

## Category Entry Criteria - The Eastside Award for Business Start-Up

### The Eastside Award for Business Start-Up

Sponsored By:



Belfast  
City Council

#### Entry Criteria

This Award is open to the individual, businesses or social enterprises from or within the East Belfast area which has been trading for no more than three years (commenced business after 1<sup>st</sup> Jan 2016).

Entrants are encouraged to provide information that will show the development, introduction and impact of a new business in some or all of the following areas:

- Can demonstrate how the business start-up was conceived e.g.
  - Overall aims and direction
  - Market Research / Market Testing / Identification of need
  - Research & Development
- Can demonstrate how the start-up was introduced to
  - The customer or user group e.g.
    - Marketing & Advertising
    - Quality of Service
    - Customer feedback
- Can demonstrate how the new business performance has been sustained
  - Employee growth and or engagement
  - Business process improvement and Quality Standards
  - Training & Development
- Can demonstrate what impact the business has made to
  - The customer or user group
  - The reputation of the organisation

The overall performance in uptake and/or bottom line

#### Helpful Hints

- *Take time to look at the criteria in your chosen category and use it to guide your responses.*
- *It is important to note that the Judges will be looking for evidence that will demonstrate the contributions, achievements or impacts associated with your responses.*
- *It might be useful to create a first draft and have a colleague or a trusted friend to review your application and give you feedback.*
- *Supporting material in the form of photos, printed items, graphs – e-versions or hard copies may be brought with you on the day and left with the Judges.*
- *Remember, the judges can only base their assessment on the information provided on the entry form so please do make sure you include all relevant information to assist them in the judging process*