



# Perks.

BUSINESS  
BOOST  
AWARDS  
2018



- ✓ In the early stages of operating a business
- ✓ Want to grow your business to the next level
- ✓ Live in South Australia

These awards are for you!

## Guide to Entry Questions

Entries  
Close  
27 August  
2018

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**\$40,000 in prizes**  
**to be awarded**



This is a guide to the entry questions that you are required to answer to enter the 2018 Perks Business Boost Awards (Awards).

The purpose of this document is to help you to plan your entry offline. You can see what you will be asked and what information you need to pull together to put your best submission forward to the judges.

We have not provided you with word limits, but it would be in your best interests to answer the questions as thoroughly and relevantly as you can.

All entries are to be completed online at [awards.perks.com.au](https://awards.perks.com.au). The Awards Terms and Conditions can also be accessed here.

# THE AWARDS

Are you in the early stages of operating your business and looking to successfully grow it to the next level?

## YOUR BUSINESS

### (Open Form Questions)

1. What is your elevator pitch?
2. Please upload your business logo here if you have one.  
(File Type: JPEG or PNG file)
3. What customer need is your business trying to satisfy – what is your unique value proposition?
4. Who is the target market for your product/service and where are they geographically situated?
5. What was your motivation for starting your business?
6. When did you start your business and how would you describe the position/stage your business is at today?
7. Tell us why you have entered the Perks Business Boost Awards and what winning would mean to your business?
8. Have you won any other business awards previously?  
(Yes/No)

*If yes - please tell us what award you won and the date (year) you won the award.*

9. What do you feel is the main element your business is missing to assist it to grow to the next level?

Which professional services do you think your business could benefit the most from?

*(You may tick multiple)*

- Business mentoring
- Preparation of budgets and forecasting
- Accounting / bookkeeping
- Business plan
- Cloud software solutions
- Human resource management
- Corporate governance
- Finance and capital raising
- Marketing communications and digital services
- Public relations / media
- Graphic design

## EMPLOYEE STATISTICS

10. How many full time equivalent staff, including the owner, work for the business?

10.1 Please supply current and historical figures, if relevant.

*(Scroll to start date/year and the subsequent years will then populate, then add number of staff to box alongside this)*

e.g. Year 1 to 30 June 2007: 2 staff

*(Date choice: to June 30 2007 through to June 30 2015, July 2015 on)*

Year 2

Year 3

Current

## FINANCIALS

11. Please provide the following applicable information by uploading a file: *(File type: Word, Excel or PDF document)*
  - Financial statements for the most recently completed Financial Year
  - Most recently completed interim trading results (profit and loss) **(compulsory)**
  - Any financial forecasts or budgets you have available

## PLANNING

12. Do you have a current Business or Marketing Plan? (yes/no)  
*If yes, please attach here (File type: Word or PDF document)*

## FURTHER INFORMATION

13. If you would like to include a short video introducing yourself and your business, please share your YouTube, Vimeo or Dropbox link here.

*Please note, any video material included does not need to be filmed professionally - using your phone is sufficient. Please don't exceed a 2 minute duration.*

If you have other supporting documents that you think will assist us in gaining insight into your business – please attach them here (File type: Word, Excel or PDF document).





## Checklist for your entry submission:

- Have you answered the questions as thoroughly as you can and to the best of your ability?
- Have you attached and included the financial statements that are requested?
- Have you followed the Perks Business Boost Awards on Facebook and Instagram?
- Have you locked the key dates for the 2018 Perks Business Boost Awards into your calendar?

**Good luck!**

### **PLEASE NOTE:**

All financial information will be treated in the strictest confidence. It will only be used for the purpose of judging your entry. If you do not complete the compulsory financial information in full, your entry will be declared ineligible and therefore will not be accepted for judging. Electronic records will be securely stored by Perks for a period of five years for auditing purposes only.



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You can enter the Awards by registering and filling out the application on our website located at [awards.perks.com.au](http://awards.perks.com.au). To enter the Awards, your business must meet the eligibility criteria as set out in the Awards Terms and Conditions. To access the Awards Terms and Conditions, please go to [awards.perks.com.au](http://awards.perks.com.au)

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