



BEAUTIFUL BUSINESS FUND

2024 Contest Eligibility

You can enter the Xero Beautiful Business Fund if you meet the following criteria. You are a Xero small business customer who:

- Is located in the 50 United States and the District of Columbia, Canada (excluding Quebec), South Africa, New Zealand, the United Kingdom, Singapore, or Australia.
- Has between 1-50 employees.
- Is 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 at the end of October 2024.
- Is operating on a for-profit or not-for-profit basis.
- Complete and submit your entry, including an online form and record and upload a 90-second pitch video. This can be done by either the business owner or a designated employee.





**BEAUTIFUL
BUSINESS
FUND**

2024 Judging Criteria

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

The country and global judging panels will each be made up of a minimum of five judges. The country judging will occur first and each judge will assess the quality of shortlisted submissions based on this criteria and assign between 1-10 points for each question listed below (10 being the best). The highest scoring submissions will become the country winner in each category. There will be a total of 28 country winners, one from each country 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 country winners based on the same criteria and assign between 1-10 points for each question listed below (10 being the best). The highest scoring submissions will become the global winners in each category. There will be a total of 4 global winners, one winner overall for each category.

Categories:

- **Innovating for sustainability**
 - Is there a clear plan or defined project for using the funding to meet the entrant's environmental sustainability goals? (10 points available)
 - Is the entrant committed and passionate about their environmental sustainability journey and bringing their funding plans to fruition to address a customer need? (10 points available)
 - Will the funding help the entrant solve a problem or need related to environmental sustainability in a unique and inventive way? (10 points available)
 - Does the entrant clearly demonstrate how the funding will benefit the future of their business - aligned to their purpose and goals? (10 points available)
 - Total points available: 40

- **Trailblazing with technology**

- Is there a clear plan, project or problem the entrant is trying to solve with incorporating new and emerging technologies into their business? (10 points available)
- Is the entrant committed and passionate about innovation or solving a problem through technology and bringing their funding plans to fruition to address a customer need? (10 points available)
- Will the funding help the entrant solve a clearly defined problem or need related to utilizing technology advancements in a unique and inventive way? (10 points available)
- Does the entrant clearly demonstrate how the funding will benefit the future of their business - aligned to their purpose and goals? (10 points available)
- Total points available: 40

- **Strengthening community connection**

- Is there a clear plan or defined project for using the funding to meet the entrant's community-oriented goals? (10 points available)
- Is the entrant committed and passionate about making a positive impact on their local community and bringing their funding plans to fruition to address a customer need? (10 points available)
- Will the funding help the entrant solve a problem or need related to serving their community in a unique and inventive way? (10 points available)
- Does the entrant clearly demonstrate how the funding will benefit the future of their business - aligned to their purpose and goals? (10 points available)
- Total points available: 40

- **Upskilling for the future**

- Is there a clear plan or defined project for using the funding to meet the entrant's upskilling? (10 points available)
- Is the entrant committed and passionate about their ability to upskill and bring their funding plans to fruition to address a customer or team need? (10 points available)
- Will the funding help the entrant solve a problem or need related to upskilling in a unique and inventive way? (10 points available)
- Does the entrant clearly demonstrate how the funding will benefit the future of their business - aligned to their purpose and goals? (10 points available)
- Total points available: 40

Sample judging scorecard

Innovating for environmental sustainability	Score (1-10 with 10 being best)
Is there a clear plan or defined project for using the funding to meet the entrant's environmental sustainability goals?	/10
Is the entrant committed and passionate about their environmental sustainability journey and bringing their funding plans to fruition to address a customer need?	/10
Will the funding help the entrant solve a problem or need related to environmental sustainability in a unique and inventive way?	/10
Does the entrant clearly demonstrate how the funding will benefit the future of their business - aligned to their purpose and goals?	/10
Final score	/40

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