**The Excellence in Enterprise Mentoring Awards 2013**

**NOMINATION FORM – START UP**

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| Nominating organisation: Contact nameContact details (email and phone) | **Award category: Start Up**Supported by:C:\Documents and Settings\tom.howitt.INTERNAL\Desktop\LOGOS\s4s_1-1.jpg |
| Business being nominatedContact details (email and phone) |
| Mentor being nominated:Contact details (email and phone) |

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| **Background***Describe the business being mentored. What sector are they in, how big in terms of headcount and turnover, how long has the business been running? Are there any notable market dynamics? (250 words max)* |
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| **Challenge***What was the challenge that faced the business and how did the business think a mentor could help? (150 words max)* |
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| **Solution and results***Describe the mentoring relationship – initial matching, frequency of meeting, ease of relationship. Success steps along the way. How did the mentoring relationship evolve? How long did it last? How did the mentor help with the challenge faced? At the conclusion, what were the results and what were the benefits to both business and mentor? (500 words max)* |
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**Please remember what the judges will be looking for:**

**Mentoring**

* An early understanding of the challenge facing the business
* Clearly stated objectives for the mentoring relationship
* Effective use of time and resource
* A highly effective and successful mentoring relationship
* Significant benefits to the business and mentor

Start Up

* The development of a viable business idea that has a clear vision and is centred around customer excellence and value for money
* An excellent understanding of the target market, the competition and partners/suppliers
* Effective strategies around communications, financing, engagement and problem solving for dealing with the above
* Having the finance in place to facilitate business development (if relevant)
* Long term potential to survive market challenges
* Evidence of an ethical and sustainable approach to business