

YBI Entrepreneur of the Year

Competition framework

YBI Entrepreneur of the Year

Woman of the Year

**Environmental
Entrepreneur of the Year**

People's Choice

Mentor of the Year



**Deadline for
nominations:
2 May 2012**



Summary of the competition

YBI Entrepreneur of the Year award

This is the most prestigious award in the competition and brings with it the opportunity for the winning entrepreneur and YBI member to achieve significant profile for themselves.

The award will go to an entrepreneur who has created an exceptional business which is making a real contribution to sustainable economic development in their community.

Prize: US\$5,000 plus US\$5,000 for the winning YBI member.

The three finalists will travel to London where they will be interviewed by a judging panel and the overall winner may be able to meet HRH The Prince of Wales.



Woman of the Year award

This award will go to a female entrepreneur running a successful business who is providing inspiration to other women in business or pioneering in their field.

Prize: US\$1,000 for the winning entrepreneur.

The winner will travel to London to receive their award at the YBI awards final.

Environmental Entrepreneur of the Year award

This award will go to an entrepreneur who is addressing environmental issues or promoting awareness of environmental concerns through their core business.

Prize: US\$1,000 for the winning entrepreneur.

The winner will travel to London to receive their award at the YBI awards final.

People's Choice award

This award, voted for by the general public, will go to an entrepreneur who has overcome significant obstacles to reach their goal of running a successful business. (Note that this year we have combined the People's Choice with a category we ran last year called Journey to Enterprise).

Prize: US\$1,000 for the winning entrepreneur.

Voting will take place during July and the winner will travel to London to receive their award at the YBI awards final.

Mentor of the Year award

This award will recognise a YBI mentor who has made an important contribution to the success of entrepreneurs in his or her community.

Prize: no cash prize but the winner will travel to London to be recognised at the awards dinner.

Why enter the competition?

The YBI Entrepreneur of the Year Competition is one of the world's leading enterprise awards. Now in it's seventh year, the competition generates more interest and media coverage than ever before. This means that in addition to a cash prize the winning entrepreneur the chance to promote their business to a global audience.

The awards also include three categories for smaller businesses and start-up entrepreneurs and one award for mentors. These awards mean that every business and member of the YBI community has the chance to gain exposure on the world stage. What are you waiting for....?

"It's a great feeling to win the competition, and I'm now even more sure that expanding my business around the world will be of huge benefit to school children. Winning this award will help me to raise the profile of my business which will be of great help as I look for business partners to expand my operations."

Amir Asor, YBI Entrepreneur of the Year 2011



YBI Entrepreneur of the Year award

The overall YBI Entrepreneur of the Year award is aimed at identifying entrepreneurs who have created exceptional businesses which are contributing to sustainable economic development.

Who can enter?

Entrepreneurs entering the YBI Entrepreneur of the Year award must meet the following criteria:

Minimum number of full time jobs created: 5 (or the equivalent of 5 full time employees).
Minimum turnover of US\$10,000 adjusted for purchasing power parity (PPP) (see note, next column).
Minimum turnover / original loan ratio: 1000% (for example, if an entrepreneur borrowed US\$100 to start their business, the annual turnover would need to be at least US\$1,000).
The business must be in profit.

Please refer to the full list of the entry requirements on page 9.

Award details

The overall YBI Entrepreneur of the Year winner will:

- Receive US\$5,000 for business development.
- Attend a VIP dinner in London in October 2012 accompanied by their volunteer mentor and YBI member CEO.
- Have flights, visa and accommodation costs covered by YBI, budget agreed in advance.
- Receive a YBI Entrepreneur of the Year trophy.
- Be featured on the YBI website and in YBI marketing materials.
- Be entitled to use the YBI Entrepreneur of the Year 2011 award title and logo on official business stationery.
- Have a short video made about their business.
- Benefit from publicity generated by YBI network team/YBI member.
- There will be an additional cash prize of US\$5,000 for the winning YBI member's revolving loan fund.

The two runners up will:

- Receive US\$1,000 prize money.
- Attend a VIP dinner in London in October 2012 accompanied by their volunteer mentor and YBI member CEO.
- Benefit from publicity generated by YBI.
- Feature on the YBI website and in YBI marketing materials.

How the judging will work

Stage 1:

In early June, a selection panel made up of three diverse professionals and chaired by a former selection panel member will review all entries. The selection panel will mark entries based on the judging criteria on page 5. The selection panel will identify six finalists. The selection panel's decision is final.

Stage 2:

YBI members will be given an opportunity to vote on the six finalists and as a result will identify three entrepreneurs who will meet the judging panel.

Stage 3:

An international judging panel will review the three finalists' comprehensive business evidence and will interview each entrepreneur in person, to determine the overall winner.

How to enter

- A maximum of three entries per member.
- Entries must be approved by and submitted through the YBI member.
- YBI members unsure about eligibility can submit a short entry form for the YBI network team to assess. If a positive assessment follows, a full entry form will be required.
- Entry forms must be typed and submitted in English in MS Word format
- **DEADLINE FOR SHORT ENTRY FORMS: 2 Apr 2012.**
- **DEADLINE FOR FULL ENTRY FORMS: 2 May 2012.**

Note on Purchasing Power Parity

Purchasing power parity (PPP) allows you to compare the cost and standard of living across countries with different currencies. It calculates how much of a country's currency would be required to buy the same amount of goods or services locally as the U.S. dollar would buy in the United States. To see how this would work for your country, go to this website: <http://data.worldbank.org/indicator/PA.NUS.PRVT.PP>. To find what \$10,000 would convert to in your local currency, simply multiply \$10,000 by the conversion factor for your country. E.g., in Afghanistan the minimum turnover would be AFN200,000 (10,000 x 20).

A calculator will be provided to check eligibility. Alternatively you can send your entrepreneur's turnover and original start up loan size to Mary Mills-Brown who will calculate for you.

The YBI Entrepreneur of the Year award

Judging criteria

Criteria	Weighting
<p>How strong is the business?</p> <p>A. Business performance</p> <p>How profitable is the business, and how successful / innovative is it, bearing in mind the culture that the business operates in? How strong is the business plan?</p> <p>B. Employment creation and employee care</p> <p>How many people are in employment? This could include jobs directly created, jobs indirectly created / supported, opportunities for training and employees' welfare and benefits.</p> <p>C. Opportunities for growth</p> <p>How well positioned is the entrepreneur to grow? How strong is their marketing plan? What's their requirement for additional capital? How scaleable is the business?</p>	<p>25%</p> <p>25%</p> <p>25%</p>
<p>What contribution is the business making to society?</p> <p>How does the business benefit the local community? This could be either through the sale of a useful product / service, or through other means such as involvement with the YBI member or employing a disadvantaged demographic.</p> <p>Examples: Our 2008 winner Ramu Uyyala from India was directly employing about 60 people, some of whom were disadvantaged women; Our 2010 shortlisted entrepreneurs Gennedy and Alexey Shigapov from Russia were helping to reduce the volume of harmful emissions emitted into the atmosphere; Our 2009 finalist Ghada Baaqil from Saudi Arabia was helping to further understanding of autism; Our 2010 shortlisted entrepreneur Miss Wenhui Ma from China was regularly organising youth events for Youth Business China.</p>	<p>25%</p>
<p>What makes this business and entrepreneur stand out from the crowd?</p> <p>Does the entrepreneur stand out from the crowd as a business person? How innovative is the business, bearing in mind the local context? Examples would include: demonstrating leadership qualities, developing a unique business, innovation in the business, adapting the strategy to meet the needs of customers and/or respond to business challenges, overcoming challenges</p>	<p>We only take this criteria into account if all other things are equal.</p>

Categories

What is YBI looking for?

Woman of the Year award

This award will go to a female entrepreneur running a successful business who is providing inspiration to other women in business or pioneering in their field.

Environmental Entrepreneur of the Year award

This award will go to an entrepreneur who is addressing environmental issues or promoting awareness of environmental concerns through their core business.

People's Choice award

This award will go to an entrepreneur who has overcome significant obstacles to reach their goal of running a successful business.

Award details

The category finalists will:

- Receive US\$1,000 prize money.
- Attend a VIP dinner in London in October 2012 accompanied by their YBI member CEO.
- Have flights, visa and accommodation costs covered by YBI, budget agreed in advance.
- Receive a YBI category winner's trophy.
- Feature in YBI marketing materials.
- Benefit from publicity generated by the network team and network members.

Judging criteria

Criteria	Description	Weighting
Business Performance	Sales, profit, job creation, loan/turnover ratio, sustainability, potential for growth.	33%
Personal Attributes:	An entrepreneur who has shown creativity, innovation or courage, demonstrated integrity, strength of character, outstanding performance or entrepreneurial spirit; overcome obstacles, made personal sacrifices, shown great leadership, succeeded against the odds or been the first to identify a gap in the market.	33%
Social Commitment	Examples would include: Benefits to the local community, involvement in local and national supply chains, community activity, YBI member engagement (mentoring, board member etc), helping to regenerate the area.	33%

The selection panel will review all entries and based on the criteria will identify the winner of the Woman of the Year award, the Environmental Entrepreneur of the Year award and the three People's Choice award finalists.

Minimum requirements for entrepreneurs

Please refer to the full list of entry requirements on page 9.

How to enter

- A maximum of three entries per YBI member.
- Entries must be approved by and submitted through the YBI member.
- Entry forms must be typed and submitted in English in MS Word
- **DEADLINE FOR ENTRY FORMS: 2 May 2012.**

Mentor of the Year award

What is YBI looking for?

A one-to-one mentor who:

- Is currently mentoring, as a volunteer, a YBI-supported entrepreneur on a regular one-to-one basis (not a specialist mentor).
- Is an experienced business person with strong business acumen.
- Through mentoring, has demonstrated significant positive impact on the entrepreneur and their business - in particular developing and building capacity and skills.
- Is a good listener with excellent observational skills.
- Is an effective communicator and advisor.
- Has developed a supportive mentoring relationship based on mutual trust.
- Has specific transferable skills, for example marketing, accountancy.
- Has strong links with the YBI member.

Eligibility criteria

- The mentor must be formally registered as a mentor with the YBI member.
- The mentor should have undergone some form of reference check and formal mentor training/induction when they registered; their professional integrity must be beyond question.
- The mentor should have no vested interest (financial or otherwise) in the entrepreneur's business.
- The mentor will have been mentoring for a minimum of 12 months (as at 31 March 2012).
- The current allocated entrepreneur must approve the nomination.

Award details

We hope the winner will use the opportunity to gain recognition and publicity for their YBI member and for the work of YBI mentors around the world.

The winning mentor will:

- Be invited to attend the awards dinner in London in October 2012, accompanied where possible by YBI member CEO and be introduced to VIP hosts, guests and other business contacts.
- Flights, visa and accommodation costs covered by YBI, budget agreed in advance.
- Be entitled to use the Mentor of the Year Award 2011 title on official business stationery.
- Receive a Mentor of the Year trophy.
- Feature in YBI marketing materials.

How to enter

- One entry per YBI member.
- The entry must be approved by and submitted through the YBI member.
- Complete and submit the entry form including mentor, allocated entrepreneur and YBI member testimonials.
- Entry forms must be typed, submitted in English and in MS Word format.
- **DEADLINE FOR ENTRY FORMS: 2 May 2012.**

Judging criteria

Criteria	Description	Weighting
Mentoring experience	How long the individual has been mentoring with your programme, how many entrepreneurs the mentor supports, average number of hours per month dedicated to mentoring, the number of significant business skills currently applied by the mentor whilst mentoring, additional number of member-related activities the mentor is involved in (for example loan panel, fundraising, running specialist workshops).	50%
Testimonial	Additional marks will be awarded based on the strength of testimony provided by the allocated entrepreneur and member manager. Testimony must include specific examples of the mentor's support to the entrepreneur and the impact, outcomes and quality of that support.	50%

The selection panel will review all the entries, will mark them according to the scoring system and will identify a winner.

Timetable

7 March	YBI network team launches competition.
2 April	Deadline for entry form (short) for overall title.
2 May	Deadlines for entry forms: Overall title (full entry form). Woman of the Year. Environmental Entrepreneur of the Year. People's Choice. Mentor of the Year.
3 May - 23 May	Network team reviews entry forms for eligibility and missing information.
24 May - 6 June	Selection panel provided with all eligible entry forms.
7 or 8 June	Selection panel meets and reviews all entry forms and identifies: <ul style="list-style-type: none"> - Six YBI Entrepreneur of the Year finalists. - Woman of the Year winner. - Environmental Entrepreneur of the Year winner. - Three People's Choice finalists. - Mentor of the Year winner.
11 June	- Network team announces publicly the shortlist of six for the overall title. - We announce to the network the winner of Woman of the Year, Environmental Entrepreneur and Mentor of the Year, and the three People's Choice finalists. (Public announcements to be made later, in consultation with the relevant members.)
11 June - 5 July	YBI members submit photographs for shortlist for overall title and films / photos for People's Choice award.
6 - 20 July	Voting open to YBI members who will identify the three overall title finalists, based on our case studies.
9-16 July	General public votes for the People's Choice award.
20 July	Network team announces: YBI Entrepreneur of the Year three finalists. Winner, People's Choice award.
20 July - 30 August	Network team work with members on videos for three overall title finalists.
31 August	Deadline for three minute films for overall title finalists.
20 September	Comprehensive evidence submitted in electronic form by overall title finalists.
15 October	Judging panel meets and interviews three overall title finalists, in London.
16 October	Awards dinner: overall winner announced, category winners presented with trophies.

Terms and conditions

YBI members, entrepreneurs and mentors who enter the competition must agree to the following terms and conditions:

- The competition is open to pilot and fully accredited members of the network as of 31 March 2012.
- The decisions of the selection panel (for all categories) and the judging panel (overall title only) are final.

How many entries can each member submit?

- YBI members may enter more than one entrepreneur in the same category.
- There is a maximum of three entries per YBI member for the categories.
- Each YBI member may only enter one mentor for the Mentor of the Year award.
- An entrepreneur may be entered into both a category and the overall Entrepreneur of the Year award providing they meet the eligibility criteria for both awards and complete two separate entry forms.
- There is a maximum of three entries per YBI member for the overall Entrepreneur of the Year award.

Minimum requirements for entrepreneurs

- All entrepreneurs must have no current loan repayment arrears.
- All entrepreneurs must be aged between 18 to 35 years when they received their loan.
- All entrepreneurs must have repaid in full a minimum of 12 months' loan repayments (as at 31 March 2012).
- The business must have been trading for between 12 months and 48 months (as at 31 March 2012).
- All entrepreneurs must have received start-up funds from the YBI member (if the entrepreneur was already running a business when they applied for funds, it will be necessary to demonstrate it was a business in the early stages of development and without YBI support was unlikely to grow).
- All entrepreneurs must have access to a volunteer mentor or in the case of those who have repaid their loan, previously had access to a volunteer mentor.
- The four category finalists in the 2010 and 2009 competition are not eligible to enter the overall title, but the category winners from 2011 are eligible.

Attending the awards final in London

- Overall title finalists and category winners must attend the awards dinner in London. Note: in the case of a partnership both entrepreneurs will be invited to attend the dinner in London. In the case of a cooperative, the YBI member will be asked to identify one entrepreneur to represent the business.

- Overall title finalists to be accompanied where possible by their volunteer mentor and YBI member CEO; category winners to be accompanied where possible by YBI member CEO.
- An entrepreneur who reaches the overall title final but then declares they are unable to attend the awards dinner in person will not be eligible to continue in the competition and the entrepreneur with the second highest votes will be invited to attend.
- The same applies if an entrepreneur is, for whatever reason, unable to obtain a visa for travel, however YBI network team will assist as much as possible with visa support letters.
- Entrepreneurs who for whatever reason cannot travel alone with their mentor and/or YBI member CEO may elect to bring a chaperone, however the costs of travel for the chaperone cannot be covered by YBI network team.
- Any entrepreneur in the final three of the overall title, who is not confident speaking in English and who does not have an English speaking mentor will be allocated a translator, paid for by YBI.

What the network team will pay for

- Flights, visa and accommodation costs for entrepreneurs, mentors and YBI member CEOs will be covered by the YBI network team. Budget to be agreed in advance with YBI network team, members will pay any additional costs incurred because of late amendments to itineraries.

What nominated entrepreneurs / mentors need to do

- Entrepreneurs / mentors must be available for media interviews arranged both in their home country (by the YBI member) and in London, where appropriate.
- Overall title finalists agree to submit copies of any comprehensive evidence referred to in their entry form. Failure to provide the comprehensive evidence may mean disqualification.
- All entrepreneurs entering the overall title must be willing to meet the judging panel.
- The overall winner must be prepared to give a short speech at the awards dinner on 16 October.

PR / marketing

- YBI members must commit to using shortlisted / winning entrepreneurs and mentors for marketing and PR purposes.
- The YBI network team is able to use all case studies, photographs and related material for PR purposes.

Key contacts

Competition questions?

Mary Mills-Brown
Administration and Logistics Director
Youth Business International
mary.millsbrown@youthbusiness.org

Media / communications questions

Ewan Gaffney
Communications Manager
ewan.gaffney@youthbusiness.org

or

Steve Metcalfe
Communications Director
steve.metcalfe@youthbusiness.org

**Don't forget - please
send your entry forms
to Mary by 2 May
2012!**

And good luck!

www.youthbusiness.org

awards.youthbusiness.org