

# Woman Entrepreneur of the Year

*(This nomination is open to both MWBC clients and non-clients within the State of Maryland)*

## What are the evaluation/selection criteria for the Woman Entrepreneur of the Year Award?

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Staying power — a substantiated history as an established business; including:
  - Number of years in business (minimum three years).
  - Sustained growth including but not limited to expansion, addition of territories, growth in square footage occupied, or web traffic.
- 2) Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increases over the three years must be in excess of growth in Gross National Product.
- 3) Increase in sales for calendar years 2013, 2014 and 2015.
- 4) Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how the product or service fits a niche not being adequately addressed by the competition.
- 5) Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
- 6) Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards, and clubs providing support and services to the community.
  - Social entrepreneurship activity that positively impacts underserved communities either domestically or overseas.

## What is the deadline for nominations and where should they be sent?

All nominations physically submitted to the MWBC must be postmarked or hand delivered to the MWBC Office at 51 Monroe Street, PE-20, Rockville, MD 20850 no later than 3:00pm ET, September 1, 2016. All nominations submitted via email must also be submitted no later than 3:00pm ET, September 1, 2016 to [admin@marylandwbc.org](mailto:admin@marylandwbc.org).

**What information must the nomination package contain?**

Nominations must contain the information required below. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed and include:

- 1) A completed nomination form which is available on the MWBC website at [www.marylandwbc.org](http://www.marylandwbc.org)
- 2) An original 8" x 10" or 5" x 7" photo of the nominee or a digital photo – at least 300 dpi is required; photocopies are not acceptable.
- 3) Additional supporting documentation deemed significant by the nominator, including news clips, letters of recommendation, nomination letter (if not self-nominated) and other evidence of the appropriateness of the nomination (supporting documentation must not exceed 10 pages). Videos will not be considered.

***\*Submissions must not exceed 10 pages***