



Best Digital Start-up

Introduction

Over the last 20 years, many businesses have started as digital businesses first. The Best digital StartUp 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 2016 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 breaking 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.