



COFFS COAST BUSINESS AWARDS 2023 - ENTRY QUESTIONS

CATEGORY – Outstanding Start up

You will be required to provide a 100 word biography for your business to be used for promotional purposes. As well as provide contact details and some information about the business, such as registered ABN, address etc.

Outstanding Start-up

The Outstanding Start-up Award recognises a start-up business that has effectively driven growth and is able to demonstrate the potential to achieve future success.

Entry criteria

Entrants are required to demonstrate their commitment over the past 12 months to being an outstanding start-up. This category is open to new businesses trading for a period less than 24 months.

Award eligibility check box

- ✓ This business has been trading for a period less than two years and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has not been purchased or acquired and is not part of a franchise.
- ✓ The business has not entered the categories of Outstanding Community Organisation, Excellence in Micro Business, Excellence in Small Business or Excellence in Business.

Questions

1. Provide an overview of your start-up business including the product or service delivered to market, how you identified it as a market need and who your target customer is. Maximum word count: 200
2. Provide an overview of the key features of your business development strategy and projected outcomes for the future. Maximum word count: 300
3. Describe why your product or service offering is unique within your industry and differentiates your business from competitors. Maximum word count: 300

4. Detail the measurable growth and key milestones you have achieved since launching your business. Maximum word count: 400
 5. Describe the key challenges your business has faced as a start-up and how you overcame them. Maximum word count: 400
- Once you have answered these questions go to the application 'enter now' section of the website and follow the instructions.
 - You will use your email account to upload your completed Entry Forms.
 - You must also submit 1 landscape image in JPG format.