

2011 RBC Canadian Women Entrepreneur Awards

Name: _____ Category: _____

Judging Criteria	TOTAL ALLOWABLE	JUDGES MARK
THE APPLICANT		
1. Entrepreneurial Spirit		
The candidate sets high standards for herself and her work, with unrelenting determination to succeed.	5	
She demonstrates perseverance in the face of adversity, the ability to overcome obstacles, to seize opportunity when presented and the courage to take risks.	5	
2. Integrity & Influence		
The candidate should demonstrate that she lives by a strong set of personal values and as a result has earned the respect of her staff and peers.	5	
She is able to communicate and impart her vision to others and exhibit traits of superior leadership.	5	
3. Is this candidate an extraordinary role models for aspiring female entrepreneurs?	5	
	25	

THE AWARD CATEGORY		
1. Has the candidate explained why she is uniquely qualified for the Award category to which she is applying?	5	
Start-up:		
Has the candidate experienced an above average rate of growth during her first 3-5 years in business?	5	
Does the future plan for this businesses success seem realistic and achievable?	5	
Has the applicant described her plan to continue its success and is the business poised for second stage growth?	5	
Impact:		
Is the applicant a catalyst of change, fuelling positive developments in the economic prosperity of her community.	5	
Has the applicant made an impact on the local community through creating jobs and encouraging others in the community to do the same.	5	
Does the company or entrepreneur make charitable giving or social responsibility an integral part of their strategy?	5	
Momentum:		
Has the applicant achieved over 10% yearly growth for the last 3 years?	5	
Has the applicant demonstrated that she has positioned her business for extraordinary future growth?	5	
Has the business earned an uncommon degree of financial growth vs. the competition?	5	
Sustainability:		
Has the applicant incorporated environmentally conscious initiatives into their corporation's everyday operations ?	5	
Has the applicant's business provided solutions for their customers to decrease their carbon footprint?	5	
Is the entrepreneur's dedication to social responsibility a key element of their long term growth and success.	5	
Trailblazer:		
Has the applicant identified and pursued a new market opportunity which will open opportunities for others to follow?	5	
Has the applicant demonstrated leadership, innovation and extraordinary vision in growing her business?	5	
Has this entrepreneur set the standards for her product or service?	5	
Excellence:		
Has this entrepreneur created multiple businesses?	3	
Does the business/she have a track record of growth and profitability within her business(es)?	4	
Is this woman considered to be an industry leader or is she responsible for breaking new ground?	4	
Is this entrepreneur positioned for future achievement?	4	
	20	

THE BUSINESS		
1. Financial Performance		
Based on the financials provided, is the current organization's performance extraordinary? (When reviewing candidates for the Excellence Award with more than one business, review the following - where possible - annual revenue, company size, growth rate and profitability. Auditors will only check their current business statements).	5	
Has the company experienced substantial growth over the last 3 years?	5	
Does the business have a proven track record in raising capital and making investments?	5	
Does the business exhibit proven ability to provide resources for long-term sustainability?	5	
2. Strategic Direction		
Has this company turned their vision into reality?	5	
Have they been able to build strategic alliances, surround themselves with talented people and inspire their team towards common goals for future development.	5	
3. Innovation		
Has this company demonstrated their ability to anticipate and embrace change in a competitive environment before it occurs, operating in a culture of innovation.	5	
Does the business continuously push the limits, implementing smart and fresh ideas to continue to enhance the value for customers and stakeholders?	5	
4. Community / Global Impact		
Has this entrepreneur built a company poised for international expansion and having a global impact?	5	
Does the business positively impact their community in terms of job creation, improved quality of life or social change?	5	
5. Awareness		
Does the brand resonate with Canadians or regions of Canada?	5	
	55	
Total Potential Marks	100	

NOTES		
<i>Would you like to provide comments on your marks? If you would like to provide feedback to the candidate that would be helpful to them in future awards, please check here. Otherwise your comments will remain confidential and will be used solely for the selection of the winner.</i>		