



**BEAUTIFUL
BUSINESS
FUND**

Funding Categories 2024

Xero is excited to announce the return of the Xero Beautiful Business Fund, an initiative backing small businesses for the future. There are four funding categories with no limit on how many you can enter:

- **Innovating for sustainability**

This category is for a small business or non profit who wants to take the next step in their environmental sustainability journey by: minimising their own environmental impact; enhancing the sustainability of current products or services; or developing new environmentally friendly products or services.

- **Trailblazing with technology**

This category is for a small business or non profit that has a ‘future focus’ mindset and is seeking to innovate. These businesses/organisations are adaptive, creative and resilient and know technology can help them thrive. They want to set the pace and lead the charge using new and emerging technologies that can supercharge their business into the future or disrupt the status quo.

- **Strengthening community connection**

This category is for a small business or non profit who has a mission or purpose rooted in serving their communities and making a positive impact. These changemakers could be striving to make a difference in a community they serve, supporting underserved or marginalised groups or contributing to social good through innovative ideas or solutions.

- **Upskilling for the future**

This category is for a small business or non profit who wants to overcome a skills gap — either through upskilling for themselves or their employees. These businesses/organisations have a growth-mindset and see a path forward with greater access to training and professional development.

Prizes

The Xero Beautiful Business Fund offers more than NZ\$750,000 in funding to winning small businesses. Funding will be awarded to winners at a country and global level.

There will be four winners from each country (1 in each category), determined by judging panels in each country. Each winner will receive NZ\$20,000 in funding (or equivalent currency).

The pool of country winners (28 winners total) will be evaluated by a global judging panel who will select 4 global winners (1 in each category). Each winner will receive an additional global prize of NZ\$50,000 in funding (or equivalent currency).

Here is the the country prize breakdown:

United States x 4 winners	\$12,500
Canada x 4 winners	\$15,000
South Africa x 4 winners	R250,000
New Zealand x 4 winners	\$20,000
United Kingdom x 4 winners	£10,000
Singapore x 4 winners	\$15,000
Australia x 4 winners	\$20,000

Here is the global fund breakdown:

Global x 4 winners	NZ\$50,000 Or the following currency depending on where they are based: AU\$50,000 SG\$40,000 CA\$40,000 R545,000 £25,000 US\$30,000
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Visit enter.xerobeautifulbusinessfund.com for further eligibility criteria and full T&Cs.