


# EY Entrepreneur of the Year™

Call for nominations 2018 –  
Trinidad and Tobago

 EY Entrepreneur  
Of The Year™

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## Visionaries. Game changers. Those who change our lives every day, in every way.

The entrepreneurial spirit is alive. Sometimes it emerges as an idea that's "the next big thing," and sometimes it makes itself known as a simple idea that ultimately changes the world forever. But what it always is, no matter its origin, is something that starts as a single thought and incites a change in the way we behave, respond and contribute to the world around us.

In 1986, EY (formerly Ernst & Young) had an idea of its own: recognize the innovators and builders of our business landscape who are making a difference every day. That's when we started the global EY Entrepreneur Of The Year™ Program to honor those who seek to manifest their ideas, propel the economy and create a better world for their communities. The Entrepreneur Of The Year Program honors entrepreneurs whose ingenuity, hard work and perseverance have created and sustained successful, growing business ventures. Having originated in Milwaukee, Wisconsin, the Program is celebrating 30 years of recognizing successful entrepreneurs. The Entrepreneur Of The Year Award has become the mark of world-class individuals leading world-class companies.

In three decades it has grown from a simple idea to a program that's simply grand, spanning 145 cities with 60 countries and a roster that includes more than 10,000 entrepreneurs

worldwide. In the Caribbean, the program was introduced in 2000 and ran until 2003. We re-launched the program in Trinidad and Tobago in 2015, as part of the Champions of Business Awards held by the Trinidad and Tobago Chamber of Industry and Commerce.

### The benefits of being among the best

Each year we seek out the country's best entrepreneurs. They're all around us – maybe you're one of them. Entrepreneurs are nothing if not diligent, often relentless in pursuit of their dreams. Undaunted by failures, they see stumbles as necessary steps along the way to success.

But often what's missing is the recognition that they deserve – that you deserve.

Participation in the awards process elevates awareness of your company's brand through exposure to entrepreneurs, sponsors, judges and guests, many of whom may be seeking customers or alliances.

Entrepreneur Of The Year finalists and winners receive great publicity in and beyond their communities, which strengthens and expands their networks.

## Who is eligible?

An Entrepreneur Of The Year nominee must be an owner or leader of a private or public company with primary responsibility for the recent performance of the company, as well as be an active member of management. Non-founding entrepreneurs are also eligible if the individual manages the business and assumes the associated risks.

The nominee's company must be eligible for one of the following categories:

- ▶ **Start-up Entrepreneur:** an individual who exemplifies the start-up process at its best. The business has been founded in the last 3 years.
- ▶ **Emerging Entrepreneur:** an individual whose business is experiencing strong growth. The business has been founded in the last 3-10 years.

## Four elements of entrepreneurship

Entrepreneur Of The Year nominees are evaluated by an independent panel of judges from Trinidad and Tobago. The panel will include entrepreneurs and business leaders who know what it takes to be outstanding, including which measures really matter when selecting award recipients in various categories.

The business an entrepreneur creates, how successful it has been, its everyday employee practices and its impact on the community are among the factors that contribute to the selection of Entrepreneur Of The Year winners.

The following are the elements of entrepreneurship:

- ▶ **Vision:** creating or improving a business concept and implementing it effectively
- ▶ **Leadership:** demonstrating the focus and strength of character that enable an entrepreneur to move forward – and inspire a team to do the same – despite skeptics and obstacles
- ▶ **Achievement:** driving business success by going beyond developing an idea to the continuous innovation that generates new ideas
- ▶ **Social responsibility:** knowing that commitment and responsibility aren't confined to business, and energy and resources should be leveraged to give back to the community

## Judging criteria

Applicants are screened, finalists selected and a panel of judges (independent of EY) chooses one award winner in each of the two categories. Criteria for judging may include:

- ▶ Innovation and strategy
- ▶ Leadership (including personal integrity and risk-taking)
- ▶ Strong relationships with employees, customers, suppliers and shareholders/partners
- ▶ Financial performance
- ▶ Community involvement (e.g., philanthropic activities)
- ▶ The entrepreneur's story

## Frequently asked questions

### 1. Is there a cost associated with submitting an application?

There is no cost to submit an application.

### 2. Do I have to be an EY client?

You do not need to be a client or have any relationship with EY as it pertains to services.

### 3. What happens after nomination?

All nominations will be reviewed and screened by EY. Qualifying nominees will then be invited to submit an application form online, along with other information on their business. Qualifying nominees will also be interviewed by EY prior to selection of finalists. Winners are selected by the independent panel of judges.

### 4. Are application forms kept confidential?

Yes. The information on the application form will be used by EY (in connection with the administration of the award), and the independent panel of judges, who will be required to sign confidentiality agreements in relation with this program.

### 5. Who are the judges?

The panel of independent judges includes prominent business leaders and entrepreneurs from Trinidad and Tobago.

### 6. How many award recipients will be selected?

One winner will be awarded from each of the following categories:

- ▶ Start-up Entrepreneur
- ▶ Emerging Entrepreneur

### 7. When will the finalists and winners be announced?

The finalists from each category will be notified by EY and invited to attend the Champions of Business Awards in November 2018, where the winners will be announced.

**Contact:** Gina Matthew  
Ernst & Young Services Limited  
5/7 Sweet Briar Road, St. Clair, Port of Spain

**Email:** eoy.caribbean@ey.com

**Tel:** +1 868 628 1105 ext 25018

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