



2022 InBIA Awards Nomination Guide

Nomination Deadline: April 22, 2022

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InBIA 2022 Awards

Each year, the International Business Innovation Association (InBIA) honors entrepreneur support organizations (ESOs) and their clients that exemplify the best of the industry.¹ 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 entrepreneur support and innovation. Urban or rural, specialized or mixed-use, wherever they're located, the InBIA Awards recognize models of industry leadership and best practices.

The InBIA 2022 Awards include:

Entrepreneur Support Organization of the Year Awards:

- Technology/Science
- Mixed-Use
- Sector-Focused
- Rural

Specialty Awards:

- [Most Innovative Program](#)
- [Excellence in Communications](#)
- [Soft Landings](#)
- [Outstanding Client](#)
- [Julius Morgan Diversity and Inclusion](#)

Premiere Awards:

- [Dinah Adkins Award](#)
- [Randall M. Whaley Award](#)

General Eligibility

The InBIA 2022 awards recognize excellence in entrepreneur support across the globe. InBIA members are eligible to apply for an unlimited number of awards; nonmembers are welcome to apply for a \$250 fee per application.

Finalists for each award category are required to 1) attend a virtual ICBI36 Awards orientation session during the week of 5/23; 2) register and attend the ICBI36 conference, June 26-29, and provide a live, five-minute presentation of their award-winning program/client during the event.

¹ InBIA reserves the right to forgo the awarding of any category in the event of insufficient quantity or quality of applications.

Recognition

- All award winners will receive a plaque as well as promotion on InBIA's website and social media channels.
- Recipients of the Dinah Adkins award will receive \$500 each and the recipient of the Randall M. Whaley award will receive \$1,000.

Use of Guide

Before you submit your application, you may want to collect and prepare the information necessary for a competitive application. This guide provides details on the information requested and the evaluation criteria for each award.

Entrepreneur Support Organization of the Year Awards

InBIA's ESO of the year awards recognize entrepreneur support organizations that have developed and implemented "best in class" practices to better serve their clients and accomplish their missions.

Categories:

- Technology/Science
- Mixed-use
- Sector-focused (food, life sciences, arts, etc.)
- Rural (population of less than 50,000 people within 50 miles of location)

Information to submit [\(Blank Copy of Application\)](#)

1. Organizational Information

- a. Organization contact information (contact name, phone number, email address, physical address, website)
 - b. Date of inception
 - c. Organization mission
 - d. Organization goals
 - e. Number and demographics of employees
 - f. Number and demographics of directors
 - g. Gross square footage
 - h. Industries served
 - i. Number and demographics of current and past clients
 - j. Headshot of ICBI36 presenter if selected a finalist
 - k. 300-word summary of your organization/programs
2. Program Impact: Describe how your organization integrates into your local entrepreneurship ecosystem and impacts its regional economy. Provide an overview of the organization's service delivery model to include: 1) a description of the processes used for attracting clients and identifying and serving clients' developmental needs; 2) a listing of offered services and events; and 3) a description of the organization's resource network to help client companies. Highlight the systems, methods and measures used to evaluate programmatic success, including metrics that substantiate the organization's impact to its stakeholders.
3. Creativity: Describe what is creative about your program and how your organization has leveraged innovation to improve clients' success and program efficiency. Provide details on

how the organization identified, modified and applied such innovations to include any inspiration received from other programs. Also discuss how such innovations address your organization's needs and its ability to maintain relevance within its entrepreneurship ecosystem.

4. Financial Management: Please provide financial statements and other information that demonstrate your organization's fiscal management. Please discuss strategies and tactics used to ensure financial sustainability to include diversification of revenues, maintenance of cash reserves and other practices. Financial statements must be enumerated in U.S. dollars.
5. Case Studies: Please provide two case studies detailing support you have provided to client companies. Describe how the organization's services contribute to the companies' success and provide quantitative information (employee growth, capital raised, products/services launched, company revenues, etc.) to substantiate the impact of the assistance provided.
6. Supporting Documentation: Submit up to four (4) documents (marketing brochure, annual report, client information packet, internal forms, etc.) to additionally illustrate the efficacy and impact of your programs. Please provide English transitions for all materials.

Scoring

Impact	40
Creativity	30
Financial Management	30
Total Points	100

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SPECIALITY AWARDS

InBIA's speciality awards honor specific activities and accomplishments of entrepreneur support organizations to better serve their client companies and improve their organizations.

Speciality award categories include:

- Most Innovative Program
- Excellence in Communications
- Soft Landings
- Outstanding Client
- Julius Morgan: Diversity & Inclusion

Most Innovative Program

Business incubators and other types of entrepreneur support organizations began as an innovative way to foster small business growth and success. Today, as ESOs evolve and improve the assistance they provide startups, innovation is embedded in their operations. These innovations may include evolution of existing services or brand-new initiatives, and this award honors ESOs that think “outside of the box” to implement high-impact programs.

Eligibility

ESO's that have created, implemented and operated an innovative project, program or activity (the “Initiative”) for at least one fiscal year at the time of application.

Information to submit [\(Blank Copy of Application\)](#)

1. Organizational Information

- a. Organization contact information (contact name, phone number, email address, physical address, website)
- b. Date of inception
- c. Organization mission
- d. Organization goals
- e. Number and demographics of employees
- f. Number and demographic of directors
- g. Industries served
- h. Number and demographics of current and past clients
- i. Headshot of ICBI36 presenter if selected a finalist
- j. 300 word summary of application

2. Summary of the Initiative: Please provide an overview of the Initiative to include: 1) factors that led to the design and execution of the initiative; 2) the purpose of the Initiative; 3) goals of the initiative; and 4) target audience.
3. Impact: Please discuss the impact of the Initiative to include: 1) the number of current and past clients served by the Initiative; 2) actions taken by clients as a result of the Initiative; 3) how does the Initiative improve your organization's ability to serve clients' developmental needs; and 3) evidence of effectiveness.
4. Creativity: Describe the Initiative and detail 1) what is unique and distinctive; 2) how your organization identified, modified and applied the Initiative and; 3) any inspiration received from other programs.
5. Replicability: Describe how the organization has implemented the Initiative to include 1) required staff and non-staff resources (funding, software, special expertise, external partnerships, etc.); 2) modifications made and lessons learned during the design and execution of the initiative; and 3) how other organizations can adopt and deploy the Initiative.
6. Supporting Documentation: Submit up to four (4) documents, in English, to illustrate the impact, creativity and replicability of the Initiative.

Scoring

Impact	35
Creativity	35
Replicability	30
Total Points	100

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Excellence in Communications

This award recognizes ESOs that have designed and executed exemplary communications, marketing, and storytelling initiatives. Initiatives for recognition include annual reports, economic impact reports, brochures, infographics, website redesigns, blog/vlog/podcast series, social media campaigns, media kits, mobile apps and other creative works that highlight the importance and impact of ESOs.

Additional Eligibility: Any ESO that has marketing and communications initiatives can apply for this award.

Information to submit [\(Blank Copy of Application\)](#)

1. Organizational Information

- a. Organization contact information (contact name, phone number, email address, physical address, website)
 - b. Date of inception
 - c. Organization mission
 - d. Organization goals
 - e. Number and demographics of employees
 - f. Number and demographic of directors
 - g. Industries served
 - h. Number and demographics of current and past clients
 - i. Headshot of ICBI36 presenter if selected a finalist
 - j. 300 word summary of application
-
2. Summary of the Initiative: Please provide an overview of the Initiative to include: 1) factors that led to the design and execution of the initiative; 2) the purpose of the Initiative; 3) goals of the initiative; and 4) target audience.
 3. Impact: Please discuss the impact of the Initiative to include: 1) actions taken by members of the target audience as a result of the Initiative; 2) how does the Initiative support the organization's marketing goals; and 3) evidence of effectiveness and reach.
 4. Creativity: Describe the Initiative and detail what is unique and how your organization identified, modified and applied the Initiative to include any inspiration received from other programs.
 5. Replicability: Describe how the organization has implemented the Initiative to include 1)

methods and media communications strategies used; 2) what actions led to the Initiative's success; 3) required staff and non-staff resources (funding, software, special expertise, external partnerships, etc.); 4) modifications made and lessons learned during the design and execution of the Initiative; and 5) how other organizations can adopt and deploy the Initiative.

6. Examples of the creative work: If possible, provide urls to digital work product
- For video, YouTube, Vimeo or another link to view in browser is preferred.
 - if required, provide a username and/or password.
 - File uploads are supported for the following file types: png, gif, jpg, jpeg, doc, xls, docx, xlsx, pdf, txt, mov, mp3, mp4.
 - Please limit file sizes to 50 MB per submission.
 - Please limit videos to a maximum length of 5 minutes.
 - 72 dpi is the preferred resolution for digital files of print media. High resolution not required.

***Please note: There is a permissions release that must be completed in your application, granting InBIA the right to display your works across our event platform, website, and social media channels.

Scoring

Impact	35
Creativity	35
Replicability	30
Total Points	100

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Soft Landings

The InBIA Soft Landings designation is available to any ESO that clearly demonstrates resources and programming to meet the needs of foreign/non-domestic companies that want to enter their markets. This award is for a Soft Landings designee that excels in providing foreign companies with entrepreneur support services. While the clients services of Soft Landings designated organizations vary based on service area, sector(s) served, and the overall goals of the program, Soft Landings programs typically offer the following services:

- Sector specific services and coaching
- Domestic market research and entry assistance
- Cultural training
- Access to capital and potential investors
- Technical assistance to meet government regulations
- Intellectual property protection assistance
- Import/export support
- Translation services
- Language training
- Immigration and visa assistance
- Housing assistance

Eligibility: Entrepreneur support organizations with an *active* [Soft Landings designation](#).

Information to submit [\(Blank Copy of Application\)](#)

1. Organizational Information

- a. Organization contact information (contact name, phone number, email address, physical address, website)
 - b. Date of inception
 - c. Organization mission
 - d. Organization goals
 - e. Number and demographics of employees
 - f. Number and demographic of directors
 - g. Industries served
 - h. Number of current and past clients
 - i. Headshot of ICBI36 presenter if selected a finalist
 - j. 300 word summary of application
2. Summary of Soft Landings Program: Please provide an overview of the Soft Landings Program to include: 1) factors that led to the design and execution of the initiative; 2) the purpose of the Initiative; 3) goals of the Initiative; 4) services provided; and 5) target audience.

3. Impact: Please discuss the impact of the program to include: 1) number of current and past clients served; 2) actions taken by members of the target audience as a result of the Initiative; 3) how the Initiative supports the organization's goals; and 4) evidence of effectiveness and reach.
4. Creativity: Describe the program and detail what is unique and distinctive. Describe strategies and tactics employed to extend the reach and/or effectiveness of your program.
5. Replicability: Describe how the organization has implemented its Soft Landings program to include 1) required staff and non-staff resources (funding, software, special expertise, external partnerships, etc.); 2) modifications made and lessons learned during the design and since the launch of the program; and 5) how other organizations can adopt and deploy unique aspects of the Soft Landings program.
6. Case Studies: Please provide two case studies detailing support you have provided to client companies. Describe how the Soft Landings services contribute to the companies' success and provide quantitative information (employee growth, capital raised, products/services launched, company revenues, etc.) to substantiate the impact of the assistance provided.
7. Supporting Documentation: Submit up to four (4) documents, in English, to illustrate the impact, creativity and replicability of your Soft Landings program.

Scoring

Impact	35
Creativity	35
Replicability	30
Total Points	100

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Outstanding Client

All entrepreneur support organizations have clients of which they are particularly proud. The InBIA Outstanding Client award provides the opportunity to showcase these clients to the entrepreneurship community and the broader public.

Eligibility

Client companies that have participated only in a general outreach program (microloan borrower, seminar open to the public, etc.) are **not** eligible to be nominated for this award.

Information to submit ([Blank Copy of Application](#))

1. Client Company Information

- a. Client company contact information: name, address, and website
- b. Year the company was founded and the founders' names
- c. Month/year the company entered your ESO
- d. Company's total revenue* in its first year within your ESO and in its most recent fiscal year (specify the beginning and end dates of the company's fiscal year)
- e. Total investments* by others (grants, angels, venture capitalist, etc.) in the most recent complete fiscal year
- f. A paragraph describing, in layman's terms, the company's product or services, what market need(s) it addresses and the company's plan to capitalize on the market

2. Organizational Information

- a. Organization contact information (contact name, phone number, email address, physical address, website)
- b. Date of inception
- c. Organization mission
- d. Organization goals
- e. Number and demographics of employees
- f. Number and demographic of directors
- g. Industries served
- h. Number of current and past clients
- i. Headshot of ICB136 presenter if selected a finalist
- j. 300 word summary of application

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 goals, awards or grants obtained, overcoming significant obstacles, and development of a unique technology, product, or service.

Business Assistance Provided: Describe specific business development services the ESO currently provides or has provided within the past year to the company and explain how this assistance helped the company grow.

Supporting Documentation: Submit up to four (4) documents (company brochure, annual report, etc.) to additionally illustrate the accomplishments of the client company.

Scoring

Company Accomplishments	50
Business Assistance Provided	40
Extra Information	10
Total Points	100

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Julius Morgan Diversity & Inclusion

Julius Morgan was a co-founder of the National Business Incubation Association (NBIA) and served as the first African American Director of its Board of Directors (1990-1996). He symbolized a new brand of business incubators - those bringing economic development to urban entrepreneurship ecosystems - and he is credited with bringing the Milwaukee Enterprise Center (MEC) into fruition. In dedication to Julius Morgan, InBIA is launching the Diversity and Inclusion Award.

Eligibility

- ESOs that have created, implemented and operated, for at least one fiscal year at the time of the application, an innovative project, program or activity (Initiative) to increase diversity and/or advance inclusion in entrepreneur support.

Information to submit [\(Blank Copy of Application\)](#)

1. Organizational Information

- a. Organization contact information (contact name, phone number, email address, physical address, website)
 - b. Date of inception
 - c. Organization mission
 - d. Organization goals
 - e. Number and demographics of employees
 - f. Number and demographic of directors
 - g. Industries served
 - h. Number and demographics of current and past clients
 - i. Headshot of ICBI36 presenter if selected a finalist
 - j. X-word summary of application
2. Summary of Initiative: Please provide an overview of the Initiative to include: 1) factors that led to the design and execution of the Initiative; 2) the purpose of the Initiative; 3) goals of the Initiative; 4) target audience; 5) services and programming provided; and 6) fit with organization's overall strategy.
 3. Impact: Please discuss the impact of the Initiative to include: 1) number of current and past entrepreneurs of color served; 2) actions taken by clients as a result of the Initiative; 2) how does the Initiative improve your organization's ability to serve client's developmental needs; and 3) evidence of effectiveness and reach. Also, provide

details on systems and methods you used to track and measure impact.

4. **Creativity:** Describe the Initiative and detail 1) what is unique and distinctive; 2) how your organization identified, modified and applied the Initiative and; 3) any inspiration received from other programs.
5. **Replicability:** Describe how the organization has implemented the Initiative to include 1) required staff and non-staff resources (funding, software, special expertise, external partnerships, etc.); 2) modifications made and lessons learned during the design and execution of the initiative; and 3) how other organizations can adopt and deploy the Initiative.
6. **Case Studies:** Please provide two case studies detailing support you have provided to client companies. Describe how the organization's services contribute to the companies' success and provide quantitative information (employee growth, capital raised, products/services launched, company revenues, etc.) to substantiate the impact of the assistance provided.
7. **Supporting Documentation:** Submit up to four (4) documents, in English, to illustrate the impact, creativity and replicability of the Initiative.

Scoring

Impact	35
Creativity	35
Replicability	30
Total Points	100

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Premiere Awards

InBIA's most prestigious awards honor ESOs that exemplify the association's principles and practices of successful entrepreneur support and organization management.

Eligibility

Recipients of the 2022 entrepreneur support organizations of the year awards. Winners of the premiere awards must attend the ICBI36 gala reception on Tuesday, June 28th in Atlanta, Georgia.

Categories:

- **The Dinah Adkins Awards** will be given to two of the winners - the top technology-focused and top non-technology focused ESOs.
- **The Randall M. Whaley Award** is InBIA's most prestigious award and given to the top ESO.

Frequently Asked Questions

1. **Why should I apply for an 2022 InBIA Award?**

Winning an InBIA award provides national and community recognition of the excellence of your entrepreneur support organization. Winning programs will be prominently promoted on InBIA's website, e-Newsletter, and news releases and featured at InBIA's international conference. 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 submission form and the attachments you upload should be as neat and complete as possible. The requested descriptions 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 two and four hours to compile all the information needed to complete the submission form. If you have all of the pieces prepared in advance, completing the online application should take 20 to 30 minutes.

4. **May I apply for more than one award?**

Yes, you can apply for multiple awards. Please note that ***all non member applicants*** are required to submit a fee of \$250.00 per application. Please note, for the Dinah Adkins and Randall M. Whaley awards are selected from the winners of the entrepreneur support organizations of the year and a separate application is not required.

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

An InBIA staff member will communicate results of the judging to all nominees and the finalists by May 20th, 2022.

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 entrepreneur support organization 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 nominate one of your innovative programs or an initiative in communications or diversity and inclusion. While we also recognize excellence for these initiatives, a relatively lengthy incubator track record is not required to submit a competitive application.

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

- All the requested information is provided.
- All information is easy to read and understand.
- There is solid information on how the program has helped successful clients excel.

8. I represent a small entrepreneur support organization. How could our program expect to win when other entrepreneur support organizations are broader in scope and have greater resources?

It isn't the size of your entrepreneur support organization 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 a panel of accomplished professionals with extensive industry experience in entrepreneur support.

10. 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!

2022 Timeline:

March 23	Call for nominations
April 22	Applications closed
May 16	Finalists selected
June 26-27	Finalists to deliver 5-minute presentation at ICB136 (Presentation guidelines will be provided)
June 28th	Dinah Adkins and Randall M. Whaley award winners of the Premiere awards