

Category Criteria

Start-up Business of the Year

For businesses registered since 2023 that are having a positive impact and showing solid plans for growth.

Open to businesses registered since January 2023, the business will have made a positive impact, growing revenues and customer satisfaction. Already gaining traction in either the private or public sector, they must show credible plans for the next 12 months, demonstrating the businesses opportunities for growth and how they plan to scale up.

Entrants must:

- **Business Growth & Impact** – Demonstrate strong revenue growth, increasing customer satisfaction, and measurable success since launching.
- **Vision Execution** – Show what their next steps are to take their vision further and how they ensure that they are delivering their start-up's vision whilst driving its success.
- **Future Plans & Sustainability** – Provide credible plans for continued growth, including strategies for expansion, market traction, and long-term sustainability.
- Include any other work their organisation undertakes to realise its ambitions.