

**HUSTLE**  **AWARDS** **23**

 **20 JULY 2023**  
**STEEL YARD • LONDON**

**ENTRY**  
**GUIDELINES**



**WWW.THEHUSTLEAWARDS.CO.UK**

### /// A CHANCE FOR THE UK'S BEST STARTUPS TO SHINE!

The Hustle Awards recognises the best innovation, passion, ingenuity and creativity in business.

We mark the outstanding achievements of individuals, companies and new ideas.

Our judging process is rigorous and transparent - creating a benchmark for the industry and judged independently by business leaders.

### /// THIS GUIDE

This guide tells you everything you need to know about the awards, and what you need to do to create an award entry with the best possible chance of success.



## /// THE HUSTLE AWARDS ARE OPEN TO ALL STARTUP BUSINESSES WORLDWIDE

All entries must be made using the online submission form. Please follow the instructions closely, paying particular attention to the information being asked of you. Only by keeping to the format and criteria requested can you ensure that the judges will have everything they need to evaluate your entry and compare it accurately with other entries in the category.

All entries must be submitted via the online entry form at  
**[thehustleawards.co.uk](https://thehustleawards.co.uk)**.

Entries submitted by any other means or in any other format will be disqualified.

Before submitting your entry, please make sure it is complete, including relevant supplementary information. It will not be possible to amend your entry or provide additional information once your entry has been submitted and if your entry does not answer every question, meet the criteria and does not provide any evidence to back up claims you will be disqualified.

### **/// UNLESS OTHERWISE STATED, THE FOCUS FOR SUBMISSIONS SHOULD RELATE TO WORK DONE THE PERIOD FROM FEBRUARY 2022 TO APRIL 2023**

Companies or individuals may submit entries on their own behalf, or on behalf of other individuals or organisations, including colleagues, industry peers, suppliers or clients. If submitting on someone else's behalf, please ensure you have their permission to do so. Please note that winners of the 2020, 2021 and 2022 Hustle Awards cannot be entered for the 2023 Awards unless you can demonstrate that substantial changes, developments or improvements have taken place.

The information in your entry will remain confidential between the Hustle Awards team.

All of our judges are bound by Non-Disclosure Agreements.

### **/// THE AWARDS PROCESS**

The Awards process is simple and transparent. It is structured to ensure an accurate and failsafe method of determining the winner of each award.



//// ENTRIES OPEN  
30 JANUARY 2023

//// ENTRIES CLOSE  
31 MARCH 2023 MIDNIGHT  
GMT

Your written entry is the basis on which you will be judged and shortlisted and should be completed to the best of your ability. Make sure you include all of the information we ask for and demonstrate thoroughly how you meet the criteria for the award category you are entering. Please also ensure the information is formatted correctly, answers all the questions and you provide evidence or it may not be put forward.

Please note that you will be unable to complete your entry if you have not filled out the mandatory fields indicated by an asterisk\*.

**/// ENTRIES MUST BE SUBMITTED VIA [THEHUSTLEAWARDS.CO.UK](https://thehustleawards.co.uk)**

You will receive confirmation of receipt once your entry has been successfully submitted.

### // COSTS

The entry fee is: £55 plus VAT per entry

The awards have a specially curated judging panel, featuring a cross-section of business specialists, relevant to the award category except our "Readers Choice Award" which is chosen by our readers. We go to great lengths to ensure each panel has both expertise and diversity, so that every entry can be assessed accurately and from a mix of viewpoints.

## /// THE JUDGING PROCESS

### // STEP 1

#### Initial scoring

The judges for each award review and independently score every entry in their allocated category, paying close attention to the criteria laid out on the entry form. The highest scoring entries from Step 1 will be put through to Judging Day.

### // STEP 2

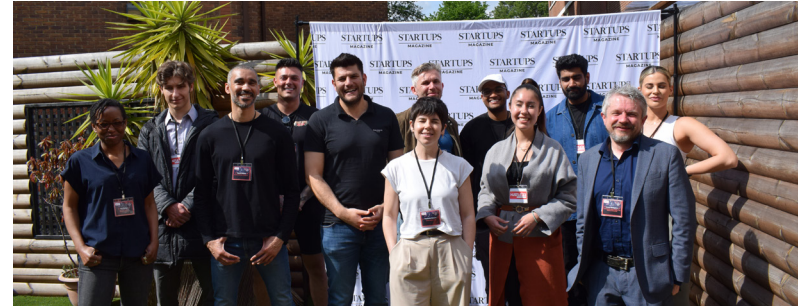
#### Scoring review and shortlist selection

The judges come together on Judging Day to discuss each entry in depth, after which, they again independently score each entry. The highest scoring entries are then shortlisted and are winners are decided.

## /// SCORING

The transparency and security of the judging process is hugely important to us. All judges' meetings are held in private, confidential environments. All scores are collated, verified to avoid anomalies and then averaged to determine the winner. The Hustle Awards team supervises the judging process to identify and avoid any risk of bias and judges are asked to recuse themselves where they have a personal or professional interest.





### // The judges decision is final.

// You must be 18 and over to enter any of the categories.

// By submitting your details for submission you agree to the Startups Magazine privacy policy

// Startups Magazine does not take responsibility for any technical problems encountered on submission and does not accept responsibility for loss of any entry or part of entry. If you have difficulty entering via the website you may email [hello@thehustleawards.co.uk](mailto:hello@thehustleawards.co.uk) with your entry before the submission deadline.

// Entrants may submit an entry to multiple categories, so long as they are relevant (cost is per entry).

// By submitting your entry you are agreeing that Startups Magazine may use any submitted details in promotion around The Hustle Awards or for Startups Magazine unless agreed otherwise with a member of Startups Magazine Team.

// Startups Magazine reserve the right to extend the closing deadline, amend categories or pull award categories should entries received not reach the required standard and move entries between categories if we think it's better suited.

// Startups Magazine's decision regarding shortlisted entries and winners is final and binding. The judges' and Startups Magazine's decision is final and no correspondence or discussion will be entered into or feedback given regarding the selection of shortlisted nominations. Entry implies acceptance of these terms and conditions.

## DISCLAIMER

// Startups Magazine reserves the right to verify winners and ask for proof of identity, age and address and to withdraw prize entitlement where there are reasonable grounds to believe there has been a breach of these terms and conditions.

// The name and country of the winners can be obtained by sending an email 28 days after the prize promotion closing date, to [hello@thehustleawards.co.uk](mailto:hello@thehustleawards.co.uk).

// Entry into the The Hustle Awards is at the entrant's risk. To the extent permitted by law, neither Startups Magazine nor prize suppliers accept any responsibility for any damage, loss, liabilities, injury, costs, expenses or claims (whether in contract, tort or otherwise) suffered by entrants or any third parties arising out of or in connection with the The Hustle Awards and/or accepting a prize.

// If for any reason, Startups Magazine is not capable of running The Hustle Awards, Startups Magazine reserves the right to cancel, terminate, modify or suspend the submission timeline.

// By taking part, you consent to being filmed, recorded and photographed at the event as a member of the audience and to footage and photographs of you being used by Startups Magazine in any medium for the promotion and marketing of Startups Magazine.

### // OWNED

The Hustle Awards is owned and operated by Startups Magazine.



## SUMMARY OF KEY DATES

// 30 Jan 2023

Entries Open

// 31 March 2023

Entry Deadline

// 11 May 2023

Judging Day

// 22 May 2023

Shortlist Announced

// 20 July 2023

The Hustle Awards

The winners of the Hustle Awards will be announced at the Hustle Awards ceremony on 20 July 2023 at The Steel Yard, London.



SAVE THESE  
DATES 

# THE ENTRY FORM & WHAT TO INCLUDE

Your entry must follow the word number requirements for each section, as indicated. Take care to address all of the criteria for the award you are entering.

**/// TO VIEW THE CRITERIA FOR EACH AWARD PLEASE SEE BELOW OR GO TO:  
THEHUSTLEAWARDS.CO.UK**

Please look at these criteria carefully when deciding on the appropriate award to enter. If you enter an award and the Hustle Awards team feels your entry is more suited to another award or category, we reserve the right to move your entry.

Once you've selected the award/s you wish to enter, the text boxes appropriate to that award will be displayed on screen. Make sure you correctly input the text of your entry into the relevant fields. Supporting material is optional and should be uploaded in the relevant places, as indicated on the form.

# THE ENTRY FORM & WHAT TO INCLUDE

## /// PLEASE ENSURE YOU HAVE THE FOLLOWING ITEMS TO UPLOAD TO YOUR ENTRY:

**// Written submissions** - These explain the entry and the reasons why you think it should win. Make sure you keep to the point and clearly explain why this entry is award worthy. This must be entered into the text boxes on the online entry form as directed and according to the criteria. Please note that an asterisk (\*) denotes mandatory information without which your entry will not be accepted.

**// Supporting Evidence** - This should be where you give evidence to back up what you have stated in your written submission. Eg. Statistics, numbers and charts to support growth, revenue and size. If you do not provide evidence to back up any claims, your entry will not be shortlisted. Please make statistics relevant to previous year to demonstrate growth.

**// Testimonials** - These are additional to the word count. Where we ask for testimonials, you should obtain these from clients, partners, and industry figures. Testimonials are required as a way to back up your claims. Your entry will not be shortlisted without this evidence.

**// Supporting Videos** - Only video links will be accepted as supporting material, with a limit one video link per entry. Supporting videos is highly recommended for the judges and at your own discretion.

**// Supporting Images** - Only images will be accepted as supporting material, with a limit of 3 images per entry. Supporting images is highly recommended for the judges and at your own discretion.

**// 100-word award summary** - Should your entry be shortlisted please ensure it is written in the third person. For example: 'Company X's award shows innovation and resourcefulness...' rather than 'Our award shows innovation and resourcefulness.' You will not have an opportunity to review or amend the summary, so please ensure it is correct and accurate before you submit it.

Please ensure it is written in the third person. For example: 'Company X's award shows innovation and resourcefulness...' rather than 'Our award shows innovation and resourcefulness.' You will not have an opportunity to review or amend the summary, so please ensure it is correct and accurate before you submit it.

**// Your company logo** - This should be supplied in colour as a vector eps file. We recommend a dpi of at least 300. Once submitted the logo cannot be updated so please make sure the most up-to-date logo is uploaded.

## CATEGORIES

// **Founder of the Year**

// **Rising Startup Award**

// **Top Performing Team**

// **Inspirational Womxn of the Industry**

// **Most Innovative Tech**

// **Social Impact Hero(es)**

// **Sustainability Award**

// **Outstanding Startups Support**

// **Workspace of the Year**

// **Most Successful Scale-Up**

// **Early-Stage Innovation Award**

// **Readers Choice Award**

## // Founder of the year:

If you have started a business alone or with a co-founder, this award is to recognise you and the hard work you have put into starting your business. We know as a founder you can go through so much when starting out, so we want to celebrate one of the hardest working founder's that has really achieved something despite the hurdles. (Only one co-founder per application)

**// Who is eligible for this award?** - A person who has founded or co-founded a company at any time and demonstrated innovation, leadership and creativity. If you have previously entered for this category you will need to demonstrate significant changes or improvements since your last entry.

**// Tell us why you should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Evidence of achievement** - What has this founder achieved with their business? Please provide evidence of growth through statistics and numbers.

**// Business Benefits** - Examples of business success or technological innovation should be stated clearly. How are you delivering real benefits to customers?

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decision and limited to up to 3 images and one video link per entry.

**// Rising Startup Award:**

Are you a young entrepreneur making waves straight out of university? Or still in education and juggling the life of a business starter? We know as a student ideas are hard to contain and we want to highlight those who are taking their work the extra mile.

**// Who is eligible for this award?** - An individual who is in education or graduated from 2021-2023 and started a business.

**// Tell us why this entry should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered

**// Evidence of innovation** - What makes your product or service different? What is genuinely new and innovative? What are your plans for the future?

**// Benefits** - How does this product or innovation deliver real benefits to customers?

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decision and limited to up to 3 images and one video link per entry.

**// Top Performing Team:**

Most founders would say that amongst every successful business is an even more successful team. We know choosing the right team for your business is not only very difficult, but doesn't always go smoothly, but once you get it right, there is almost no stopping you. We want to give credit, where credit is due and celebrate the whole team within the startup.

**// Who is eligible for this award?** - A group of people who work together in a startup who have performed well and delivered benefits to others between February 2022 and April 2023.

**// About the team** - Please include some background details about the team - the size, who they are and what they do.

**// Tell us why they should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Evidence** - Show evidence of what your team has achieved together within the business. Please provide evidence of growth through statistics and numbers.

**// Benefit given to the business or to others** - Please describe the benefits the team gave to others; either within the business or to customers.

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decision and limited to up to 3 images and one video link per entry. We would recommend sending a photo of the team.

## // Inspirational Womxn of the Industry:

At Startups Magazine we are all about championing and encouraging more female founders and entrepreneurs, as sometimes they do not get the recognition they deserve. This award is to celebrate a particular womxn in the industry that has excelled and really shone through this year. You can be at any position within a business or a freelancer.

**// Who is eligible for this award?** - A womxn working for or with startups who has inspired others.

\*this category is open to anyone who identifies as female.

**// About the person** - Please include some background details about who the nominee is and what they've done.

**// Tell us why they should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Evidence** - Please provide evidence for the judges to see how you've achieved and done what you have. Please provide evidence of growth through statistics and numbers.

**// Inspiration given to the business or to others** - Please describe the inspiration the person gave to others either within the business or to customers.

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommend to help the judges make a decision and limited to up to 3 images and one video link per entry.



**// Most Innovative Tech:**

As a tech-based publication we want to see some of the incredible technology products and solutions that have really developed and been on a journey over the past year or so, and highlight some of the most innovative products currently breaking onto the tech scene. This category is for startups with a tech solution or hardware product.

**// Who is eligible for this award?** - A business or inventor of a new product or technology between February 2022 and April 2023.

**// Tell us why this entry should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Evidence of innovation** - What makes this product or technology different? What is genuinely new and innovative? Who are your competitors? How big is your team or are you an individual? Please provide evidence of growth through statistics and numbers.

**// Benefits** - How does this product or innovation deliver real benefits to customers?

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make a decision and limited to up to 3 images and one video link per entry.

**// Social Impact Hero(es):**

Having an impact on society, people or communities as a result of an action, an activity or a solution is what we want to see here. If your business, or an element of your business has had a positive social impact and helped in some way, then we want to praise and celebrate this.

**// Who is eligible for this award?** - A business, individual or team who have made a genuine social impact on society, people or the community.

**// Tell us why this entry should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Entrant description** - Please include some background details about the entrant - who they are and what they do. Size of company. When did the journey start.

**// Evidence of social impact** - How has this entrant made a difference to equality, diversity, inclusion or to their local community or society in general? Evidence should be given through statistics and numbers.

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decision and limited to up to 3 images and one video link per entry.

**// Sustainability Award:**

Sustainability is slowly but surely becoming increasingly important to businesses, and eventually being green will be at the heart of most new businesses. Startups seem to be extremely forward thinking with sustainability, but this category is for a startup and businesses idea that is all about sustainability and having a positive impact on the environment. If your solution focuses on sustainability or helping others be more sustainable then we want to hear.

**// Who is eligible for this award?** - An individual, team or business whose working practices or products make a demonstrable change to improve the environment. This award will only be given for something that has made a genuine difference to the environment.

**// Tell us why this entry should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Evidence of environmental improvement** - Please include evidence of environmental benefits that this company or product delivers. Ideally some real data should be used to substantiate any claims made. Eg. statistics and charts.

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decision and limited to up to 3 images and one video link per entry.

## // Outstanding Startups Support:

It is not just about the startups this year, we want to also champion the businesses and organisations that are there to help the startups and entrepreneurs along their journey. We appreciate what you are doing is valuable and necessary to elevate businesses to the next level, so if you support or provide a service to a startup in any way this award is for you.

**// Who is eligible for this award?** - A company or individual who has helped support a startup by offering support to their business in some form - by supplying skills, finance, resources, facilities, advice or representation.

**// Tell us why this entry should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Evidence of support** - Please include evidence of how this person/business has supported startups. Size of team or individual. How long they've been doing it.

**// Benefit given to startups** - Please describe the benefits and outcomes the entrant gave to startups.

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decision and limited to up to 3 images and one video link per entry.

## // **Workspace of the Year:**

We understand that there are a number of businesses and services that startups need along their business journey, and a workspace is definitely at the top of that list. Spending a lot of time at workspaces and co-working offices, this is a home away from home for many entrepreneurs. This award is to identify and congratulate the workspaces in the industry - without these a lot of businesses wouldn't be where they are today.

**// Who is eligible for this award?** - Any workspace or co-working space that offers more than just a desk.

**// Entrant description** - Please include some background details about the entrant - who they are and what they provide.

**// Tell us why this entry should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Evidence** - Please provide evidence of how your workspace is going out the way to help startups and entrepreneurs. The size and location of the workspace.

**// Benefits to startups** - How this workspace has provided benefits to startup companies.

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decisions and limited to up to 3 images and one video link per entry. We'd recommend sending photos of the workspace.

## // Most Successful Scale-Up:

There are several different stages to a business lifeline, and if you are past the startups phase but not quite at the corporate global business stage, you are most likely a scale-up. If you have a **team of over ten** and are seeing regular growth year after year, then this award is for you.

**// Who is eligible for this award?** - A growing startup company with a team of over 10 in size. The February 2022 and April 2023 eligibility criteria does not apply to this award.

**// Entrant description** - Please include some background details about the entrant - who they are and what they provide. The size of the business/team and how long they've been running.

**// Tell us why this entry should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered.

**// Evidence** - Please provide evidence to show how you developed as a business so successfully. Evidence of growth should be given as statistics and numbers.

**// Describe the scale-up and success** - How has this entrant moved from being a small startup to a growing, developing business?

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decisions and limited to up to 3 images and one video link per entry.

**// Early-Stage Innovation Award:**

Being in the early-stage is one of the most difficult phases. Having an idea but not necessarily a proof-of-concept or a product to show off and validate the business is often very tricky, but we know it is important to power through! This year we want to shine a light on the early-stage businesses and give them an opportunity to win an award without competing against businesses that are a lot more advanced. **(Teams of less than 10 people)**

**// Who is eligible for this award?** - A new startup company less than 2 years old.

**// Entrant description** - Please include some background details about the entrant - who they are and what they provide.

**// Tell us why this entry should win this award** - Outline why you're entering this award and convince the judges that your entry should be considered. You need to provide evidence of your success through growth, statistics and numbers.

**// Describe the innovation** - How has this entrant created a new business by innovating or developing a new product or service? The size of the business/team and how long they've been running.

**// Testimonials** - These should be obtained from clients, partners, and industry figures, rather than employees of your organisation.

**// Supporting material** - Supporting material is highly recommended to help the judges make their decision and limited to up to 3 images and one video link per entry.

**// Readers Choice Award:**

The only one of our awards which isn't judged by our unbiased team of judges. All the shortlisted entries will be entered into this automatically and will be at the mercy of our readers, who will be encouraged to vote for their favourite. Readers will be supplied with the bio, website link and imagery to inform their decisions.

**// Who is eligible for this award?** - Entries who have been shortlisted in the Hustle Awards 2023



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**// SPONSORSHIP**

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