



DIVERSEcity
community resources society



**Canadian
Western Bank**

CWB Women Makers & Creators Award 2021

As a leader in supporting diverse women makers and creators in BC through our self-employment programs, DIVERSEcity Community Resources Society, along with sponsor CWB, want to celebrate these inspiring women entrepreneurs.

The CWB Women Makers & Creators Award, each valued at \$1,000, are given to two exceptional women creators and/or makers who have:

1. Possessed originality that are expressed through unique format of creativity business
2. Demonstrated an understanding of market and customer needs
3. Established strong skills/willingness to pursue and realize their business ideas.
4. Presented the ability to network and embrace new ideas/feedback.
5. Coordinated and organized possible resources to implement their business plan.

The awards are available to women creative businesses at any stage of operations, but preference will be given to new businesses under three years of operations in BC, and to start-up companies that are just preparing to launch. Previous participation in our CWB Business Incubator for Women Makers and Creators is not mandatory.

The winners are chosen by a third-party selection committee organized by DIVERSEcity Community Resources Society. We will announce our CWB Women Makers & Creators Award Recipients for 2021 via a press release on our website and social media channels.



CWB Women Makers & Creators Award

APPLICATION GUIDELINES

1. The Award is meant to be awarded to businesses; so the Award will be presented to a business entity for partnership and cooperation, or it could be presented to an individual operating a sole proprietorship.
2. You may nominate yourself or someone else. The “Applicant” refers to the person nominating themselves for the Award. The “Nominator” refers to the person who is nominating someone else. Please identify the person you want us to communicate with regarding the application (referred to as the “Contact Person”).
3. The Award recipients will be asked for interviews and to attend the presentation ceremony to be held on September 15, 2021 in Surrey, BC.
3. All applicants will be invited to showcase their creative business on social media and Infinity Womenpreneurs website <https://infinitymarketplace.square.site/>. Infinity Womenpreneurs is a collective business community created by participants of DIVERSEcity’s CWB Business Incubator for Women Makers and Creators since 2021.
4. Please type responses directly onto the application form, respecting the response limits provided.
5. The Application Form, 3 business products or services images with captions, and at least one (1) of the presentation documents must be submitted for the Award application to be considered. Check before submitting.

- The Application Form
- Three (3) business products or services images, high-resolution format, with captions for showcase on social media.
- One (1) of the following presentation documents
 - PowerPoint presentation (maximum 10 slides)
 - Video (maximum five minutes)
 - One (1) page poster, high-resolution format

Presentation documents need to cover 4 components:

- Company/brand story*
- Products/services description and pictures*
- Product development or service delivery flowchart*
- Marketing and or sales plan*



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APPLICATION FORM

DEADLINE: Friday, August 27, 2021 at 12:30 pm.

Name of Applicant: _____

Name of Nominator (if different from Applicant): _____

Contact Person for Application: _____ **Email:** _____

Phone Number: _____

I confirm that the Applicant is available for interviews and can attend the presentation ceremony to be held on September 15, 2021 in Surrey, BC.

The applicant understands that by providing 3 business products/services images, their business will be showcased on Infinity Womenpreneurs website and social media as part of this award promotion.

_____, hereby grant permission to DIVERSEcity Community Resources Society to use my photograph and/or story/profile to be used for any future agency promotional materials.

Applicant's Legal Business Name: _____

Type of Business: Sole Proprietorship Partnership Corporation

Business Start Date: _____

Address: _____

Phone Number: _____

Email: _____ **Website:** _____ **Social media handles:** _____

Save the completed application using the name of the applicant and the business (*e.g., Mariam Lee - Victoria Design Studio application form.pdf.*)

Email the completed application form and presentation document as PDF attachments to: selfemployment@dcrs.ca by the deadline of **Friday, August 27, 2021, at 12:30 pm.** You will receive an email confirmation upon receipt.



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CWB Women Makers & Creators Award APPLICATION FORM

Business Information: To be considered for a CWB Makers & Creators Award, please submit the following information about your business. Please limit your responses to the space allowed.

1. Business Overview

2. Mission, Vision, Company/ Brand Story (reasons, motivations, inspirations of the creative business)

3. Products/ Services Introduction



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APPLICATION FORM

Business Information:

4. Unique Selling Proposition/ Competitive Advantage

5. Products or services delivery flowchart



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APPLICATION FORM

Business Information:

6. Marketing Plan — Pricing, Promotions Plan, Distribution Plan

7. Indicate the actions have been taken for implementing your creative business (e.g., product/services development, prototypes, related volunteer or complimentary services, survey, etc.)

8. Indicate the efforts you have established to connect with other resources, supports and partnerships for your creative business.

EMAIL COMPLETED AWARD APPLICATION FORM TO: SELFEMPLOYMENT@DCRS.CA