

#StandWithOwners

#StandWithOwners application tips

As you complete your application, here are some tips on what makes an application stand out:

- **Humanize your business story:** Tell a compelling story about your business. Be sure to share with us the specific problem you are solving and how you are making a measurable impact on your community.
- **Share how your business has demonstrated growth:** Highlight a specific initiative that helped your business grow and explain how it benefited your employees and customers alongside your community. Use specific numbers and examples to demonstrate the tangible results and impact you've achieved.
- **Showcase how you're innovating using technology:** We're looking for business owners who see technology as a way to differentiate and create meaningful insights and connections that help them and grow their business, beyond conventional means. Be sure to share how it benefited your employees and customers, alongside your community.

We highly encourage you to keep applying! We receive thousands of applications and have a limited number of winners each year. Former winners have applied more than once, using each attempt as an opportunity to refine their storytelling and their vision.