

# **2020 InBIA Awards Nomination Materials**

**Nomination Deadline: January 25, 2020**

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## 2020 InBIA Awards

Each year, the International Business Innovation Association (InBIA) honors business incubation programs, clients and graduates, and those in the entrepreneurial ecosystem that exemplify the best of the industry. These organizations and their outstanding companies have made important industry contributions through their products, services, programs, and examples. These awards are about the heart of business incubation and innovation. Urban or rural, specialized or mixed-use, wherever they're located, we're looking for the next champions.

This page describes the eligibility guidelines for the 2020 InBIA Awards. The award categories are: MEMBER Categories:

- InBIA 2020 Technology/Science Entrepreneurship Center of the Year
- InBIA 2020 Mixed-Use Entrepreneurship Center of the Year
- InBIA 2020 Specialty Entrepreneurship Center of the Year (food, fashion, arts, makerspaces)
- InBIA 2020 Rural-based Entrepreneurship Center of the Year (less than 50,000 population within 50 miles of location)
- InBIA 2020 Most Innovative Entrepreneurship Center of the Year
- InBIA 2020 Outstanding Client Entrepreneurship Center Client of the Year

The Dinah Adkins and Randall M. Whaley awards are InBIA's most prestigious honors and are given to an outstanding program from the mixed-use/specialty category (Adkins) and from the technology (Whaley) categories. The Adkins and Whaley award winners will be notified in advance and must attend the award banquet.

Award

Distribution

- One Winner for each Member Category

Award

- InBIA 2020 Technology/Science entrepreneurship center of the year
- InBIA 2020 Mixed-Use Entrepreneurship Center of the Year
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- InBIA 2020 Rural-based Entrepreneurship Center of the Year (less than 50,000 population within 50 miles of location)
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- InBIA 2020 Outstanding Client Entrepreneurship Center Client of the Year

**Award:** Award winners will receive a framed certificate with their center name and award date in addition to social media, and their organization featured on the InBIA Awards page.

- Dinah Adkins Entrepreneurship Center of the Year – Member

**Award:** Award winner will receive a framed certificate with their center name and award date in addition to social media, featured on the InBIA Awards page, and \$1,000 check provided by InBIA

- Randall M. Whaley Entrepreneurship Center of the Year

**Award:** Award winner will receive a framed certificate with their center name and award date in addition to social media, featured on the InBIA Awards page, and \$1,000 check provided by InBIA

Judges will select winners in each category, and InBIA will notify applicants of the results by Sunday, February 23, 2020

InBIA will announce the 2020 winners of the Client and Member Companies, the Dinah Adkins Award and the Randall M. Whaley award at the 34th International Conference on Business Incubation in Boston, MA.

**Who is eligible?** All InBIA members, current client companies, and recent graduate companies are eligible to apply. The awards recognize overall excellence in business incubation and the entrepreneurial ecosystem. These awards recognize a program that has developed a particularly effective innovation that helps the program better serve clients or more effectively accomplish its mission.

Nominate your companies for the Outstanding Client award. You don't have to choose a single favorite: multiple applications are encouraged! (See nomination materials for specific criteria.)

**Why should I nominate my program?** InBIA Awards are internationally recognized standards of excellence. You'll gain positive exposure for your program and your client and graduate companies. Submitting nominations shows you're serious about your program and that you believe the program, its board, staff, clients, and graduates all are winners. Also, the application process often proves useful in identifying and articulating program strengths and challenges.

**What are the benefits of winning an award?** You'll receive a personalized framed certificate and social media announcement that identifies your program as an award-winning program. Additionally, InBIA will highlight your program in the e-newsletter and will give you a special InBIA Award Winner logo to display on your website, on your stationery, and on your marketing materials.

**Selection Criteria.** InBIA will appoint a panel of judges from the InBIA membership for each award category. These judges will evaluate nomination packages according to guidelines provided on the following pages, including guidelines for the appearance and clarity of the nomination submissions (InBIA

reserves the right to contact your board of directors or others at its sole discretion to verify data provided in the nomination submissions of all award finalists. The nomination criteria ensure that all programs can be recognized for their work whether they are large or small, urban or rural, technology-focused or mixed-use. Judges of the categories will consider the resources at the disposal of and the scope of each applicant program and will weigh those factors against the overall results achieved by each nominee. The resources available to the program include both direct (those provided by on-site staff employed by the program, in-house seminars or anchor tenants) and indirect (those not under the direct control of the nominated program, such as grants, Small Business Development Center assistance, angel investors or bankers). This allows smaller programs to compete on an equal basis with larger programs, so **all InBIA members** should consider submitting nominations.

### **How do I submit nominations?**

1. Review the rules of the program and details of each award in this packet.
2. Submit your application [here](#):
  - \* Please see the guidelines for each award type and use the appropriate link to complete your nomination.
  - \* You may submit multiple nominations for the Outstanding Client Award.
  - \* Answer all questions, paying attention to stated page limits and materials requested — nothing extra, please.
3. If you need additional information, contact Monica d'Errico at [mderrico@inbia.org](mailto:mderrico@inbia.org).

## **Member Awards**

Business incubation started as an innovative way to foster small business growth and success. As the entrepreneurial ecosystem evolves, or members evaluate and improve the ways they assist their clients and carry out their missions, innovation is embedded in the incubation process and new programs.

The Dinah Adkins Entrepreneurship Center of the Year award and the Randall M. Whaley award will be selected from the applicants for the Entrepreneurship Center of the Year Award.

### **Member Categories:**

- InBIA 2020 Technology/Science entrepreneurship center of the year
- InBIA 2020 Mixed-Use Entrepreneurship Center of the Year
- InBIA 2020 Specialty Entrepreneurship Center of the Year (food, fashion, arts, makerspaces)
- InBIA 2020 Rural-based Entrepreneurship Center of the Year (less than 50,000 population within 50 miles of location)
- InBIA 2020 Most Innovative Entrepreneurship Center of the Year

InBIA's "Best Of" Awards recognize programs that have developed and implemented innovative activities that help them better serve their clients or more effectively accomplish their missions. By showcasing these breakthroughs, this award moves the entire industry forward as other programs incorporate their own adaptations of the innovation.

Eligible programs:

- ◆ Are InBIA members.
- ◆ Have **created and implemented an innovative project, program or activity** of short or long duration.
- ◆ Have **implemented the innovation for at least one year** at the time of the nomination and have evaluated and demonstrated the innovation's success. Projects may be ongoing or may occur one or more times per year.

#### **"Center of the Year" Award – Basic Information**

- Program name, address and website address
- Board of directors contact name/phone/email address (for verification of submitted data)
- Name of innovative project, program or activity, with start and end date (if applicable)
- Rationale for the innovation (i.e., what need was it intended to meet?)

**Scoring:** Judges will award points for each section (total possible points = 75).

**Program Details** (65 possible points): Provide the following information about the innovation in the order requested. Description for each area is limited to 4000 characters.

1. Program Impact: Discuss the innovation's impact on your clients or the incubation program itself. Explain the measures the staff use to evaluate success and give facts and figures to document outcomes. Also, cite specific examples of whom the innovation has helped and in what ways. This could include stories of how the innovation improved company or incubator growth, viability, financial resources, visibility, marketing, etc. (30 points)

2. Creativity: Describe what makes the innovation creative and why. Discuss the inspiration (or need) for the innovation, from where or whom the idea originated and — if modeled on another program or activity — how the concept was modified to fit your incubation program's needs. Also, discuss any barriers to the program's success and how incubator staff overcame them. (20 points- Please note that Innovation Award will receive a higher scoring in this category- 45 points)

3. Financial Management: Describe the expenses and revenues associated with this innovation and explain how it was financed. If it is an ongoing program, describe how it will be sustained financially. All financial figures must be in U.S. dollars. (15 points)

**Required Attachment: Executive Summary** (no more than 2 pages)

Describe the innovation and discuss how it is implemented, who carries it out, which clients it affects, how it helps the incubation program, what modifications or improvements have been made since inception, how this innovation might be used by other incubation programs, and other relevant details.

**Extra Information** (5 possible points) You may attach up to four (4) enclosures to help illustrate the innovation or its impact, such as an electronic incubator brochure, newsletter, client information packet, annual report, packet of one to five (1-5) scanned news clippings, award/recognition materials, etc. The material must be in English.

**Presentation** (5 possible points) Nominees can earn points for the appearance and clarity of their materials. Judges will base scores on how easily they can extract the requested information as well as on the general look and feel of the submissions. See "Presentation Guidelines" on page 12 for details.

**How do I submit nominations?**

1. Complete the application [here](#)
2. If you need additional information, contact Monica d'Errico at [mderrico@inbia.org](mailto:mderrico@inbia.org)

## Client Award

All entrepreneurship center managers have clients of which they are particularly proud. The InBIA Outstanding Entrepreneurship Center Client award provides the opportunity to showcase these clients to the incubation industry worldwide and to the public.

Eligible companies:

- ◆ Must be formal clients of an InBIA member entrepreneurship center.
- ◆ Can be either in-house clients, virtual clients or receive full services through the entrepreneurship center's affiliate (outreach) program. Companies that have participated only in a stand-alone program (microloan borrower, seminar open to public, etc.) are not eligible.

**General Information**

Entrepreneurship Center Name \*

Mailing Address \*

Incubator Website \*

Client Company Name\*

Client Website

Main Contact Name \*

Main Contact Title\*

Main Contact Email Address \*  
Phone Number \*  
Month/Year company entered the entrepreneurship center program.\*

### **Program Information**

Describe in layman's terms, the company's product or service, what market need(s) it addresses and the company's business plan to capitalize on this market

### **Impact**

Company Accomplishments: Describe the company's accomplishments and explain why the company should be considered for this award. Relevant factors include, but are not limited to, rapid growth, important clients, investments obtained, achievement of goals, awards or grants obtained, overcoming significant obstacles, and development of a unique technology, product or service.

### **Financials**

**Please Provide the Following Information:**

Provide the following metrics when entering the program:

- Total Number of Employees
- Part Time Jobs
- Total revenue

Provide the following metrics for 2019:

- Total Number of Employees
- Part Time Jobs
- Total revenue

**You may attach up to four (4) enclosures to help demonstrate the success, such as an electronic incubator brochure, newsletter, annual report, packet of one to five (1-5) scanned news clippings, award/recognition materials, etc. Material must be in English.**

No one individual file can be greater than 2MB. For larger documents you may also include a link.

### **How do I submit applications?**

1. Complete the application [here](#)
2. If you need additional information, contact Monica d'Errico at [mderrico@inbia.org](mailto:mderrico@inbia.org)

## Dinah Adkins and Randall M. Whaley Entrepreneurship Centers of the Year

These prestigious awards honor InBIA member incubation programs that exemplify the association's principles and practices of successful business incubation.

**The Dinah Adkins award** will be awarded to a center selected from entrepreneurship centers with a mixed-use or special focus. This includes entrepreneurship center that serve a wide range of client types or serve clients primarily in a non-technology industry niche. Can include mixed-use, manufacturing, arts, service, kitchen, or other special-focus, non-technology incubation programs.

**The Randall M. Whaley award** will be awarded to a center selected from entrepreneurship centers that focus on clients that are widely recognized as high technology. Can include general technology entrepreneurship centers, Internet, biotechnology, communications, software design, information technology, environmental technology, etc.

### Eligible entrepreneurship centers:

- ◆ Are InBIA members
- ◆ Began serving clients before January 1, 2019
- ◆ Have not won an InBIA Entrepreneurship Center of the Year award after 2017
- ◆ Have on-site management
- ◆ Provide a full range of business development services
- ◆ Have a policy for graduating companies

### Adkins and Whaley Incubators of the Year – Basic Information

Entrepreneurship center name, address and website address.

- Board of directors' point of contact name/phone/email address (for verification of submitted data).
- Entrepreneurship center category (General and Special Focus).
- Incubator's mission and up to three specific goals (no more than 1 paragraph).
- Month and year incubation program began accepting clients.
- Current gross square footage (exclude space permanently rented to anchor tenants who do not

receive business incubation services) and square footage available for rent by client companies receiving incubation services.

- Entrepreneurship center tax status [e.g., 501(c)(3), 501(c)(6), LLC, C-corporation, etc.]. If applicable, identify major stakeholders and/or sponsors.
- List resources used to achieve your success. Categorize those resources as either direct (e.g., on-site counselors employed by the entrepreneurship center, in-house seminars, anchor tenants) or indirect (e.g., government or state grants, Small Business Development Center services, angel investors, bankers).

**Scoring:** Judges will award points for each section (total possible points = 125).

**Incubator Accomplishments** (110 possible points): Provide the following information about the incubator in the order requested. The description for each area is limited to 4000 characters.

1. Business Development Services: Provide a comprehensive description of business services the incubator offers its client companies, including how the program assesses companies' needs, who delivers the services and how services are delivered. Describe any innovative systems, fee arrangements, partnerships or other strategies that enhance the overall service program. (30 points)

2. Program Results: Describe the program's most significant accomplishments, demonstrating their relevance to the entrepreneurship center's mission and each of its described goals. (For example, if the incubator has a goal of creating jobs, how many has it created and how do you verify that? If the program aims to commercialize the technology, how many companies and patents can it claim?). Address the incubator's role in the community and how it has made a positive impact by maximizing the success of emerging companies. Be sure to include any barriers the incubator had to overcome to achieve these results. Indicate whether it has maintained a management information system and collected statistics and other information necessary for ongoing program evaluation. Where appropriate, provide statistics to support your statements; you also may provide qualitative measures. (25 points)

3. Financial Stability: Describe the incubator's finances (most recent fiscal year income statement in U.S.

dollars), indicating sources of revenue and the percentage of revenue each source represents. Indicate any challenges to financial stability the incubator has faced and how it has dealt with them. If appropriate, include information on how entrepreneurship center development was financed as well as how current operations are financed. Be sure to include any innovative approaches to generating revenue. The goal is to show that the incubator is a dynamic model of a sustainable, efficient business operation. (25 points)

4. Success Stories: Provide up to two significant company case studies that exemplify how effective your entrepreneurship center program has been. Where appropriate, provide statistics to support your statements (e.g., company revenues, new products to market, employees, third-party investments). Place particular emphasis on how the interaction between the entrepreneurship center and the companies led to those successes. (15 points)

5. Best Practices: Describe how your management and board have incorporated entrepreneurship center best practices. (15 points)

(For a copy of InBIA's Principles and Best Practices of Successful Business Incubation, see <http://www.inbia.org/resources/for-program-managers/program-best-practices>)

**Extra Information** (10 possible points) Submit your client company roster. You also may submit up to four (4) other informative documents, such as an incubator brochure, newsletter, client information packet, annual report, packet of one to five (1-5) news clippings or award/recognition materials. The material must be in English or provide a translation.

**Presentation** (5 possible points) Nominees can earn points for the appearance and clarity of their materials. Judges will base scores on how easily they can extract the requested information as well as on the general look and feel of the submissions. Please see "Presentation Guidelines" on page 12 for details.

**How do I submit nominations?**

1. Complete the application at:
2. If you need additional information, contact Monica d'Errico [mderricoi@inbia.org](mailto:mderricoi@inbia.org).

## Presentation Guidelines

Nominees for 2020 “Best Of” Awards and Entrepreneurship Center of the Year awards can earn five (5) points for the appearance and clarity of their materials. Judges will base presentation scores on how easily they can extract the requested information, as well as on the general look and feel of the submissions.

To help you earn these points, we ask that your nominations adhere to these guidelines:

1. Please use an easy-to-read font for all submissions (no script fonts please).
2. Please do not exceed the maximum length specified for each requested item.
3. Consider each question carefully and make good use of the maximum length specified to present your best case to the judging panels.
4. Please submit the information in the order requested. Be sure the first page of each package is the completed “Basic Information” page.
5. If you are attaching PowerPoint slides, please do not make them smaller than two slides per page.
6. Financial information should be clear and concise, consisting of typical snapshot data such as an income statement (P/L), balance sheet information and/or cash flow statement.

**Nominations must be received by January 25, 2020.**

Questions? Contact Monica d’Errico at [mderrico@inbia.org](mailto:mderrico@inbia.org).

## Frequently Asked Questions

### 1. Why should I apply for an InBIA Entrepreneurship Award?

Winning an InBIA award generates national and community recognition of the excellence of your business incubation program. Winning programs will be profiled on InBIA’s website, in our e-Newsletter, at an awards ceremony at InBIA’s international conference and via news releases. Winning the award also could bring you state and local media attention, and the consequent recognition of your program’s excellence could be instrumental in helping you gain additional stakeholder support.

## **2. Does presentation matter?**

While the information you provide is more important than appearance, your application needs to be neat and the requested information should be easy to find. The application should be clear and concise, providing specific information in response to the requests in the nomination materials.

## **3. How long will it take to complete an application?**

Depending on the type of award, it will likely take between four and eight hours to complete an application package.

## **4. May I apply for more than one category?**

Yes, we welcome individuals applying to multiple awards categories. Please read the information below to ensure you apply correctly.

Each applicant can apply for only one of the following award categories:

1. InBIA 2020 Technology/Science entrepreneurship center of the year
2. InBIA 2020 Mixed-Use Entrepreneurship Center of the Year
3. InBIA 2020 Specialty Entrepreneurship Center of the Year (food, fashion, arts, makerspaces)

Whether they apply for an award from category 1-3, any center may apply for either or both (as applicable) of the awards in category 4 and 5:

4. InBIA 2020 Rural-based Entrepreneurship Center of the Year (less than 50,000 population within 50 miles of location)
5. InBIA 2020 Innovativeness Entrepreneurship Center of the Year

Any center, whether or not it applies for an award for itself from categories 1-5, can nominate as many client companies as it wishes for an award from category 6:

6. InBIA 2020 Outstanding Client Entrepreneurship Center Client of the Year

## **5. When will I receive notification of the results of the awards judging?**

An InBIA representative will contact you by February 23, 2020.

## **6. I am not sure which awards I should submit nominations for.**

Consider the category in which you are strongest and then choose. For example, to win an Entrepreneurship Center of the Year award, your program should have sufficient experience to compete with other mature programs that have strong track records of graduating successful companies. If your program is less mature, you may wish to describe one of your innovative programs. Although the innovative program you nominate must be excellent, a relatively lengthy incubator track record is not required to win this award.

**7. What are some common qualities of past winning entries?**

- All the requested information is provided.
- All information is easy to find.
- The application looks professional and is clear and concise.
- There is solid information on how the program has helped successful clients or graduates excel.

**8. I represent a small incubation program. How could our program expect to win when other entrepreneurship centers are broader in scope and have greater resources?**

It isn't the size of your incubator that matters to the InBIA judges. It is your incubator's quality of service and how your clients have succeeded in relation to the resources you have available.

**9. How are the nominations judged?**

Nominations are scored by panels of InBIA member business incubation professionals with extensive industry experience as either incubator managers or industry consultants.

**10. Who have won InBIA awards in the past?**

See past winners in the InBIA Awards Showcase at <http://www.inbia.org/success-stories/inbia-awards>

**11. Are prior winners allowed to submit again?**

Yes! If you have seen new successes, we want to hear about it and want you to submit!