

Sample form, not for offline completion.

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Best Emerging Business - sponsored by Toi Ohomai

This category is for businesses that have shown significant growth and have been earning revenue for a maximum of 3 years. The business itself can be older, but the clock for eligibility in this category only starts when you begin making money. For instance, a company could have spent 5 years developing a product and only started generating revenue in the last 2 years, making them eligible for this award.

Who Should Enter?

Any business providing a service, product or technology is welcome to apply, as long as they have not been earning revenue for more than three years.

Previous winner = Tū Mai Rā Energy

Read the PDF below to see the sample application form before you begin.

Category sponsor



Entry name

This section introduces your business to the judges and sets out quick reference background information

Name of applicant:

Apologies for asking you to repeat your basic details, but this is so judges have quick access.

Total number of employees within the organisation

Total head count, including part-time, full-time, contractor employees, and working owners

What year was the company founded?

Also include year the current ownership took over, if relevant.

Provide an **executive summary** to introduce your business to the judges:

400 words

(keep it high level, you can go into detail later)

- What is your **elevator pitch** when you introduce your organisation to new people
- Define your **target market** - who is your ideal customer
- What **problem or opportunity** are you solving for your ideal customer
- What has been your **greatest achievement** so far

Make it relevant to the category/categories that you're applying for.

What is your organisation type?

- Limited Liability Company
- Not for Profit / Charity / Trust
- Partnership
- Sole Trader
- Other

Ownership Structure:

- Private
- Private (publicly listed)
- Franchise
- Incorporated Society / Charity / Trust
- Public (Government)

Do you have a formal Board of Directors in place?

- Yes
- No
- Informal / Other

Have you won any other recognisable awards or public acclaim for your work, which is relevant to this category? If so, please outline. (optional)

optional - leave blank if no

Financial Statements In order to be eligible to win a category, your application must include a relevant summary of your financial statements for the last 2-financial years and year-to-date. It should include a profit and loss statement and balance sheet. These are treated as highly confidential with limited access.



You can ask your accountant to prepare a report if needed. However, you can also download templated reports from your accounting tool (e.g. Xero, MYOB).

Only one file can be uploaded (see below if you need another upload)

Acceptable formats = PDF, xls,xlsx, csv, zip.

Note: the financial judge (or head judge) may contact you directly to request additional information if required.

Your attachment will be handled with the strictest confidentiality requirements, including judges declaring any conflicts before accessing any applications.

For uploading additional **Financial Statements** (optional)



Same as above, use this only if you require to add another financial document, as one file can be uploaded per upload.

Describe your financial strategy, your recent financial performance, and the systems you have put in place for monitoring and reporting. 500 words

Some prompts:

- Provide an overview of your financial performance to-date.
- Summarise your financial strategy, if you have one.
- How do you track the financial health of your business (i.e. what reporting systems and are they actively used in the management of the business?).
- Do you complete regular budgeting and cashflow forecasts?
- Do you have management accounts?
- Do you collect specific data for business analysis to aid management understanding and decision-making? For example: Turnover, Net profit, Return on investment, Working capital, Balance sheet ratios.

Recognises those businesses that have achieved significant business growth and have revenue income for three years or less. This includes businesses who have been established for a while (e.g. developing the product), but have only started trading and earning revenue in the last three years. We are looking for those who are commercially trading and can demonstrate great strategic planning, product development, and strong growth.

You have the freedom to put your best foot forward. It's in your best interest to include metrics and results. While there are maximum word limits, less is best.

Strategic Plan

400 words

Provide a summary of your strategic plan, milestones, and how you're measuring/tracking success:

If no, please describe how you've reached your decisions, aligned with customers, and prioritised resources.

Marketing Plan

400

Tell us how you're reaching your target market, which you described in the strategic plan summary. Some example prompts:

Describe your most effective marketing initiatives and priorities.

How are you tracking your reach and engagement with your target market.

Are you reaching overseas markets?

What are your key challenges to reaching the next level of customers to help you grow - i.e. how will you overcome your next plateau in reaching new customers?

Systems to help you grow:

400

The tools that you first started with have probably changed since you have grown. Tell us about how you are improving your systems as you grow to new levels?

Have you thought about what you need when you reach your next growth stage?

How do you track and monitor delivery?

How do you ensure quality control as you grow?

Continual Improvement

400

Tell us how you're continually improving or expanding your products/services to support your growth and achieve your strategic objectives:

Competitive & Industry Analysis

400

How are you differentiating and protecting your product/service from your competitors?

words

What are the key risks for your industry, and how are you managing those key risks to use them to your advantage?

Retaining and Attracting Talent

400 words

Do you have a plan to grow your personnel to help you grow - whether insource or outsource?

How are you attracting and retaining the right talent?

Do you have mission-critical roles? What are you doing to retain your talent?

What talent/skillset is needed to help you achieve your growth targets? How do you plan to attract them?

This is your opportunity to include any additional or supplementary information reference in your application. See the instructions below.

Is there any further information you have not already discussed that you wish to highlight to the judges: (optional) 400 words

Free text

Here you have the option to upload additional documents to support your application (optional)



Accepted document formats: pdf, doc, docx, ppt, pptx, xls, xlsx files only

Here you have the option to upload a video or audio file as additional information to support your application: (optional)



You're welcome to submit a video summary of your application (video'ed on your phone or laptop is fine) You could also upload a video that is not publicly available e.g. your operations or a promotional video If the video is publicly accessible to the judges, you can include the URL link in the free text section above.

Here you have the option to include a weblink URL as additional information to support your application: (optional)

URL needs to be able to be accessed by judges. You can include additional URL links in the free text section above

enter here

Confirm that this application meets the following eligibility criteria for the **Best Emerging Business** category by selecting from the list below:

- Is primarily based within the wider Tauranga & Western Bay of Plenty sub-region.
- Is a GST registered company with IRD and the companies office.
- Has be earning revenue for 3 years or fewer, and is able to show summary financial statements.
- Is not aware of any current or future legal, financial, contractual, or reputational risks that, if the applicant wins, would bring this judging process or event partners (including sponsors) into disrepute.
- Agrees to be automatically nominated in the Newstalk ZB People's Choice category.

Terms and Conditions of Entry I, the applicant, confirm that by submitting this application, I agree to the following terms and conditions:

The relationship between the Tauranga Business Chamber, sponsors and judging panel is separate.

To avoid any conflict: owners, officers or employees of any category sponsor cannot enter into the same category of the Awards.

Your application and information will be treated with confidentiality, and permit for relevant judges and administrators to access your application and subsequent information.

All entrants who enter any category (except women in leadership applicants) in the Awards will also be added to the People's Choice Award - sponsored by Newstalk ZB. This is the only award category that is decided by popular public vote. The top 10 contenders for this category will be decided by the judges.

During the judging process, judges have the ability to move entrants into another category that they consider are more appropriate.

Judges have the right to disqualify any entrant not complying with the conditions of entry.

Acknowledge that the judges' decisions are full and final and no correspondence will be entered into. Judges will do their best to provide feedback to finalists and nominees.

A key objective of the Awards is to showcase a variety of business excellence stories. Where appropriate, judges may factor in whether an applicant is already a winner of another category.

All entrants agree to cooperate with the respective category sponsor and/or promotional partners of the Awards for publicity purposes.

Entrants will only use the official branding of the Awards for any publicity purposes - before, during, or after the Awards.

While it is free to apply, the applicant agrees that they will purchase tickets to attend the awards ceremony.

For event coordination, billing, promotion, auditing and sponsorship purposes, the applicant agrees for their name, business, email address and phone number to be shared with Chamber representatives, judges, and other event partners.

For the announcement of finalists, the applicant agrees that event organisers can use their business logos and imagery for the purposes of event promotion and as part of the awards promotion and ceremony.



**Thanks to
our sponsors**