

# 2023 Application Guidelines



Each year through the Entrepreneur Of The Year® program, we celebrate unstoppable entrepreneurs who are building a more equitable, sustainable and prosperous world for all.

A summary of the required application information is outlined below.

Applications are available at [eoy.ey.com](http://eoy.ey.com) and must be complete and submitted by March 3, 2023.

## Nominee information

- ▶ Nominee's name
- ▶ Nominee's job title
- ▶ Nominee's email
- ▶ Years nominee has been with company
- ▶ Years nominee has been in their current role
- ▶ Highest level of education completed
- ▶ Name of the educational institution
- ▶ Veteran status
- ▶ Whether nominee was previously nominated; if applicable, the most recent status achieved
- ▶ Assistant's information, including contact information

For co-nominees, please provide these details for each individual nominated.

## Company information

- ▶ Company name
- ▶ Headquarters location
- ▶ Company URL
- ▶ Dun & Bradstreet D-U-N-S® Number, if applicable
- ▶ Whether the founder is actively involved in top management
- ▶ Whether the company raised or received outside investment; if applicable, include years raised
- ▶ Whether the company is publicly held; if applicable, the year the company went public and stock ticker symbol

## Financial data

This information is considered confidential. Financial information is an important quantifiable indicator of success available to the panels of independent judges, therefore, it is required that the financial data section be completed in full.

- ▶ Company mergers, if applicable (within the past three years)
- ▶ Percentage of the growth due to merger, if applicable
- ▶ Three years of financial data, to include:
  - ▶ Fiscal year-end
  - ▶ Total employees
  - ▶ Annual sales
  - ▶ Income before taxes
  - ▶ EBITDA
  - ▶ Total assets
  - ▶ Total equity

*If there are any unusual trends in the financial data, please provide sufficient information to explain them.*

## Narratives

The narratives section allows you to highlight the entrepreneur and share additional information about their company. Each narrative is limited to a maximum of 2,000 characters, or approximately 250 words.

### About the nominee and business

- ▶ Provide details on the history of the company
- ▶ Include the source of the idea for the original business strategy and/or the evolution of the business
- ▶ If the nominee is the founder, explain the difficulty they faced in launching and building the business, including the personal and financial risk involved
- ▶ If the nominee is not the founder, describe the challenges they had in assuming the entrepreneurial role, including risk-taking, financial investment or other personal sacrifice
- ▶ If the nominee is a member of a family-owned business, please describe the generational history of the company and succession plan to carry it forward
- ▶ Discuss any significant obstacles overcome within the industry

### Entrepreneurial spirit

- ▶ Describe how the nominee identifies opportunities to innovate and create a better world
- ▶ Explain how they take risks to realize their vision
- ▶ State how they have demonstrated courage, perseverance and overcomes obstacles

## Growth

- ▶ Explain how they increase market share and expand into new markets
- ▶ Describe how they drive positive financial performance
- ▶ Provide an example of how they invest in attracting, developing and retaining the best talent
- ▶ Describe how they build a culture of innovation that pioneers new approaches or technologies

## Purpose

- ▶ Discuss how they commit themselves and their organization to an inspiring purpose and vision
- ▶ Describe how they drive strategies for a sustainable future
- ▶ Explain how they create and protect value in the long term, across a broad group of stakeholders, including consumers, employees, suppliers, government, communities, investors and shareholders

## Impact

- ▶ Detail how they integrate sustainable environmental practices in their strategy, with robust commitments and execution plans
- ▶ Discuss their focus on diversity and inclusion across multiple dimensions
- ▶ Explain how they consider the broader impact of activities on the communities where they operate

## How to register and complete your online application

### Registering an account

If you have not already created an account, you will first need to register. If you have an account, please skip to the next section.

1. Visit <https://eoy.ey.com/>, and click "Sign in." Then select "Create account" from the list of options.
  - ▶ Are you the nominee? Register using your own email address or sign in with a LinkedIn account.
  - ▶ Are you starting an application on behalf of someone else in your company? Register using your email address or sign in with a LinkedIn account.
  - ▶ Did you receive an email notifying you that you've been nominated from [eoy.support@sbp.eyclienthub.com](mailto:eoy.support@sbp.eyclienthub.com)? Create your account using the same email address to which that message was addressed. This allows you to see your nomination and nominator's information when you log in to your account.
2. Verify your account – the email address you registered with will receive an email asking to confirm the creation of your account.
  - ▶ Click the verification link in the email within 72 hours to be able to access your account. If you do not do so within that time frame, please contact your program manager to receive a new verification email.

### Starting a nomination

1. Return to <https://eoy.ey.com/> and sign in.
  - ▶ If you have previously received an email saying you were already nominated, you can jump directly to the next section.
2. Once you have logged in, you will be asked to tell us about yourself. You will also be asked to identify your nominee.
  - ▶ If you are the nominee, complete all the required fields and click "Submit." You will then be given access to the program details and a link to complete the rest of the application.
  - ▶ If you are an assistant or PR firm filling out the application on behalf of a nominee, select "I am nominating someone else." A brand-new set of questions will open below for you to enter details about the nominee. Please note that it is vital to enter the nominee's actual email address, or they will not be able to submit the final form. Once the form has been submitted, the nominee will receive an email stating that a nomination has been created in their name.
  - ▶ Be sure to check the "Have you been asked to fill this form out on behalf of the nominee?" box. Checking this box means you have been asked by the nominee to complete the full application, including financials and narratives. If you do not have these details and would simply like to nominate someone, see below.
3. If you are nominating someone, select "I am nominating someone else," and complete the new set of questions below about the nominee. It is vital to enter the nominee's actual email address, so they can receive the nomination.

Regardless of who completes the application, it will not be submitted for consideration until the nominee has completed the following: registered using their own email address, verified their account, logged in, signed the terms and conditions, and clicked "Submit."

*Note: if you are filling out the form on behalf of the nominee, or if you were made a delegate by the nominee and proceeded to fill out the application, the nominee will need to log in and sign the terms and conditions before final submission.*

### Completing the application

1. As you complete each section of the application, be sure to save using the icon on the left frequently, and avoid keeping the site open in your browser for long periods of time, as timeouts do occur. Please note that the most recent versions of Microsoft Edge and Google Chrome are the preferred browsers. If you are experiencing any issues, please reach out to [eoyhelpdesk@ey.com](mailto:eoyhelpdesk@ey.com).
2. A summary of the required application information is available in the application guidelines section.
3. Once the application is complete, the nominee must log in, open the terms and conditions section, check the box agreeing to the terms and conditions, and then click "Submit" by **midnight local time on Friday, March 3, 2023**, in order to be considered for the 2023 program. You will be unable to access the application after it is submitted. If you need to revise the application before the March 3 deadline, please reach out to the local program manager. There is an option to download a PDF copy of your application at any time, including after you have submitted.

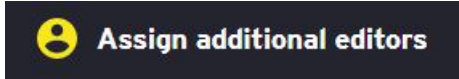


**Remember to save as you complete each section!**

## How to assign additional editors

Once you have logged in to <https://eoy.ey.com/>, you will see your nomination. Nominees have the option to assign additional editors to work on the application with them.

1. To assign someone, click the “Assign additional editors” option (note that this option will only appear for the actual nominee)



2. You will then see a list of the users with access to your application. The nominee will be listed first and cannot be removed. Select “Add user” to add an additional editor(s).

Add additional editors  
You can add, edit or delete editors to your account. you can also set access permissions for editors.

Name	Email address	Permissions
additional user	additional.user@company.com	Admin
additional user	additional.user@company.com	Admin - all pages and can grant user access

+ Add user

3. Enter the name and email address for the editor, and select their permission level.

Permission options are:

- ▶ **Admin** – access to all pages and ability to grant user access (add more editors)
- ▶ **All pages** – access to all pages on the application
- ▶ **No financial access** – access to all pages on the application except the “Financial” section

A dark blue form titled "Add additional editors" with input fields for First name, Last name, Email address, Re enter email address, and Permissions, along with Cancel and Submit buttons.

Add additional editors

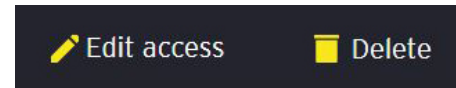
First name Last name

Email address Re enter email address

Permissions

Cancel Submit

4. To remove or change editor access, simply click “Edit access” or “Delete” and confirm.



Founded and produced by



Presented by



EY | Assurance | Tax | Transactions | Advisory

### About EY

EY exists to build a better working world, helping create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via [ey.com/privacy](https://ey.com/privacy). EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit [ey.com](https://ey.com).

© 2023 Ernst & Young LLP  
All Rights Reserved.

SCORE No. XX0000  
2207-4068545  
ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, legal or other professional advice. Please refer to your advisors for specific advice.

[ey.com](https://ey.com)