



The Peter Jones Award for Entrepreneurship in Bookselling



TYCOON

This award is a unique award this year, offering a £10,000 cash prize to the winner: £2,000 will be awarded to the winning individual as their prize, while up to a further £8,000 will be given to the winner's employer to implement their winning idea.

Who should enter?

Individuals who have a dynamic idea for developing their business or the business they work for.

You can be from any sector of the retail trade or direct sales and be the owner of a business or an employee.

Criteria

Successful businessman and "Dragons' Den" judge Peter Jones will join the other judges for this award. They will be looking for:

- A clear, well-thought out idea that can increase revenue and profit
- A concise plan outlining how the idea will be executed and what the results could look like
- A timeline

Information to be supplied

A clear business plan in less than 500 words. Any other supporting evidence to back up your idea

Extra information

Please note: all shortlisted candidates will be required to attend an interview with Peter Jones, author of *Tycoon*. This will be filmed and used on judging day with all judges present, and will be shown at the awards on September 20th