

## **Best Start-up**

### **Introduction**

The Best Start-Up award will look for new businesses that have successfully brought to the online market an innovative new product, utility, service or store.

### **Business criteria**

- The business should have started trading no longer than 2 years ago, and its products or services should have been readily available to Irish consumers or businesses since January 1st 2017 latest.
- The product or services will either have been created, developed or produced in Ireland, or have been created, developed or produced specifically for the Irish market. This category will not consider recently re-branded online services, or brick-&-mortar to online business conversions.

### **Strategy**

- What vehicles you have used to scale and how have you staged this growth
- How you are establishing a market leadership position
- How you have structured your sales for exceptional growth

### **Business results**

- Sustained financial performance over last 3 years and a finance strategy
- How you have structured your sales for exceptional growth? Leading competitive advantage
- The judges will be looking for that one compelling component that make the business competitive and a potential leader in years to come.

Please Note – The panel will not be looking for start-ups to be breaking even yet, however they will be looking for evidence that the start-ups have tapped into a new market, or have significantly disrupted an existing one.