2025 Entrepreneur Academy Awards

Requirements and Application Form

Category: Starting Entrepreneur (Adult)

**General Qualifications:**

1. A graduate of SGMB or any Academy Training.
2. Endorsed by the chapter president or any designated chapter leader representing the president.
3. Registered in the ACT NOW Portal - please click here to REGISTER
	1. <https://academy.aceactnow.org/#/public-dashboard>

This will require that you have an email address. Once you finish the SIGN UP, the confirmation of your registration will be sent to your active email address. Make sure to go to that email then click the link to go back to the portal to confirm your account. Try to SIGN IN using the credentials you created (email and password) to make sure you can get into the portal.

**Specific Qualifications for This Category:**

1. Business registration is NOT needed.
2. Business must not be more than 2 years on June 30, 2025 (this means you started your business on or after June 1, 2023).
3. Able to pay self a salary for at least the most recent 3 months before the start of competition in June 2025.

**So how will you be evaluated by the judges?**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Components** | **Weight** |
| Compliance to minimum requirements | Proper submission of needed documents and information. Compliance with instructions. | 10 points |
| Understanding of the Market | Clarity of target market; efforts to obtain feedback and act on that feedback to improve the business. Differentiation of offerings. | 20 points |
| Marketing Strategy | Use of appropriate tools, skills and strategy to reach the target audience. Quality of marketing materials. Consistency of marketing efforts. Monitoring and understanding of results from the strategy. | 15 points |
| Keeping Records | Existence of financial records, quality of data and utilization of data for business decisions. | 20 points |
| Profitability and Financial Management | Understanding and use of Break-even Point. Profitability of the business. Practicing separation of entity and paying self a salary. Sustained financial results. | 20 points |
| Quality of Life | Use of available personal resources (time and talent) to serve the family, community and/or the local chapter. | 15 points |

**What do you need to prepare to join?**

1. Read these instructions carefully.
2. Go to this website [www.academyawards/business-competition](http://www.academyawards/business-competition) and fill up the needed information after you click the button - “REGISTER FOR THE BUSINESS COMPETITION” or click here….<https://forms.gle/Zywr4FQTE56EqZFH6> (if you have filled this up already, go to step 3).
* The form can be edited until the deadline on June 23, 2025. Make sure to indicate the correct email address. The link to the form will be sent to your email address.
1. Download the 3 files suggested for your requirements, then work with them.
2. Work on the requirements.
	1. Filled up Application Form/Category Questionnaire
	2. Income Statement (3 months minimum).
	3. Chapter Endorsement - signed by chapter leader.
	4. Photos of record-keeping samples.
3. Upload the documents by going back to the form or you may email the requirements to philippines@the-academy.org.
4. Create a 3-5 minute YouTube video about your business and copy the link then go back to the form to paste the link on the appointed question number.
5. Inform your chapter leader or Regional coordinator that you have completed the application.

*You may receive feedback from your Regional Coordinator if there are basic requirements you need to comply with if you missed some items, but this is not a guarantee. So, work with your chapter leaders to get feedback on your submission. You may edit your responses and submit documents before the deadline.*

**Contest Application Form/Category Questionnaire for Starting Entrepreneur**

**General Guidelines on your responses**

In responding to the questions below, be concise (reader-friendly) and provide as much detail and data as possible to help judges validate your response. You may respond as long as needed to share enough substance but not too long to be uninteresting to the judges. Avoid redundancy or being repetitive especially if you already share the same information in response to other questions. This will be helpful as well as giving feedback that may be helpful to your business. Language used may be in English or Tagalog.

1. Market Understanding

* 1. Please explain who your target market is and why you decided to target this audience for your business.
		1. Answer:
	2. How is your understanding of this audience helping your business?
		1. Answer:
	3. How are you differentiating your business from others in the market?
		1. Answer:
1. Market Strategy
	1. How are you creating awareness about your product or service?
		1. Answer:
	2. Please share some of your marketing materials (photo or screenshots, website or links to social media pages where you market your product).
		1. Answer:
2. Keeping Records
	1. Please share your Income statement for the months you have been in operation (a template is provided in the application form if you need a sample).
		1. Use the template provided then upload to the Form.
	2. Please show your record keeping tools or proof of records in your presentation and/or video.
		1. Take a sample photo of you records and upload to the Form.
	3. How are you using the data in your records for your business?
		1. Answer:
3. How has your business helped you in other aspects of your life such as:(please share your responses to this question.) What current service opportunities do you have in your life.)
	1. Family
	2. Community
	3. Church
	4. Academy Chapter

Answer:

1. Please upload the following:
	1. Income Statement - at least the past three months.
	2. Break-even point computation
	3. A link to your YouTube video presenting your business.
	4. Endorsement letter from your chapter president.
	5. Photos of record-keeping tools.