



Emerging Entrepreneur Award

The Emerging Entrepreneur Award, presented by NAWBO Charlotte, honors a member who exemplifies entrepreneurial excellence, creativity, and perseverance in leading a business established less than five years ago. This award celebrates a woman business owner who not only achieves success within her company but also actively contributes to her community and supports NAWBO's mission through engagement and advocacy.

To deepen understanding of the award and its significance, an in-person training event will provide a platform for learning, discussion, and networking. Members will have the opportunity to ask questions, connect, and celebrate the entrepreneurial spirit embodied by the Emerging Entrepreneur Award.

Eligibility Criteria

1. Premier member of NAWBO is in good standing.
2. The applicant is the owner of 50% or more of the submitted business.
3. Only one applicant per company is allowed.
4. An applicant may apply for up to three years.
5. The business has been continuously active for a minimum of less than (5) years.
6. Must have been a NAWBO Member since January 2024.
7. Business must be registered, active and in good standing.
8. If you are currently involved in any litigation related to your business, you are not eligible to apply.

Award Process

I. Application & Information Session

- A **virtual information session** will be held to answer questions about the application process.
- The session will be conducted by the **Awards Committee** and **Chapter Administrator**.

II. Educational Workshops

During the application period, virtual educational workshops will be offered to applicants and NAWBO Charlotte members. Led by NAWBO Charlotte members, these sessions will cover topics such as:

- 1. Financial Management**
- 2. Strategic Planning**
- 3. Branding, Marketing, and Communications**
- 4. Presentation Skills**

III. Application Review

The **Chapter Administrator** will review applications for:

- 1. Eligibility**
- 2. Completeness**
- 3. Timely Submission**
 - Missing information will be requested via email and phone before the deadline.
 - Applicants who do not meet requirements will be informed and thanked for their participation.

IV. Judging Process

A panel of judges, including one past NAWBO Awards winner and industry experts, will carefully review and evaluate each application. The evaluation process will follow a structured scoring matrix that assesses five key areas. This approach ensures a fair and comprehensive selection process.

Five key areas:

- 1. Involvement & Engagement with NAWBO**
- 2. Product/Service Offering(s)**
- 3. Servant Leadership & Support of Women Business Owners**
- 4. Community Involvement**
- 5. Revenue Growth & Financial Health**

Applications which score 70 points or higher, out of a possible 100, on the scoring matrix advance to the next phase and are “Finalists” for the **Emerging Entrepreneur Award**. These applicants are advised they are moving forward by the Chapter Administrator or Awards Committee in writing and by telephone.

** Applications scoring below 70 points are contacted by the Chapter Administrator or Awards Committee in writing and by telephone, and do not advance.*

V. Finalist Selection & Interviews

- If fewer than **three (3) finalists** qualify, the award will **not** be given that year.
- Finalists will be invited to participate in **in-person interviews** with the judging panel.

Judging Criteria

Judges will evaluate nominees based on:

1. **Resilience & Adaptability** – Ability to navigate challenges independently.
2. **Creativity & Innovation** – Unique approaches distinguishing the business.
3. **Alignment with NAWBO Values** – Demonstration of NAWBO’s mission and values.
4. **Community Impact** – Contributions to clients, peers, and the community.
5. **Sustainability & Success** – Business growth and resource management.

Application Link

To apply for the **Emerging Entrepreneur - Woman Business Owner of the Year Award**, please visit the following link: