



BEAUTIFUL BUSINESS FUND

Contest Eligibility Criteria 2023

You'll be able to apply to the Xero Beautiful Business Fund if you are a Xero small business customer that meets the following eligibility criteria:

Your business must:

- Be located in the 50 United States and the District of Columbia, Canada (excluding Quebec), South Africa, New Zealand, the United Kingdom, Singapore, or Australia.
- Have between 0-50 employees.
- Be a paying Xero subscriber (either directly or via a Xero accounting or bookkeeping partner) at the time of entry and at the time of announcement of the winners, which will take place in November 2023.
- Be operating on a for-profit or not-for-profit basis.
- Complete and submit the full application including a short form and upload a 90 second pitch video. This can be done by either the business owner or a designated employee.





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BUSINESS
FUND**

Judging Criteria 2023

The following assessment criteria will be used to determine which applicants are selected to receive the funding provided through the Xero Beautiful Business Fund.

The regional and global judging panels will be made up of a minimum of five judges. The regional judging will occur first and each judge will assess the quality of shortlisted submissions based on this criteria and assign between 1-5 points for each question listed below (5 being the best). Each judge will then add up all the points for each applicant and identify their top three highest scoring submissions. The totals from the top three highest scoring submissions from each judge will be calculated to identify the regional winner in each category. There will be a total of 28 regional winners, one from each region for each category that will be put forward to the global judging panel to conclude the global winner for each of the four categories.

The global judges will assess the 28 regional winners based on the same criteria and assign between 1-5 points for each question listed below (5 being the best). From there, each judge will add up all the points for each applicant and identify their top three highest scoring submissions. The totals from the top three scorers from each judge will be calculated to identify the global winner in each category, for a total of four global winners.

Overall:

1. Does the applicant make the case for why they should receive funding? (5 points)
2. Does the applicant share their personal story around why they got into business - are they thoughtful, passionate and genuine? (5 points)
3. Does the applicant clearly demonstrate or explain how the funding could positively impact their business? (5 points)

Total points available: 15

Categories:

- **Innovating for sustainability**

- Does the applicant demonstrate a clear plan or path towards becoming a more sustainable business? (5 points)
- Does the applicant outline the positive impacts sustainability will have on their business? (5 points)
- Does the applicant show how sustainability is a long-term part of the business' strategy or goals? (5 points)
- Total points available: 15

- **Trailblazing with technology**

- Does the applicant demonstrate a clear plan or path towards digitalising parts of their operations or incorporating new technology into their business? (5 points)
- Does the applicant explain how new emerging technologies will positively impact and change the way they operate or serve their customers? (5 points)
- Does the applicant show how innovation is a long-term part of the business' strategy or goals? (5 points)
- Total points available: 15

- **Strengthening community connection**

- Does the applicant demonstrate how they bring people together and make an impact on their local community? (5 points)
- Does the applicant show specific plans or a path towards contributing to philanthropy or social good? (5 points)
- Does the applicant show how community and impacting their local community is a long-term part of their strategy or goals? (5 points)
- Total points available: 15

- **Upskilling for the future**

- Does the applicant demonstrate a clear plan or goals around upskilling themselves or their employees? (5 points)
- Does the applicant show how they will benefit from training and development for themselves or employees? (5 points)
- Does the applicant show how upskilling and professional development is a long-term part of the business' strategy or goals? (5 points)
- Total points available: 15

Sample judging scorecard

Overall	Score (1-5 with 5 being best)
Does the applicant make the case for why they should receive funding?	/5
Does the applicant share their personal story around why they got into business - are they thoughtful, passionate and genuine?	/5
Does the applicant clearly demonstrate or explain how the funding could positively impact their business?	/5
Overall score	/15
Innovating for sustainability	Score (1-5 with 5 being best)
Does the applicant demonstrate a clear plan or path towards becoming a more sustainable business?	/5
Does the applicant outline the positive impacts sustainability will have on their business?	/5
Does the applicant show how sustainability is a long-term part of the business' strategy or goals?	/5
Category score	/15
Final score	/30

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