**FAN ENGAGEMENT**

**What is this Award for and Who Should Apply**

This award celebrates start-up businesses which create technology or tech-led tools aiding engagement with sports fans. The judges will assess the viability of the company (i.e. how well structured is the organization) and proposition (i.e. how good or different is its product or service).

Entries must be clear on what challenge their solution was meeting and should ensure the judges understand any results achieved, traction (proposed or achieved) and defensibility of market / IP etc.

**Please note**

* all judges sign an NDA and declare all conflicts of interest. As such, all information shared is confidential
* numbers / hard facts, even if they are predictions or targets, will count for more than percentages or testimonials
* the organizers reserve the right to request proof of any claims made in this form
* if you have any questions regarding the application or any objections to a specific judge reviewing your work, please contact the Awards office and we will aim to help you in any way we can

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| **Company Overview** | | |
| **What Date Was Your Company Founded?**  *Note: your organization cannot have been incorporated or founded longer than three years from 31 December 2017* | |  |
| **Company Start Up Status**  *Note: this question aims to guide the judges as to what stage you are in your growth and will not affect how you are streamed for judging. Your company is ineligible if you received Series A funding more than three months ago*  Please tick the box which best describes your company  🞎 Bootstrap  🞎 Seed Funded  🞎 Pre-Series A  🞎 Post-Series A (please state the date you received your Series A funding) | | |
| **Annual Revenues**  *Note: to review all organizations fairly, entries will initially be streamed by annual revenue, with the highest scoring company in each annual revenue stream being compared directly to determine the winner*  Please tick which best describes your annual revenues  🞎 Less than US$3,000,000 / £2,000,000  🞎 Greater than US$3,000,000 / £2,000,000 | | |
| **Financial Growth**  200 words max  Please outline your company’s financial KPIs, including the timeframe you propose achieving these. If you propose seeking external investment, state when and how much you will be looking for |  | |
| **Describe Your Board Structure and Ownership**  200 words max  *Note: The organization cannot have been founded by a merger or management buyout. The organization’s ownership must include at least one founder who has retained personal equity* |  | |
| **Describe Your Team Structure**  200 words max  Please give an overview as to your company’s key people and their responsibilities |  | |
| **Background**  300 words max  Please tell us why you started the business, why you structured it in the way you have and what makes your company uniquely well placed to succeed |  | |

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| **Entry Information** |  |
| **Proposition Overview / Company Purpose**  200 words max  Please supply an overview of your business which advises the judges as to the exact nature of your proposition and the product(s) or service(s) you provide.  *Note: in the event of being shortlisted, this copy will be used on the Awards’ website so ensure no commercially sensitive information is featured* |  |
| **Target Market or Audience**  100 words max |  |
| **Sports Relevant to the Entry**  50 words max |  |
| **Commercial Objectives and Proposed Traction**  150 words max  What objectives did you set for the business and in what timeframe did you hope to achieve them? |  |
| **Strategy**  200 words max  What was your sales / expansion strategy and why did you choose it? |  |
| **Delivery**  300 words max  How did you deliver the strategy (i.e. in-house expertise, appointment of third-parties etc)? |  |
| **Results / Achievements to Date and Supporting Evidence**  500 words max  Please outline the areas in which you have been successful, where appropriate, use financial or statistical data.  *Note: When listing customers or partners, please be clear as to whether this is a commercial, paid-for relationship or whether the third party is a free trial / reduced rate / value in kind deal* |  |

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| **Company Collateral** |
| **Branding, Design and Messaging**  500 words max  Please provide examples of your branding and tell us where it is used. Also provide your mission statement and brand values if you have them  *Note: At the end of the application we require you to upload your logo. There is also an option to upload a visual representation of your branding, limited to a single A4 page.* |
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***Note: This form is only for information purposes and cannot be submitted as it is, all entries are to be submitted via the online portal, which contains an interactive form matcing this one.***