

## Outstanding New Business

The Outstanding New Business Award recognises a start-up that has effectively driven growth and is able to demonstrate potential to achieve future success.

### Entry criteria

Entrants must demonstrate their commitment to being an outstanding start-up over the past 12 months. This category is open to businesses that have been trading for less than 24 months at the time of entry.

### Award eligibility check box

- ✓ This business has been trading for a period of less than two years and is not bankrupt or trading insolvent at the time of entry.
- ✓ This business has not been purchased or acquired and is not part of a franchise.
- ✓ The business has not entered the categories of Outstanding Community Organisation, Excellence in Micro Business, Excellence in Small Business or Excellence in Business.
- ✓ A representative of this business has not been a judge in this category in 2024.
- ✓ A representative of this business is not a judge in the 2025 Business Awards program.

### Questions

1. Provide an overview of your business, including the product or service you offer, how you identified the market need and who your target customers are. *Maximum word count: 200*
2. Provide an overview of the key features of your business development strategy and projected outcomes for the future. *Maximum word count: 300*
3. Describe why your product or service offering is unique within your industry and differentiates your business from competitors. *Maximum word count: 300*
4. Detail the measurable growth and key milestones you have achieved since launching your business. *Maximum word count: 400*
5. Describe the key challenges your business has faced as a new business and how you overcame them. *Maximum word count: 400*