



**EY Entrepreneur
Of The Year[®]**

Do you have
the human spirit
of unstoppable
ambition?

Here's to the entrepreneurs
creating a better world.

2020 Nomination Guide



The better the question. The better the answer.
The better the world works.

Founded and produced by



Building a better
working world

Nationally sponsored by



Humanity is capable of great things.

But to build something of long-term value takes grit, persistence and a sense of ambition that's free of doubt or fear. It takes a special kind of leader to ignore the critics and transform a blue-sky dream into a new reality that contributes value and purpose beyond simple profits.

We call these entrepreneurs the unstoppable.

Through the Entrepreneur Of The Year® program, we celebrate the Unstoppable entrepreneurs whose unbounded ambitions deliver innovation, growth and prosperity that transform our world.

Now in its 34th year, the program celebrates the most ambitious entrepreneurs in more than 145 cities and 60 countries around the globe.

Benefits of participating

Entrepreneur Of The Year winners and finalists represent the world's most inspirational and innovative business leaders. Get ready to:

- ▶ Gain immediate access to a community of entrepreneurs and transformational leaders from around the world
- ▶ Elevate your company's brand within the local business community and through PR opportunities
- ▶ Receive exclusive invitations to local events with other entrepreneurs
- ▶ Celebrate and recognize your team and support network
- ▶ Increase exposure to potential customers and suppliers, M&A opportunities, and private equity and venture capital investors

Judging criteria

Your application will be reviewed by an independent panel of judges who will select award recipients with honorees based on the following criteria.

Entrepreneurial leadership

Talent management

Degree of difficulty

Financial performance

Community philosophy

Originality, innovation and future plans



Application guidelines

A snapshot of the information required to complete an application is below:

▶ **Nominee information**

Personal information such as name, title, address, etc.

▶ **General information**

Company details (past three years) such as company description, etc.

▶ **Financial data**

This information is considered **confidential**. Financial information is an important quantifiable indicator of success for the independent panel of judges and is required information. We ask for the following data for the past three years:

- ▶ Company mergers, fiscal year-end, total employees, annual sales, income before taxes, EBITDA, total assets and total equity

▶ **Essays**

Four essay questions provide an opportunity to “tell the story” behind the nominee’s success, reveal the ingenuity that brought his or her vision to life, and help convey unique and innovative attributes about the company and culture.

Independent panel of judges

Entrepreneur Of The Year nominees are evaluated by an independent panel of judges in each nominee’s region. The judges are past winners and business and community leaders.

The business an entrepreneur creates, the success of the business, its employee practices and culture, and its impact on the community are among the factors the judges consider when selecting Entrepreneur Of The Year winners.

Nominate someone or apply today

Visit <https://eoy.ey.com/>
to nominate someone or apply.

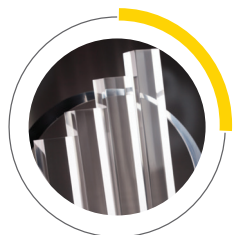
Deadline for entries: March 6, 2020

Application tips

For tips on creating a compelling application, visit ey.com/us/eoy nominations.

But the most important thing is to get your submission in on time. Completed applications must be received no later than **Friday, March 6, 2020**.

Highlights of the US class of 2019



Sales growth (y-o-y)

42%

Total revenues

US\$92b

Total employed

466,257

Participating
executives

Nominees

1,333

Finalists

701

Winners

233

Some unstoppable visionaries across the US

John Foraker, Annie's, Inc.

Jayshree Ullal and
Andreas Bechtolsheim
Arista Networks

Lewis Bird III, At Home

Richard Schulze
Best Buy Co., Inc.

Matt Salzberg, Iliia Papas
and Matthew Wadiak
Blue Apron

Maxine Clark
Build-A Bear-Workshop

Philip Krim, Casper

Hamdi Ulukaya, Chobani,
Inc.

Kenneth Lin, Credit Karma

Michael Dell, Dell
Technologies

Keith Krach, DocuSign, Inc.

Michael Dubin
Dollar Shave Club

Jack Taylor and Andy Taylor
Enterprise Rent-A-Car

James Park, Fitbit

Nick Woodman, GoPro

Robert Unanue, Goya Foods

Kara Goldin, hint Inc.

Arthur Blank
The Home Depot

Jack Link
Jack Link's Beef Jerky

Kendra Scott
Kendra Scott LLC

Reid Hoffman and
Jeff Weiner
LinkedIn Corporation

J.W. "Bill" Marriott, Jr.
Marriott International, Inc.

John Foley, Peloton

Tom Adams
Rosetta Stone, Inc.

Howard Schultz, Starbucks

Jessica Herrin, Stella & Dot

David Trone
Total Wine & More

Kevin Plank, Under Armour

Dan Flaherty and
Jason McCann, VARIDESK

Jodi Berg, Vitamix

Adam Neumann, WeWork

John Mackey
Whole Foods Market, Inc.

Phyllis Winchester
Newhouse
Xtreme Solutions, Inc.

Eligibility

- ▶ The nominee must be an owner or manager of a private or public company who is primarily responsible for the recent performance of the company and an active member of top management.
- ▶ The nominee must have been in his or her current role for at least two years, dating back from the time of the application deadline in March.
- ▶ Non-founding entrepreneurs are also eligible if the individual manages the business and assumes the associated risks.
- ▶ Co-nominees are eligible if they share leadership responsibilities at the company.
- ▶ The nominee's company must be at least two years old for Emerging category candidates (companies two to five years old) and at least three years old for all other categories.



Dr. Joe DeSimone, Carbon Inc.

Entrepreneur Of The Year 2019 National Overall Award winner

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visit ey.com/us/eoy

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About Entrepreneur Of The Year®

EY's Entrepreneur Of The Year® is one of the world's most prestigious business awards programs for entrepreneurs, chosen from an independent panel of judges including entrepreneurs and prominent leaders from business, finance and the local community. The program makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 145 cities in more than 60 countries. ey.com/eoy

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