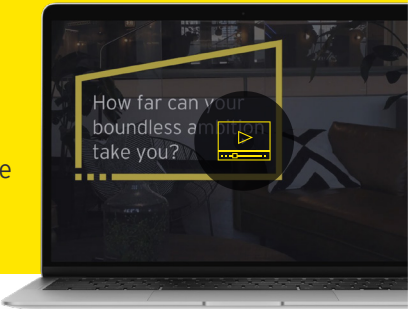
WHAT MAKES YOUR BUSINESS A MASTERPIECE?

Ecosystem

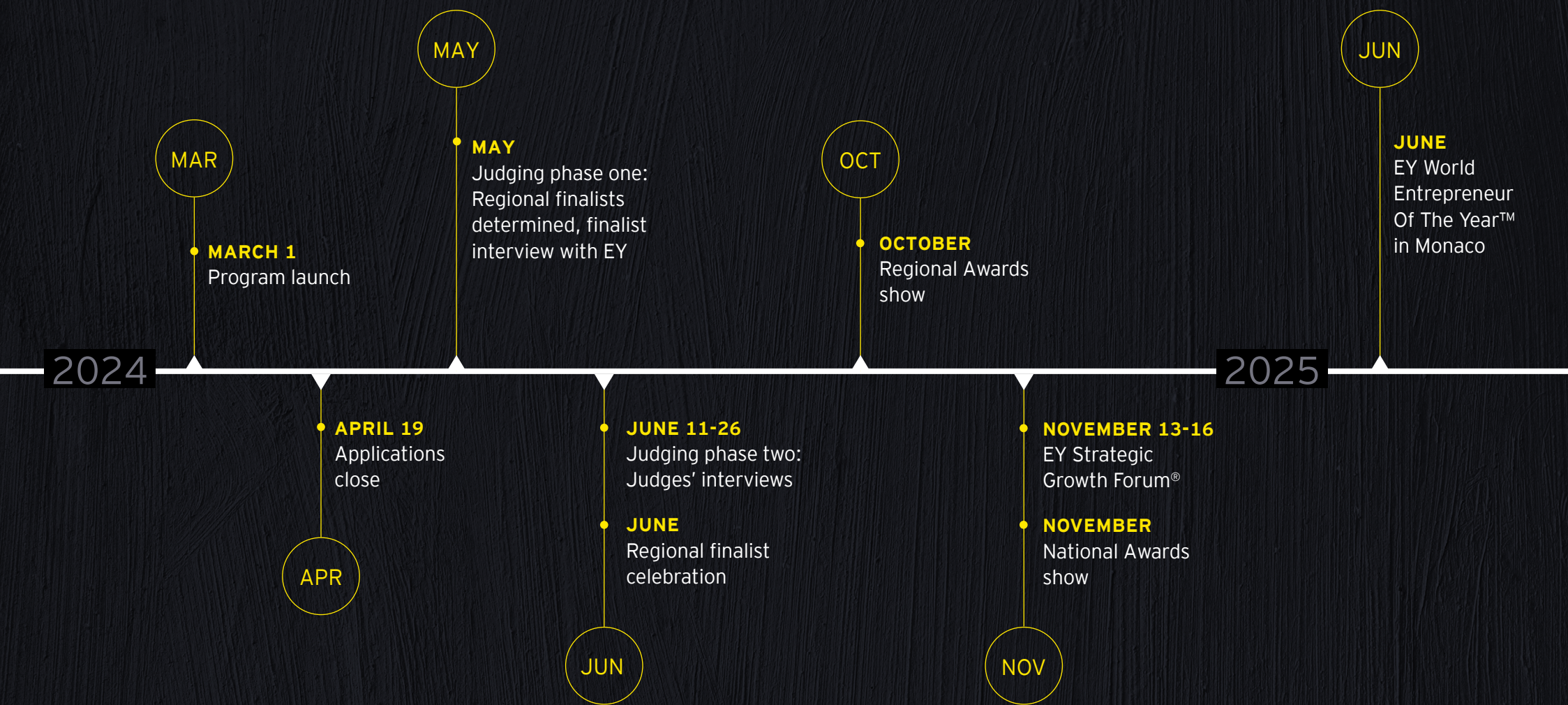
Why is the entrepreneurial ecosystem so important?

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.

Click here to watch the video



2024 timeline

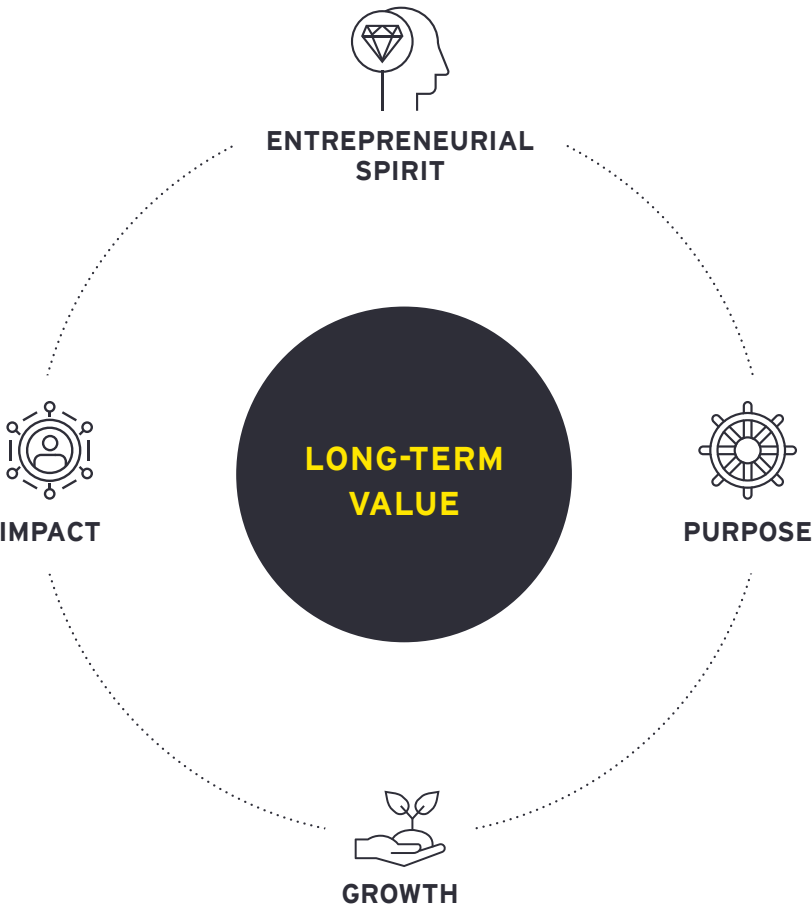


WHAT MAKES
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Timeline

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

To nominate someone or apply yourself, visit eoy.ey.com.

Deadline for entries is **April 19, 2024**.

ELIGIBILITY

- The nominee must be the owner or CEO of a private or public company and responsible for the day-to-day operations of the business. Co-founders are eligible if they share leadership responsibilities at the company.
- Non-founding entrepreneurs are also eligible if the individual manages the business and assumes the associated risks.
- The nominee must have been in their current leadership role for at least two years by the application deadline.
- The nominee's company must be at least three years old by the application deadline.
- The nominee's headquarters must be in the region where the nomination is submitted.

WHAT MAKES
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Judging criteria

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
- ▶ Assistant's information
- ▶ Previously nominated (status achieved)

Company information

- ▶ Company description
- ▶ Year company founded
- ▶ Industry
- ▶ D-U-N-S® (Dun & Bradstreet) number, if applicable
- ▶ Publicly held company
 - Year company went public
 - Stock ticker symbol

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 growth due to the merger
- ▶ Sources of investment
- ▶ 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 and perseverance and overcomes obstacles.



Purpose

- ▶ Commits themselves and their organization to an inspiring purpose and vision.
- ▶ Drives 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.
- ▶ Builds 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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Application guidelines

Canada's EY Entrepreneur Of The Year team

NATIONAL

Rachel Rodrigues
Program Director
rachel.rodrigues@ca.ey.com

Julie Olden
Program Manager
julie.olden@ca.ey.com

PACIFIC

Anita Chang
Program Director
anita.chang@parthenon.ey.com

Natalie Niedzialek
Program Manager
natalie.niedzialek@ca.ey.com

PRAIRIES

Ivana Cvitanusic
Program Director
ivana.cvitanusic@ca.ey.com

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

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

ONTARIO

Christopher Gordon
Program Director
christopher.d.gordon@ca.ey.com

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

Ayesha Hasan
Program Manager
ayesha.hasan@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 Manager
ingrid.castro-rodriguez@ca.ey.com

ATLANTIC

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

Michael Lutes
Program Director
mike.j.lutes@ca.ey.com

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

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

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Contact us

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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