



## **Start-Up Award**

### **Start-Up Award Entry Requirements:**

- Be a start-up that is founded in the United States & Canada
- Have fewer than 20 employees
- Have been founded in past 10 years
- Be 'independently owned'. This is defined as a business that is substantially owned by its founders and/or a group of independent investors; is not quoted on AIM or any other stock market; and is not a subsidiary or associated company of another business.
- Be at Series B funding stage or earlier

**Confidentiality Statement:** All information provided in these forms will be treated as confidential.

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### **Entry Details**

Name of Start-up\*

### **Contact Details**

Contact Person First Name\*

Contact Person Last Name\*

Contact Person Job Title\*

Contact Person Phone Number (*including country code*) \*

Contact Person Email\*

Full Company Address (*including country*)\*

Number of Employees\*

Full Date your company was founded (mm/dd/yyyy)\*

**Are other companies or institutions involved in the start-up – including universities, backing companies, and investments? \***

*100-words limit*

**Does the start-up have direct activity in the United States and/or Canada? \***

*Yes or No*

**What other regions is there activity in? \***

*Russia, Middle-East, Africa, Asia-Pacific, Europe, South America, No other regions*

**Has your company been running for less than five years? \***

*Yes or No*

**How long has the start-up been in operation? \***

*Years or months*

**Have you previously entered this start-up for a NutraIngredients USA Award? \***

*\*denotes a mandatory question*



*Yes or No*

**Please describe your company profile and it's innovative products or technologies\***

*300-words limit*

**Please outline the previous 12 months of revenue or projected revenue. If your business is not already making a profit, please tell us when you expect it to become profitable\***

*300-words limit*

**How does your start-up provide a unique nutritional solution to this consumer need or problem? \***

Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions.

*250-words limit*

**What is unique about your company and differentiates you from your competitors?\***

*300-words limit*

**Please provide links to your website, social media platforms, relevant publications or any other relevant information\***

*300-words limit*

**Please provide evidence below of any achievements/key milestones for the company to make your entry stand out\***

*300-words limit*

**Please upload any additional information or material here\***

Max file size: 40 mb.

**How much funding have you raised so far?\***

**Existing investors / funding sources / backers\***

This information will only be used internally to review your application and is not shared publicly

**If relevant, you are welcome to send product samples that you believe will enhance your submission. Please note, we will not be able to return these.**

*Yes, I will be sending product and/or supporting materials*

*No, I will not be sending product and/or supporting materials*

**If relevant, you are welcome to send product samples that you believe will enhance your submission. Please note, we will not be able to return these.**

If you did wish to send any product samples to support your entry, 4 units will need to be sent to William Reed's US Headquarters.

More details & instructions will be shared when an entry is submitted.

*Yes, I will be sending product and/or supporting materials*

*No, I will not be sending product and/or supporting materials*