**BW WESA 2020 FORM**

**About Your Self**

Name:

Designation:

Company Name:

Brand Name:

Category Applied

Age:

D.O.B:

Mobile Number:

Email Id:

Address:

**Section 1:**

1. Please fill the Corresponding Three-Slide PPT
2. Please share the Video URL

**Section 2: Entrepreneurial Journey**

1. What are the Key Milestones for your business since inception (in bullet/ point-wise format)
2. What have been the Biggest Challenges faced & Solutions applied
3. What are the important lessons learnt as an entrepreneur in this journey?

**Section 3: Financial Performance *(mandatory & for jury purpose only)***

1. What was the company’s revenue and profit growth in the last 3 financial years?
2. How is the company projected to perform in the next 3 years?
3. What are the factors/ reasons that will contribute to this performance?
4. How is the company raising capital?
5. How is the company ensuring business sustainability in the long term?

**Section 4: Strategic Direction**

1. What is the vision and mission of the company? What are some key corporate goals set?
2. What have you done to lead the company to achieve these goals? *(example: talent building & retention, operational excellence, resource utilisation, intellectual property multiplication, branding, customer service, innovation, R&D or technology are non-mutually exclusive examples of business activities you could highlight)*

**Section 5: Disruption**

1. How are you as a leader inspiring change in the company?
2. How are you encouraging a disruptive culture within your team?
3. Please name at least one project in your company that has disrupted and aided growth and improved processes.
4. What are some measurable outcomes?

**Section 6: Market Opportunity**

1. Please explain how your products and services are positioned in the market(s) that your company is serving? If there is a Blue Ocean strategy, please mention.
2. What are the strategies and plans to expand the market share of the company?

• Please cite target audience/ markets of intended or new markets expansion and corresponding penetration strategies.

• Please cite new product innovations or technologies adopted that has helped to achieve market penetration, if any.

**Section 7: Personal Growth & Development**

1. What do you identify as your greatest gap being an entrepreneur? How do you intend to overcome these gaps?
2. How do you ensure growth as an entrepreneur? What personal, professional or mentorship development courses or training have you undertaken in the last three years?

**Section 8: Leadership Grooming & Development**

1. Please share your plan on identifying & growing your leaders in the company. How do you motivate and retain your leaders?
2. What is the approach on succession plan?

**Section 9: Five Points Why You Should Win in this Category**

*\*All sections are mandatory*

*\* Nomination Processing Fee of INR 15,000 is per entry/category*

*\* Information shared will be used by BW Businessworld and will be attributed to entrant*