

HUSTLE AWARDS **22**

//// 21 JULY 2022
STEELYARD • LONDON

ENTRY GUIDELINES

#HUSTLERS
#SHOWSOMEHUSTLE

thehustleawards.co.uk

Shining the light on startups

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

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

Our judging process is exceedingly rigorous, with awards in each category judged independently by experts.

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.

Contents

General Entry Rules And Information	3
Eligibility And Confidentiality	3
The Awards Process	3
Entries	4
Costs	4
The Judges	4
The Judging Process	4
Scoring	5
Winners Announced	6
Summary Of Key Dates	6
The Entry Form & What To Include	6
Categories	7
Founder Of The Year	8
Mentor Of The Moment	9
Top Performing Team	10
Inspirational Womxn Of The Industry	11
Most Innovative Tech	12
Social Impact Hero	13
Green Award	14
Outstanding Startups Supporter	15
Workspace Of The Year	16
Most Successful Scale-Up	17
Early-Stage Innovation Award	18
Best Big Business	19



// GENERAL ENTRY RULES AND INFORMATION

The Hustle Awards are open to all startup businesses worldwide.

All entries should 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. 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.

// ELIGIBILITY AND CONFIDENTIALITY

Unless otherwise stated, the eligibility period for submissions should relate to work completed during the period from February 2021 to April 2022

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 entries submitted for the 2021 Hustle Awards cannot be entered for the 2022 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

Entries open 7 February 2022

Entries will close at midnight GMT on 7 April 2022

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

// COSTS

The entry fee is: £55 plus VAT per entry

// THE JUDGES

The awards have a specially curated judging panel, featuring a cross-section of business specialists, relevant to the award category. 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.



// 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.

Disclaimer

The judges decision is final.

The Hustle Awards is owned and operated by Startups magazine.

- 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 hustleawards@startups magazine.co.uk with your entry before the submission deadline.
- Entrants may submit an entry to multiple categories, so long as they are relevant.
- 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.
- Startups Magazine reserves the right to extend the closing deadline, amend categories or pull award categories should entries received not reach the required standard.
- It is the responsibility of the entrant to provide correct, up-to-date details when entering the prize promotion and acceptance of the prize. Startups Magazine cannot be held responsible for winners failing to supply accurate information which affects prize acceptance or delivery of their prize.
- 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.
- 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 hustleawards@startups magazine.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.

// WINNERS ANNOUNCED

The winners of the Hustle Awards will be announced at the Hustle Awards ceremony on 21 July 2022 at The Steel Yard, London.

// SUMMARY OF KEY DATES

Please put these important dates in your diary!

Entries open - 7 February 2022

Entries close - 7 April 2022

Judging day - 5 May Shortlist

Awards Evening - 21 July

// 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 go to thehustleawards.co.uk or see below.

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.



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.
- **Testimonials** - These are additional to the word count. Where we ask for testimonials, you should obtain these from clients, partners, and industry figures.
- **Supporting material** - Only images and video links will be accepted as supporting material, with a limit of 3 images and one video link per entry. Supporting material is optional 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 entry shows innovation and resourcefulness...' rather than 'Our entry 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.

// CATEGORIES

Founder of the Year
Mentor of the Moment
Top Performing Team
Inspirational Womxn of the Industry
Most Innovative Tech
Social Impact Hero
Green Award
Outstanding Startups Supporter
Workspace of the Year
Most Successful Scale-Up
Early-Stage Innovation Award
Best Big Business

// 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?

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 optional and limited to up to 3 images and one video link per entry.

// MENTOR OF THE MOMENT

Behind every successful startup is an insightful mentor that helps a business grow and flourish along the way, but is also there sometimes to listen and guide when things get tough. This award is to highlight some of the incredible talent we have in the industry that provides so much insight and value to entrepreneurs. You must currently be or have been a mentor between February 2021 and April 2022.

Who is eligible for this award?

An individual who has acted as a mentor for another person or group of people between February 2021 and April 2022.

About the mentor

Please include a short biography of the mentor - 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.

Benefit given to others

Please describe the benefits the mentor gave to others and how they helped others progress in their chosen field of work.

Testimonials

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

Supporting material

Supporting material is optional 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 2021 and April 2022.

About the team

Please include some background details about the team - 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.

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 optional and limited to up to 3 images and one video link per entry.

// 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.

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 optional 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 2021 and April 2022.

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?

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 optional and limited to up to 3 images and one video link per entry.

// SOCIAL IMPACT HERO

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 has 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.

Evidence of social impact

How has this entrant made a difference to equality, diversity, inclusion or to their local community or society in general?

Testimonials

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

Supporting material

Supporting material is optional and limited to up to 3 images and one video link per entry.

// GREEN 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.

Testimonials

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

Supporting material

Supporting material is optional and limited to up to 3 images and one video link per entry.

// OUTSTANDING STARTUPS SUPPORTER

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.

About the startup supporter

Please include some details of the entrant 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.

Benefit given to start-ups

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 optional 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 they should win this award

Outline why you're entering this award and convince the judges that your entry should be considered.

Benefits to start-ups

How this workspace has provided benefits to start-up companies.

Testimonials

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

Supporting material

Supporting material is optional and limited to up to 3 images and one video link per entry.

// MOST SUCCESSFUL SCALE-UP

There are several different stages to a business lifeline, and if you are past the startup 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 2021 and April 2022 eligibility criteria do not apply to this award.

Entrant description

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

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.

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 optional 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.

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 they should win this award

Outline why you're entering this award and convince the judges that your entry should be considered.

Describe the innovation

How has this entrant created a new business by innovating or developing a new product or service?

Testimonials

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

Supporting material

Supporting material is optional and limited to up to 3 images and one video link per entry.

// BEST BIG BUSINESS

So you have passed the early-stage and scale-up phases? You know the industry and journey extremely well, but you are no longer a startup. This is a chance to recognise and celebrate the top eight percent of businesses that really 'make it', and hopefully a chance to inspire future businesses.

Who is eligible for this award?

A company that has passed the scale-up stage and is a serious industry player or has been created or funded by a large established business. The February 2021 and April 2022 eligibility criteria do not apply to this award.

Entrant description

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

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.

Describe the innovation

How has this entrant created a new business by innovating or developing a new product or service?

Testimonials

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

Supporting material

Supporting material is optional and limited to up to 3 images and one video link per entry.

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