

elitebusiness  
**100**  
TOP SME **2024**  
BUSINESSES



ELITE BUSINESS 100 - 2024

# ENTRANT CRITERIA

The criteria on the following pages should provide you with everything you need to enter the Elite Business 100 (EB100) 2024.

Please carefully read all of the supplied information and compose your answer accordingly. Each individual criteria will be marked out of ten by the judges.

Good luck!

**CEMG**

**IMPORTANT**

You must meet the following criteria in order for your submission to be accepted by the judges.

- Employee size 2 – 250
- Company turnover 100K – 50M
- UK based business, independent, privately owned trading for the last 2 years.

We unable to accept applications from investment/ property development companies, financial trading or money management companies, franchisors or franchisees.

## Entrant criteria

### The Business Boilerplate

Tell us briefly about your story why you launched, your business sales pitch to investors/ customers. What is the problem, and what is your solution for the marketplace/ climate.

### Company Age, (Year started trading)

This should detail when the business was founded and started trading to determine the longevity in the marketplace.

### Financial Performance

What we need here is the companies most recent turnover, (sales revenue) and profit for the last three financial years 2023, 2022 and 2021 or your most recent EOY figures, (If only trading since 2020 we'll accept two years). Please add any comments we should take into account in the additional comments box.

*For the following, more detail will need to be provided:*

The word limit for each answer is 500 words per box. This is to ensure a fair and consistent way of judging, as all answers will be of a similar length and format. For clarity we have included an example to guide you of things to include.

If you feel there is any additional information you need to include, please add in the additional comments box located at the bottom of the online form.

### Contribution

This will observe the contribution your business makes to the community, inclusive of local and national initiatives. Rather than just creating jobs and profit we'd like to hear more about how your company is going above and beyond to make contributions to society overall. An entry that will receive higher scores will be engaged in multiple, well thought-out initiatives in different areas. Whether that be mentoring and supporting local businesses, championing the interests of your specific sector, or giving back to society through charity fundraisers and outreach.

**Example:** Is the business supporting several charities, we want to know about this. How does your business actively organise and contribute to local business communities? Show if you support areas like local jobseekers and mentoring schemes, aids students and backs things like local sport teams and events, (bullet point structure advised).

### Support/ People/ Team

This should cover the comprehensive and ongoing training you provide for your team. Entrants will need to provide details on how you provide support from the day someone joins your business. As well as comprehensive initial training, ongoing tutorials and long term training and development. We're looking for additional support mechanisms for team members via HR. What perks do you offer your team members, or long term incentives? What initiatives have you launched surrounding the future of work. What are the benefits of working for your company? How do you provide support to your team with mental health issues such as anxiety and depression? How can you demonstrate diversity in your business model. To humanise what is always a challenging process and to underpin the example of your culture inform us of how recently a member of staff may have pro-actively contributed a new innovation, improvement suggestion or otherwise to boost business potential.



**Innovation**

Talk to us about the overall purpose of your business? What is unique about your model? How is your business making the most of new technologies, AI, blockchain? What new products or services make your business unique from your competitors in your sector/ industry? Not only should a business that scores 10 points meaningfully engage in technology and provide solutions that allow it's staff/ team members to work more efficiently and flexibly, but also look at constantly developing it's products and services and processes to ensure you stay top of the game. How is your business encouraging CSR/ ESG within the business model? What changes have been implemented in the last year? Talk to us about the customer experience, how are you pushing purpose as a brand as well as having exemplary customer service?

**Future**

The businesses for the most ambitious plans for the future have the chance to shine here. Not only will a top-scoring business have ambitious (but realistic based on existing growth) targets regionally/ nationally and ideally eventually internationally but should also identify a range of potential new opportunities they're looking to explore, with clear thought on how this will help grow your brand. Example: Drawing upon existing and company performance from the past three years, we want to know where you see the business in the next 5 years? Will there be a re-brand? Perhaps overseas opportunities will lead the way to your growth ambitions? Is there a major marketing drive that you plan on embarking on? Will it be for a new range of products? Give us as much detail as possible to let us know how you'll achieve your future goals using tangible evidence. Bullet point structure advised.

**Additional Information**

In order to support your entry as best as possible, please do include any additional information you feel will help strengthen your entry. Feel free to include one link to a video of your choice if you feel it will support your application. We're happy to hear from one of your team members/ existing customers. This is located at the bottom of the application.