



**SMALL  
BUSINESS  
WEEK** 2019



## **SELECTION AND ELIGIBILITY CRITERIA FOR THE KAWARTHA LAKES SMALL BUSINESS INNOVATION AWARDS:**

To have your new product or service considered for a 2019 Innovation Award, we respectfully provide the following guidelines and information:

Your write-up should be clear in outlining what makes your product or service innovative.

Explain how the innovation has impacted the business. This could include a sales volume increase, tangible awareness for the product or service and what it has meant, increases in employment with the company, or any other details you feel are notable.

As a nominated product or service, the business must be in/ offered in the City of Kawartha Lakes.

As the owner/ operator of the business, you reside in the City of Kawartha Lakes and/or conduct your primary business therein.

NEW this year! Submit a video (maximum length - 5 minutes) describing or showing us your innovation.

Finally, please know that your nomination need not be brand new, as in having just been created, offered, mass-produced and distributed but it must be new to the City of Kawartha Lakes in terms of its availability and in all likelihood, that you/your business are the only ones offering it.

**PLEASE FEEL FREE TO INCLUDE ALL INFORMATION YOU FEEL WILL IMPRESS OUR JUDGES. IT CAN BE INCLUDED WITHIN YOUR SUBMISSION OR FORWARDED TO THE KLCFDC BEFORE 3PM ON THURSDAY, OCTOBER 10.**

Please include any promotional materials, website and/or advertising that may have been done in support of your new product or service—the more innovative the better!

The files must be included with your submission:

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