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| Local Enterprise Office KILDARENational Enterprise Awards 2016 | LEO-Logo.jpg |

***Guidelines for judging criteria and marking system***

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| ***LEO Name*** | *KILDARE* |
| ***Promoter*** |  |
| ***Address*** |  |
| ***Region*** | *Kildare Laois Offaly Westmeath* |
| ***Date Business Established*** |  |
| ***Telephone*** |  |
| ***Email*** |  |
| ***Website*** |  |
| ***Social Media Details*** |  |

|  |  |  |
| --- | --- | --- |
| Business Plan  | 20 | Total Marks |
| * Management capability / staff structure
 |  |  |
| * Competitiveness
 |  |  |
| * Growth potential
 |  |  |
| * Employment potential
 |  |  |
| * Business strategy
 |  |  |
| Marketing  | 20 |  |
| * Marketing strategy
 |  |  |
| * Company’s success in national and export markets
 |  |  |
| * Growth in sales revenue this year over previous years
 |  |  |
| * Responsiveness to market trends
 |  |  |
| Finance  | 30 |  |
| * Financial commitment of the owner
 |  |  |
| * Profitability of the company
 |  |  |
| * Strength of the balance sheet
 |  |  |
| * Net assets of the company
 |  |  |
| Technology & Innovation  | 20 |  |
| * Use of technology
 |  |  |
| * Innovation in business e.g. finance, production, marketing, HR etc.
 |  |  |
| Entrepreneurial Skills of Promoter | 20 |  |
| * Leadership qualities
 |  |  |
| * Vision and drive
 |  |  |
| * Commitment
 |  |  |
| * Entrepreneurial capability (risk taking etc)
 |  |  |
| Use of Social Media to promote the business | 10 |  |
| * Demonstrates an understanding of social media in promoting the business.
 |  |  |

**TOTAL (out of 120) \_\_\_\_\_\_\_\_**

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| Local Enterprise OfficeNational Enterprise Awards 2016 |

### Competition Guidelines

### STAGE 1: The local competition

1. Each participating LEO to hold a local competition or nominate one County Winner to progress to Stage 2 of the competition. (The NEA Committee recommends that each Local Enterprise Office holds a local competition to select the County Winner and also to highlight this with the local media).
2. A standard application form has been developed. This will not be printed in bulk, but forwarded to each LEO by electronic mail. Each participating LEO can adapt the logos on the application form as appropriate.
3. The applicants must be current clients of the LEOs or transferred to Enterprise Ireland

 within the last 12 months.

1. All businesses must have been in receipt of Measure 1 Support or Measure 2 Support.

 Companies that have received support by way of feasibility studies or R&D assistance

 from other agencies are not excluded.

1. All entries must employ ten or less employees.
2. Previous County winners are eligible to enter.
3. Four copies of a Business Plan, together with the most recent financial statements (four copies), are mandatory. **Applications without business plan and financial statements will be disqualified.**
4. Adjudication and prize fund at County level will be the responsibility of the local LEO.
5. Standard judging guidelines and scoring sheet are attached for application at local level.
6. All submissions (in hard copy, four copies) to the National Final should be in typed format. **Handwritten applications will not be accepted.** A short summary text will be required with their national final entry for inclusion in the commemorative booklet and for the DVD at the National Finals.
7. All entries for the National Awards Final to be submitted to LEO Cork City, City Council, City Hall, Cork, **no later than noon on *Thursday, 30th March 2016*.** **Please note that it will not be possible to accept entries after this date.**

### STAGE 2: The National Final

1. Judging to take place at the City West Hotel, Saggart, Dublin, the ***weeks beginning 18th***

 ***& 25th April 2016.*** Each finalists will be afforded the opportunity to present an overview

 of their business by way of powerpoint to the juding panel and this will be followed by an

 interview. A laptop will be available on the day however finalists are welcome to use

 their own laptops if they so choose.

1. It is the responsibility of the each Local Enterprise Office to keep their County Winner

 informed on all stages of the competition. This is not the responsibility of the NEA

 Committee.

1. Winners will be announced on the evening of the final on ***Thursday, 26th May 2016*** at

 ***Venue to be Confirmed*.** There will be no short-listing this year.

1. **Judges decision is final.**
2. **Prize Fund:**

From all the finalists, the panel of adjudicators will choose:

1. The overall Winner (to receive €5,000)
2. The Best Export Business (to receive €1,000)
3. The Best Start Up Business (5 years or less) (to receive €1,000)
4. Innovation Award (to receive €1,000)
5. 8 Regional Winners (to receive €1,000 each)
* *Dublin City, Fingal, Dun Laoighre/ Rathdown and South Dublin (4).*
* *Kildare, Laois, Offaly and Westmeath (4).*
* *Wicklow, Wexford, Carlow and Kilkenny (4).*
* *Louth, Meath, Cavan and Monaghan ( 4).*
* *Donegal, Sligo, Leitrim and Longford (4).*
* *Galway, Mayo and Roscommon (3).*
* *Clare, Limerick, Kerry and Tipperary (4).*
* *Cork City, South Cork, Cork North & West and Waterford (4).*

All entries will be judged against the prize categories listed above with a prize for each regional winner. Only those companies in existence for less than 5 years will be considered for the Best Start Up Category.

**Important Dates:**

18th March, 2016 - Local competitions to be complete

30th March, 2016 - Final date for receipt of applications

18th & 25th April, 2016 - National adjudication takes place during these

weeks.

26th May, 2016 - National Enterprise Awards Event