



The Elevation Award

Introduction

The category is open to all businesses or agencies that have been operating for no more than 15 years and are able to illustrate revenue growth for up to four consecutive years prior to application. The nominees must be able to demonstrate their achievements across the following core areas:

Growth and Market Share

Entrants should demonstrate:

- Growth over their period of operation and include details on growth in market share, turnover, employees, range of services provided, etc. Future projections with regard to these items should also be included if available.
- Evidence of financial reports and any supporting information which illustrates revenue growth over the operating period of the company.

Strategy

Entrants should demonstrate:

- Idea and Concept - Including details on concept development and how it places the applicant company as a unique competitor within their chosen market.
- Company Vision – Including a clear illustration of the company's core values and substantial development.
- Details on current and future strategies used to drive growth in turnover and operational capacities.

Innovation

Entrants should demonstrate:

- **Implemented technology that has proved significant in innovation initiatives**
- Evidence of innovation techniques have helped the firm to differentiate themselves in their field
- Details on how the business may have utilised innovation to drive growth. This may include details of patents or IP.

Scalability

Entrants should demonstrate:

- Details on the number of geographies it currently operates in in addition to any concrete plans for future scale internationally
- Examples of when the firm has made a significant impact either overseas or country-wide