

Start Up Superstar

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The Start Up Superstar award recognises a business that has been trading for at LEAST 12 months and less than 24 months. This business delivers a product/service/idea/invention with credible potential and strongly displays an entrepreneurial spirit.

Award eligibility check box

- The business has been trading for a **continuous** period of 12 months and less than 24 months, not bankrupt or trading insolvent at the time of entry.
- This business has not been purchased or acquired.
- This business is not part of a franchise.
- This business is not a new product or service line.

Questions

1. Is this your first start up? (If no please specify other business ventures and their degree of success). *Maximum word count: 300*
2. Date when you commenced trading.
3. Number of owners.
4. What problem (or need) has your business solved? *Maximum word count: 250*
5. How did you identify the market need? *Maximum word count: 400*
6. Describe your product service or offering. *Maximum word count: 400*
7. Who is your target market? *Maximum word count: 250*
8. Describe your business's innovative competitive advantage.
Maximum word count: 400
9. Outline your business success since its inception. *Maximum word count: 400*
10. Detail and include your current research, customer marketing strategy, logistics and service delivery. *Maximum word count: 350*
11. Describe how you funded your business. *Maximum word count: 200*
12. Detail how your business has the potential to scale and achieve financial sustainability. *Maximum word count: 400*
13. Provide commercial and technical evidence your team has the ability and competencies to achieve success and detail strategy and timeframe involved. *Maximum word count: 500*

