

# MWBC Award Nomination Criteria for: WOMAN ENTREPRENEUR OF THE YEAR



## 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. Be sure to address each section in the nomination package.

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 2016, 2017 and 2018.
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.

continued...

**[CLICK HERE TO BEGIN the nomination package.](#)**

**Or visit: <http://rockvilleredi.org/news-events/mwbc-nominations-1>**

**Complete Submission Due August 30, 2019**  
*(preferential consideration given to MWBC clients)*



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*continued*



## What is the nomination package deadline?

All nomination packages must be received **no later than 3:00 p.m. (ET) on August 30, 2019.**

## How should I submit the nomination package?

Nomination packages may be submitted online or via physical hardcopy.

Online nomination packages should be submitted by the deadline using the [Woman Entrepreneur of the Year form](#), which can be found at: **<http://rockvilleredi.org/news-events/mwbc-nominations-1>**.

Hardcopy nomination packages should be submitted by the deadline (postmarked or hand delivered) to: **Maryland Women's Business Center 51 Monroe Street, PE-20, Rockville, MD 20850.**

## What information must the nomination package contain?

Nominations must contain the information required below. ***Incomplete nomination packages will not be considered.*** **NOTE: The online nomination form will prompt you for all of the required information listed below.**

1. Complete Nominee and Nominator information, including Nominee's award category, full name, business name, telephone number, email address AND Nominator's full name, telephone number and email address.
2. Documents specifically addressing ALL of the evaluation/selection criteria.
3. An original 8" x 10" or 5" x 7" headshot of the nominee or a digital photo – at least 300 dpi is required; photocopies are not accepted.
4. Additional supporting documentation deemed significant by the nominator, including biography, news clips, letters of recommendation, nomination letter (if not self-nominated) and other evidence of the appropriateness of the nomination. Videos will not be considered.

**Nomination packages must not exceed 10 pages, including supporting documentation.**

**Mark Your  
Calendars for  
the 2019 MWBC  
Awards Luncheon  
on October 17.**

**Featuring: Jamie Ratner**  
Founder & CEO, CertifiKID  
Recipient of \$600k on 'Shark Tank'

pictured with husband, Brian,  
& Kevin O'Leary of 'Shark Tank'

