



SOE AWARDS 2021 NOMINATION KIT

# CALL FOR NOMINATIONS NOW OPEN!

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YOU COULD BE THE NEXT  
SOE AWARD HONOUREE!



WHEN YOU DO  
WHAT YOU

**Love**

WITH

**Passion**

**Success**

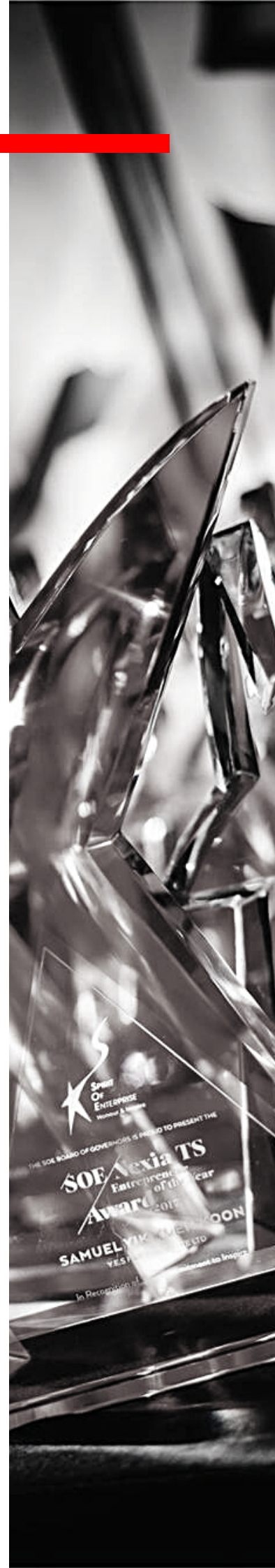
WON'T BE  
FAR AWAY

## ABOUT

# SPIRIT OF ENTERPRISE AWARDS

The SOE Awards is held annually to honour and recognise our local business entrepreneurs' achievements. It provides a platform for local entrepreneurs to be recognised for their entrepreneurial excellence, therefore encouraging innovation, fair practices and growth in entrepreneurship.

The Awards also exemplifies the commitment of the local community that has come together to promote entrepreneurship in Singapore, having recognised and supported over 600 entrepreneurs in their journey to build sustainable businesses.





## AWARDS CATEGORIES

# SOE-NEXIA TS ENTREPRENEURSHIP AWARD

Eligible candidates are nominated by the Judging Panel only

Presented annually to a past SOE Honouree who has taken their enterprise to new heights

The recipient of this Award is announced only during the Presentation Ceremony at the SOE Awards



## AWARDS CATEGORIES

# SOE AWARD

Eligible candidates are nominated by the Judging Panel only





## AWARDS CATEGORIES

# SOE-PROPNECX TOP HONOUREE OF THE YEAR AWARD

Eligible candidates are nominated by the Judging Panel only

Presented to one honouree selected from all the honourees for that year, recognising the cream of the crop from among top entrepreneurs

The recipient of this Award is announced only during the Presentation Ceremony at the SOE Awards



## AWARDS CATEGORIES

# SOE-NEO START-UP AWARD

Given out to entrepreneurs from promising start-up enterprises (*who have operated for three years or less*) in Singapore





## AWARDS CATEGORIES

# SOE-DIAN XIAO ER SOCIAL CONTRIBUTIONS AWARD

Eligible candidates are nominated by the Judging Panel only

A new award category introduced for the first time in 2019

One individual from among that year's honourees will be selected as the recipient of this award; he/she must be one who has made a sustainable impact to the community

The recipient of this Award is announced only during the Presentation Ceremony at the SOE Awards





## ABOUT THE AWARDS

# OVERVIEW AND PROCESS

### (1) Getting Nominated

The SOE Board of Governors, tertiary students, members of the public and any other interested parties may submit their nominations to the Spirit of Enterprise at [secretariat@soe.org.sg](mailto:secretariat@soe.org.sg). **Nomination is free.**

### (2) Preliminary Screening

All nominations received will be screened by SOE based on the prescribed qualifying criteria to ascertain eligibility.

### (3) Interviews

SOE's appointed Student Interviewers will contact shortlisted Nominees to arrange for interviews. All interviews will be carried out via video conferencing, and recorded for transcribing purposes.

### (4) Preparation of Interview Reports

Student Interviewers will prepare interview reports, audio recordings, supporting documents and photographs for submission to SOE for judging. Prior to submission, Student Interviewers will present the reports and materials to Nominees for vetting and clearance. **For Nominees who register in 2021, the deadline for submission is 6 August 2021.**

## ABOUT THE AWARDS

# OVERVIEW AND PROCESS

### (5) Judging and Selection

The SOE Board of Governors will review all submitted interview reports and supporting documents, perform stringent evaluation based on the prescribed judging criteria, before selecting the year's Award Honourees. Regardless of whether Nominees register and complete their submissions in 2020 or 2021, **judging will only take place in 2021.**

### (6) Awards Presentation Ceremony

All Award Honourees will be announced at the Presentation Ceremony during the SOE Awards 2021, and be presented with Award trophies by the Guest-of-Honour.





## GETTING NOMINATED

# QUALIFYING CRITERIA

**1**

Nominee must be a Singapore Citizen or a Singapore Permanent Resident, and at least 21 years old

**2**

Company must be registered and currently operating in Singapore, and must have been in operation for at least the past three years (for established companies)

**3**

Company has good standing in the industry and with the relevant authorities, and is not involved in any legal proceedings

**4**

Company must have at least 30% local equity and the nominated entrepreneur must own at least 30% of the shares. Government investment programme should not be a principal shareholder of the company

## JUDGING AND SELECTION

# JUDGING CRITERIA



### **LEADERSHIP**

Organisation's leadership, mission, vision and values, governance system as well as responsibility to the community and the environment

### **STRATEGY**

Development and implementation of strategic plans based on the organisation's external environment and internal capabilities. The plans should address current and future challenges as well as the organisation's mission and vision

### **PEOPLE**

Focuses on how the potential of employees is effectively harnessed to achieve excellence

### **CUSTOMERS**

How the organisation understands market and customer requirements, and future trends to build relationships with customers and create superior customer experiences

### **ENTREPRENEUR'S PERSONALITY, BUSINESS PROFILE AND FINANCIAL PERFORMANCE**



## RECEIVING THE AWARD

# AWARD ACCEPTANCE CONDITIONS

- Winners will be conferred the SOE Award on a **complimentary basis**; i.e. no payment is required to receive the Award
- If selected as an Award Honouree, the entrepreneur **must be present** at the SOE Awards 2021 to accept the Award during the Presentation Ceremony
- Nominees agree that SOE has the right to feature/publish their stories and interview transcripts on the SOE website and in related collateral
- SOE will not pay any royalties to Nominees and Honourees for publishing their stories

**For enquiries, please contact:**

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