

2022 British Business Awards Entrepreneur of the Year Award Application



Entrepreneur of the Year Award overview

This Award seeks to celebrate the risks that entrepreneurs take to ensure that businesses can grow and thrive, and the fantastic contribution these risk-takers make to China-UK business relations. This Award is open to British nationals in any industry sector, and is also open to Chinese nationals who have studied in the UK.

Judges will be looking for evidence of:

- An individual who has shown extraordinary entrepreneurial spirit. How has this person shown perseverance and independent thought to overcome adversity and obstacles?
- The past and current financial performance of the business and also their strategies for short and long-term sustainability and growth.
- The impact the individual has had on China-UK business relations. Has the individual created jobs and had a positive impact in their own community?
- Embracing and leveraging innovative technologies and approaches. How has the individual embraced change and integrated innovative measures into the business?
- Turning visions into reality. How has the individual utilised different strategy to help grow the business?

Judging Process

- A panel of 5 judges will individually score each application.
- Judges will give an overall score for the whole application.
- The score will be tallied and a shortlist of three finalists will be drawn up.
- The same judges will then come together as a group and discuss the merits of each of the finalists, coming to a clear decision on the winner.
- In the case of a split decision, judges will be asked to rank the finalists and the winner will be calculated.
- The winners of each award will be revealed on the night.

Application Process

- **ALL** applications must be uploaded to the 2022 British Business Awards website in order to be judged. www.britishbusinessawards.org
- Applications must be uploaded before **1 July, 2022**
- Applications may not run over the word limits set for each section.

* Please upload your company logo in PNG format (no larger than 5MB)

<p>1. Are you a:</p> <p><input type="checkbox"/> British national</p> <p><input type="checkbox"/> Chinese alumni of a UK university</p> <p>If you are a Chinese alumni, please indicate:</p> <p>The institution you graduated from:</p> <p>_____</p> <p>The year you graduated</p> <p>_____</p> <p>What subject you studied</p> <p>_____</p>
<p>2. Please summarise your business and sector in China. (150 words max.)</p> <p>_____</p>
<p>3. Describe your entrepreneurial progress in the Chinese market and the original inspiration behind it. Give concrete examples of your commercial success. (300 words max.)</p> <p>_____</p>

<p>4. Why did you establish your business in China (e.g. was there a particular niche in the market?) Describe any difficulties you overcame in this process and measures you took to adapt to the Chinese market. Give concrete examples of your commercial successes. (300 words max.)</p>
<p>5. Outline your main business objectives for the next three to five years and how you envisage these will be achieved. Do you have a sustainable model that other entrepreneurs could follow? (300 words max.)</p>
<p>6. Describe the greatest barrier to success your company has faced in China and explain how this challenge was overcome. (300 words max.)</p>
<p>7. How have you embraced and leveraged innovative technologies, approaches and strategies to help grow your business? Give concrete examples of these. (300 words max.)</p>
<p>8. Is there any additional information you would like to mention that would support your application? (150 words max.)</p>