

2009 RBC Canadian Woman Entrepreneur Awards

Name: _____ Category: _____

Judging Criteria	TOTAL ALLOWABLE	JUDGES MARK
THE APPLICANT		
1. Entrepreneurial Spirit		
The candidate sets high standards for herself and her work, with unrelenting determination to succeed. <input type="checkbox"/>	5	
She should demonstrate perseverance in the face of adversity, the ability to overcome obstacles, to seize opportunity when presented and the courage to take risks.	5	
2. Integrity & Influence		
The candidate should demonstrate that she lives by a strong set of personal values and as a result has earned the respect of her staff and peers.	5	
She is able to communicate and impart her vision to others and exhibit traits of superior leadership.	5	
	20	

THE AWARD CATEGORY		
1. Has the candidate explained why she is uniquely qualified for the Award for which she is applying?	5	
Start-up:		
Has the candidate experienced an above average rate of growth during her first 3-5 years in business?	5	
Does the future plan for this businesses success seem realistic and achievable?	5	
Has the applicant described her plan to continue its success and is the business poised for second stage growth?	5	
Impact:		
	5	
Is the applicant a catalyst of change, fueling positive developments in the economic prosperity of her community.	5	
Has the applicant made an impact on the local community through creating jobs and encouraging others in the community to do the same.	5	
Momentum:		
Has the applicant achieved over 10% yearly growth for the last 3 years?	5	
Has the applicant demonstrated that she has positioned her business for extraordinary future growth?	5	
Trailblazer:		
	5	
Has the applicant identified and pursued a new market opportunity which will open opportunities for others to follow?	5	
Has the applicant demonstrated leadership, innovation and extraordinary vision in growing her business?	5	
Excellence:		
Has this applicant's entrepreneurial endeavours generated an uncommon degree of economic benefit (e.g., creation of sustainable businesses, successful commercialization of innovative products/services)?	5	
Has this person exhibited managerial savvy in the growth and operation of her business(es)?	5	
Is the applicant someone to be emulated by other women who want to exercise their entrepreneurial ambition?	5	
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THE BUSINESS		
1. Financial Performance		
Based on the financials provided, is the organization's performance extraordinary?	5	
Has the company experienced substantial growth over the last 3 years?	5	
Does the business have a proven track record in raising capital, making investments and providing resources for long-term sustainability?	5	
2. Strategic Direction		
Has this company turned their vision into reality?	5	
Have they been able to build strategic alliances, surround themselves with talented people and inspire their team towards common goals for future development.	5	
3. Innovation		
Has this company demonstrated their ability to anticipate and embrace change in a competitive environment before it occurs, operating in a culture of innovation.	5	
4. Community / Global Impact		
Has the business positioned itself for international expansion and having a global impact?	5	
Has the business had an impact on their community in terms of job creation or improved quality of life?	5	
5. Awareness		
Does the brand resonate with Canadians or regions of Canada?	5	
	45	
Total Potential Marks	85	

NOTES	Check yes to share remarks	
<p><i>Would you like to provide comments on your marks? If you would like to provide feedback to the candidate that would be helpful to them in future awards, please check here. Otherwise your comments will remain confidential and will be used solely for the selection of the winner.</i></p>		