



*Empowered lives.  
Resilient nations.*

# **2015 UNDP ENTREPRENEURSHIP AWARDS**

## **NOMINATION TOOLKIT**

Addis Ababa, Ethiopia

## **2015 UNDP Entrepreneurship Award**

The United Nations Development Programme (UNDP) invites you to submit your application for the 2015 Entrepreneurship Awards. The Awards honors entrepreneurs that have achieved strategic and sustained positive impact on the economy, community, environment, and society as a whole. Only individual entrepreneurs are eligible to apply for the Awards.

Potential applicants are encouraged to use the information in this toolkit to complete the application form. The nomination toolkit contents include information on the award categories, eligibility criteria, as well as the selection process.

### **A. AWARD CATEGORIES**

Awards are open to any entrepreneur engaged in the priority sector of the economy of Ethiopia. Eligible entrepreneurs can apply for more than one category, but a separate application is required for each category. The categories are as follows:

- 1. Entrepreneur of The Year Award**
- 2. Environmental Sustainability Award**
- 3. Young Female Entrepreneur of the Year Award**
- 4. Young Male Entrepreneur of the Year Award**
- 5. Rural Entrepreneur of the Year Award**
- 6. Small and Medium Enterprise (SME) Entrepreneur of the Year Award**

## **B. AWARD CATEGORY DESCRIPTIONS AND CRITERIA**

### **1. Entrepreneur of The Year Award**

This award will be presented to an entrepreneur who has the passion for business, possesses proven business performance, and has the ability to think strategically for the long term sustainability of the business.

#### **1.1 Judging Criteria for Entrepreneur of the Year Award**

Criteria used by the judges to select the Entrepreneur of the Year Award winner are:

- **Entrepreneurial Attitude:** An entrepreneur who possesses the following characteristic: passion, commitment, vision, calculated risk-taking, capacity for personal growth, demonstrated perseverance to overcoming obstacles, learned from past experiences, and shows the capacity to be an independent thinker.
- **Strategic Thinking:** Creates and turns business visions into business realities. Demonstrates entrepreneurial maturity by building strategic alliances with talented people/individuals as well as a range of advisers/partners to ensure business success.
- **Business Performance:** Return on equity, number of employees, turnover, and profitability indicating long-term sustainability.
- **Community Impact:** Making an impact in terms of job creation and improving livelihoods in the local community and the country as a whole.
- **Innovation:** Pioneers a new approach or technology and creates a culture of innovation. Anticipates and embraces changes that occur in the competitive environment through continuous improvement and innovation in all aspects of the business.
- **Ethics and Integrity:** Engages in ethical and fair practices such as fair wages and working conditions, workplace standards, high environmental standards, fair trade practices, among others. A role model for his/her fair practices as well as having a clear vision backed by strong ambition, determination to succeed and has demonstrated resilience.
- **Potential for Growth:** The business has to show the potential for business growth under the prevailing economic circumstances such as revenue growth, job creation, market expansion, among others.

## 1.2 Award Eligibility Criteria

To qualify as a nominee, the entrepreneur must meet the following minimum requirements:

- Age: 18 and above
- Citizenship: Ethiopian or permanent resident.
- A nominee must be active in a profitable business registered and operating in Ethiopia for at least two (2) years.
- Current capital must not exceed one (1) million ETB.
- Business structure/ Type of business: Private (ordinary partnership, joint venture, general partnership, limited partnership, share company, private limited company or sole proprietorship).
- Ownership: Must have at least 50% of shareholding.

## 2. Environmental Sustainability Award

This award will be presented to an entrepreneur that conducts business in an environmentally responsible way to ensure its sustainability through acceptable standards of business practices and social responsibility.

### 2.1 Judging Criteria for Environmental Sustainability Award

Criteria used by the judges to select the Environmental Sustainability Award winner are:

- **3 E's of Sustainability:** The business must reflect on the intersection of the economic, social and environment considerations by looking at issues equity and ecological impact.
- **Corporate Social Responsibility (CSR):** Effective use of CSR tools as a means of securing and retaining business.
- **Supplier Relationship:** Support of the local supply chain, and respect supplier interests (such as fair pricing, transparency, honesty, integrity, etc.).
- **Ethics:** High ethical standards when dealing with customers and providing workplace standards that provide a fair and safe working environment for employees.

- **Community:** Plays a positive role in the community by supporting initiatives in social progress (such as access to food, water, housing, education, etc) and encourages public involvement in community decisions.

## **2.2 Award Eligibility Criteria**

To qualify as a nominee, the entrepreneur must meet the following requirements:

- Age range: 18 and above.
- Citizenship: Ethiopian or permanent resident.
- A nominee must be active in a profitable business registered and operating in Ethiopia for at least two (2) years.
- Current capital must not exceed one (1) million ETB.
- Business structure/ Type of business: Private (ordinary partnership, joint venture, general partnership, limited partnership, Share Company, private limited company or sole proprietorship).
- Ownership: Must have at least 50% of shareholding.

### 3. Young Female Entrepreneur of The Year Award

This award will be presented to a young and dynamic female entrepreneur with proven success as an outstanding entrepreneur. This includes but not limited to ability to set goals to ensure future success and sustainability, systematic planning, risk-taking and ability to positively influence others and to serve as a business role model.

#### 3.1 Judging Criteria for Young Female Entrepreneur of the Year Award

Criteria used by the judges to select the Young Female Entrepreneur of the Year Award winner are:

- **Entrepreneurial Attitude:** An entrepreneur who possesses the following characteristic: passion, commitment, vision, calculated risk-taking, capacity for personal growth, demonstrated perseverance to overcoming obstacles, learned from past experiences, and shows the capacity to be an independent thinker.
- **Strategic Thinking:** Creates and turns business visions into business realities. Demonstrates entrepreneurial maturity by building strategic alliances with talented people/individuals as well as a range of advisers/allies to ensure business success.
- **Business Performance:** Return on equity, number of employees, turnover, and profitability indicating long-term sustainability.
- **Community Impact:** Making an impact in terms of job creation and improving livelihoods in the local community and the country at large.
- **Innovation:** Pioneers a new approach or technology and creates a culture of innovation. Anticipates and embraces changes that occur in the competitive environment through continuous improvement and innovation in all aspects of the business.
- **Ethics and Integrity:** Engages in ethical and fair practices such as fair wages and working conditions, workplace standards, high environmental standards, fair trade practices, etc. A role model for his/her fair practices as well as having a clear vision backed by strong ambition, determination to succeed and resilience to set-backs.
- **Potential for Growth:** The business has to show the potential for business growth under the prevailing economic circumstances such as revenue growth, job creation, market expansion, etc.

### **3.2 Award Eligibility Criteria**

To qualify as a nominee, the entrepreneurs must meet the following requirements:

- Applicant must be a woman business owner in good standing
- Applicant must be between the ages 18- 29 years.
- A nominee must be active in a profitable business registered and operating in Ethiopia for at least two (2) years.
- Current capital must not exceed one (1) million ETB.
- The nominee must own shares of the company, hold the senior executive title, and/or be the chief decision- maker. She must be responsible for the day-to-day management and the financial bottom line of the company.
- She must be the founder of the business or have had a significant impact on the company if acquired.
- Franchisors are eligible, but franchisees are not.

#### **4. Young Male Entrepreneur of The Year Award**

This award will be presented to a young and dynamic male entrepreneur with proven success as an outstanding entrepreneur. This includes but not limited to ability to set goals to ensure future success and sustainability, systematic planning, risk-taking and ability to positively influence others and to serve as a business role model.

##### **4.1 Judging Criteria for Young Male Entrepreneur of the Year Award**

Criteria used by the judges to select the Young Male Entrepreneur of the Year Award winner are:

- **Entrepreneurial Attitude:** An entrepreneur who possesses the following characteristic: passion, commitment, vision, calculated risk-taking, capacity for personal growth, demonstrated perseverance to overcoming obstacles, learned from past experiences, and shows the capacity to be an independent thinker.
- **Strategic Thinking:** Creates and turns business visions into business realities. Demonstrates entrepreneurial maturity by building strategic alliances with talented people/individuals as well as a range of advisers/partners to ensure business success.
- **Business Performance:** Return on equity, number of employees, turnover, and profitability indicating long-term sustainability.
- **Community Impact:** Making an impact in terms of job creation and improving livelihoods in the local community and the country at large.
- **Innovation:** Pioneers a new approach or technology and creates a culture of innovation. Anticipates and embraces changes that occur in the competitive environment through continuous improvement and innovation in all aspects of the business.
- **Ethics and Integrity:** Engages in ethical and fair practices such as fair wages and working conditions, workplace standards, high environmental standards, fair trade practices, etc. A role model for his/her fair practices as well as having a clear vision backed by strong ambition, determination to succeed and has demonstrated resilience.
- **Potential for Growth:** The business has to show the potential for business growth under the prevailing economic environment such as revenue growth, job creation, market expansion, etc.



## **4.2 Award Eligibility Criteria**

To qualify as a nominee, the entrepreneurs must meet the following requirements:

- Applicant must be a male business owner in good standing
- Applicant must be between the ages 18- 29 years.
- A nominee must be active in a profitable business registered and operating in Ethiopia for at least two (2) years.
- Current capital must not exceed one (1) million ETB.
- The nominee must own shares of the company, hold the senior executive title and/or be the chief decision- maker. He must be responsible for the day-to-day management and the financial bottom line of the company.
- He must be the founder of the business or have had a significant impact on the company if acquired.
- Franchisors are eligible, but franchisees are not.

## 5. Rural Entrepreneur of the Year Award

This award will be presented to an entrepreneur who:

- i. Operates in a rural area and provides products or services to an urban or rural market
- ii. Resides in an urban area providing products or services in the rural market.

The majority of the entrepreneur's business activities must take place in the rural setting. The nominee must be distinguished by his/her entrepreneurial insight and the ability to innovate in order to improve the business and serve the rural community. The nominee must have clear evidence of their positive societal impact and the contribution of their enterprise to influence positive change and thinking, including nurturing vibrant rural-urban business relationships.

For purpose of the 2015 UNDP Entrepreneurship Award, rural is defined as a non-urban setting where agriculture is treated as a major means of livelihood.

### 5.1 Judging Criteria for Rural Entrepreneur of the Year Award

Criteria used by the judges to select the Rural Entrepreneur of the Year Award winner are:

- **Entrepreneurial Attitude:** An entrepreneur who possesses the following characteristic: passion, commitment, vision, calculated risk-taking, capacity for personal growth, demonstrated perseverance to overcoming obstacles, learned from past experiences, and shows the capacity to be an independent thinker.
- **Strategic Thinking:** Creates and turns business visions into business realities. Demonstrates entrepreneurial maturity by building strategic alliances with talented people/individuals as well as a range of advisers/allies to ensure business success.
- **Business Performance:** Return on equity, number of employees, turnover, and profitability as indicator of long-term sustainability.
- **Community Impact:** Making an impact in terms of job creation and improving livelihoods in the local community and the country at large.
- **Innovation:** Pioneers a new approach or technology and creates a culture of innovation. Anticipates and embraces changes that occur in the competitive environment through continuous improvement and innovation in all aspects of the business.

- **Ethics and Integrity:** Engages in ethical and fair practices such as fair wages and working conditions, workplace standards, high environmental standards, fair trade practices, among others. A role model for demonstrating fair practices as well as having a clear vision backed by strong ambition, determination to succeed coupled with strong resilience.
- **Potential for Growth:** The business must show the potential for business growth under the prevailing economic environment such as revenue growth, job creation, market expansion, etc.

## 5.2 Award Eligibility Criteria

To qualify as a nominee, the entrepreneurs must meet the following requirements:

- Have the majority of business activities taking place in the rural setting.
- Age: 18 and above.
- A nominee must be actively pursuing profitable business that is registered and operating in Ethiopia for at least two (2) years.
- Current capital must not exceed one (1) million birr.
- Business structure/ Type of business: Private (ordinary partnership, joint venture, general partnership, limited partnership, Share Company, private limited company or sole proprietorship).
- Ownership: Must have at least 50% of shareholding.

## 6. Small and Medium Size Enterprise Entrepreneur of The Year Award

This award will be presented to a small and medium enterprise entrepreneur who has the passion for business, possesses proven business performance, and has the ability to think strategically for the long term sustainability of the business. To qualify as a Small and Medium Enterprise, the business must fall into one of the following categories:

- A business within the industry sector whose current capital is from 101,000 to 1.5 million ETB.
- A business within the service sector whose current capital is from 50,001 to 500,000 ETB.
- Number of employees must be from 6 to 30 people

### 6.1 Judging Criteria for Small and Medium Size Enterprise Entrepreneur of the Year Award

Criteria used by the judges to select the Small and Medium Size Enterprise Entrepreneur of the Year Award winner are:

- **Entrepreneurial Attitude:** An entrepreneur who possesses the following characteristic: passion, commitment, vision, calculated risk-taking, capacity for personal growth, demonstrated perseverance to overcoming obstacles, learned from past experiences, and shows the capacity to be an independent thinker.
- **Strategic Thinking:** Creates and turns business visions into business realities. Demonstrates entrepreneurial maturity by building strategic alliances/partnerships with talented people/individuals as well as a range of advisers/partners to ensure business success.
- **Business Performance:** Return on equity, number of employees, turnover, and profitability as proof of long-term sustainability.
- **Community Impact:** Making an impact in terms of job creation and improving livelihoods in the local community and the country as a whole.
- **Innovation:** Pioneers a new approach or technology and creates a culture of innovation. Anticipates and embraces changes that occur in the competitive environment through continuous improvement and innovation in all aspects of the business.
- **Ethics and Integrity:** Engages in ethical and fair practices such as fair wages and working conditions, workplace standards, high environmental standards, fair trade practices, etc. A

role model for fair practices as well as possess a clear vision backed by strong ambition, determination to succeed coupled with resilience.

- **Potential for Growth:** The business has to show the potential for business growth under the prevailing economic environment such as revenue growth, job creation, market expansion, etc.

## **6.2 Award Eligibility Criteria**

To qualify as a nominee, the entrepreneur must meet the following requirements:

- The business must fall into one of the following category definition of a SME:
  - A business within the industry sector whose current capital is from 101,000 to 1.5 million ETB
  - A business within the service sector whose current capital is from 50,001 to 500,000 ETB
  - Number of employees must be from 6 to 30 people
- Age : 18 and above.
- Citizenship: Ethiopian or permanent resident.
- A nominee must be active in a profitable business registered and operating in Ethiopia for at least two (2) years.
- Business structure/ Type of business: Private (ordinary partnership, joint venture, general partnership, limited partnership, Share Company, private limited company or sole proprietorship).
- Ownership: Must have at least 50% of shareholding.

## C. HOW TO SUBMIT A NOMINATION

**Based on the award criteria, the following items must be submitted for judge's evaluation**  
*(The application will be considered incomplete and not subjected to the selection process without the information listed here below )*

1. **Issue Statement:** describing the economic, social, community, or environmental issue your product/service is tackling and how it differentiates from competitors in the market place. (Half a page) (Weighted score: 10%)
2. **Strategic plan/business plan:** describing your core business capabilities and priorities, strategic directions, and any other information that demonstrates the nominees planning process. (Full page) (Weighted score: 20%)
3. **Implementation status:** explaining the activities the entrepreneur is undertaking and the uniqueness of the implementation plan; if challenges have arisen, how have you addressed them? (Full page) (Weighted score: 30%)
4. **Proof of positive impact:** sharing evidence of successful business performance which includes the following percentage growth indicators over time: profitability, asset size, and number of employment opportunities creates, etc. **Please note that growth indicators must ONLY be provided as a percentage growth/loss over time.** (Full page) (Weighted score: 40%)
5. **Lessons learned:** provide any feedback that the nominee would like to share through his/her experiences. (Half page) (optional but recommended)

**Additional items that must be submitted to complete your nomination** *(The application will be considered incomplete and not move on to the judges if the below information is not submitted):*

- A track record as an entrepreneur (shows when she/he started business and any recognition received)
- Business license(s) from the authorized government bodies for existing entrepreneurs, and patent for innovators
- Birth certificate, Kebele ID or Passport.
- Two high resolution passport size photos (JPG).
- Bio-data.

- Company logo (JPG) for existing entrepreneurs (if available).
- Business registration (photocopy of pages showing certificate, nature of business, and stockholders).
- Organizational Structure (if available)
- Financial data for 2011-2014 (new startups are expected to provide for the period they have been in business).
- Any other supporting documents.

#### **D. NOMINATION FORM**

<b>Please select the Award Category you are applying for:</b>	
<b>1. Entrepreneur of The Year Award</b>	
<b>2. Environment and Corporate Sustainability Award</b>	
<b>3. Young Female Entrepreneur of The Year Award</b>	
<b>4. Young Male Entrepreneur of The Year Award</b>	
<b>5. Rural Entrepreneur of the Year Award</b>	
<b>6. Small and Medium Enterprise Entrepreneur of the Year Award</b>	
<b>Name of Nominee:</b>	
<b>Gender (please circle):      Male                  Female</b>	
<b>Date of Birth Based on (must provide at least one):</b>  <b>Ethiopian Calendar:</b>  <b>European Calendar:</b>	
<b>Business Type:</b>	

<b>Renewed Business Registration Number:</b>	
<b>Business Name:</b>	
<b>Telephone No.:</b>	
<b>Email Address:</b>	
<b>Physical Address:</b>	
<b>Region:</b>	
City .....Woreda.....kebele.....House No.....	
Rural Zone.....Woreda.....Kebele.....	
<p><b>Please submit the following items for judges evaluation</b> <i>(The application will be considered incomplete if the below information is not submitted):</i></p> <ol style="list-style-type: none"> <li><b>Issue Statement:</b> describing the economic, social, community, or environmental issue your product/service is tackling and how it differentiates from competitors in the market place. (Half a page) (Weighted score: 10%)</li> <li><b>Strategic plan/business plan:</b> describing your core business capabilities and priorities, strategic directions, and any other information that demonstrates the nominees planning process. (One page) (Weighted score: 20%)</li> <li><b>Implementation status:</b> explaining the activities the entrepreneur is undertaking and the uniqueness of the implementation plan; if challenges have arisen, how have you addressed them? (One page) (Weighted score: 30%)</li> <li><b>Proof of positive impact:</b> sharing evidence of successful business performance which includes the following percentage growth indicators over time: profitability, asset size, and number of employees. <b>Please note that growth indicators must ONLY be provided as a percentage growth/loss over time.</b> (One page) (Weighted score: 40%)</li> <li><b>Lessons learned:</b> provide any feedback that the nominee would like to share through his/her experiences. (Half a page) (optional but recommended)</li> </ol>	



**Please attach the following items** (*evaluation (The application will be considered incomplete and not move on to the judges if the below information is not submitted):*):

- A track record as an entrepreneur (shows when she/he started business and any recognition received)
- Business license(s) from the authorized government bodies for existing entrepreneurs, and patent for Innovators
- Birth certificate or Kebele ID or Passport.
- Two high resolution passport size photos (JPG).
- Bio-data.
- Company logo (JPG) for existing entrepreneurs (if available).
- Business registration (photocopy of pages showing certificate, nature of business, and stockholders).
- Organizational Structure (if available)
- Financial data for 2011-2014 (new startups are expected to provide for the period they have been in business).
- Any other supporting documents.