



**Asia-Pacific  
Economic Cooperation**

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2016/PPWE1/WKSP4/004

# **Jury Guidelines for APEC Business Efficiency and Success Target Award**

Submitted by: Russia



**APEC Business Efficiency and Success Target  
Award  
Lima, Peru  
29 June 2016**

**APEC WOMEN AND THE ECONOMY FORUM 2016**  
**Breaking barriers to economic integration of women in the global market**  
**27-30 JUNE 2016, LIMA, PERU**

**APEC “Business Efficiency and Success Target” Award**  
**(APEC BEST AWARD)**  
**June 29, 2016**

**Guidelines for the Jury**

The participants will be awarded the certificates in the following categories:

1. APEC BEST AWARD
2. Highest growth potential
3. Most innovative business model
4. International attractiveness
5. Best impact for the society
6. Best employer
7. Special prize (the audience choice award)

Please, assess each presented project based on the following criteria:

**1. Growth potential**

Ability of project to be multiplied and expand to become a big company in 5 years based on its current business model and capabilities.

Not demonstrated: 1 point

Low: 2-3 points

Middle: 4-7 points

High: 8-10 points.

Please, make assessment based on your expert position.

**2. Creativity and innovation of business model**

Innovative and/or creative business idea and business model demonstrated in the project:

Traditional without significant variations: 1-3 points

Middle: 4-6 points

High: 7-9 point

Absolutely innovative: 10 points

**3. International attractiveness**

Ability of the project to go international and become successful in foreign market based on business model, capability and market potential:

Undemonstrated: 1 point

Low: 2-3 points

Middle: 4-7 points

High: 8-10 points

#### **4. Best impact for the society**

Demonstration of way the project process and/or the result meet social requirements and society development:

Low: 1-3 points

Middle: 4-7 points

High: 8-10 points

#### **5. Best employer**

Demonstration of the ability to create jobs and contribute to the team members' development in the framework of the project:

Low: 1-3 points

Middle: 4-7 points

High: 8-10 points

Put you marks into the table.

**The project** with the **highest score** (column "Total") will be the winner in the nomination "**APEC BEST AWARD**".

The project with the highest score in line with the criteria **Growth potential** will be the winner in the nomination "**Highest growth potential**".

The project with the highest score in line with the criteria **Creativity and innovation of business model** will be the winner in the nomination "**Most innovative business model**".

The project with the highest score in line with the criteria **International attractiveness** will be the winner in the nomination "**International attractiveness**".

The project with the highest score in line with the criteria **Best impact for the society** will be the winner in the nomination "**Best impact for the society**".

The project with the highest score in line with the criteria **Best employer** will be the winner in the nomination "**Best employer**".