



2013 Small Biz BIG Success Award

Welcome to the 2013 Small Biz BIG Success Award

As Direct Capital celebrates its 20th Anniversary in 2013, we can't help but reminisce about the days when we were just finding our way as a small start-up business. In an effort to give back to the business community, Direct Capital has announced the 2013 Small Biz BIG Success Award to help small businesses looking for a little assistance as they drive their own momentum to find success.

Entries accepted starting September 16, 2013

All entries due by November 30, 2013

Winners announced on or around January 13, 2014

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How Does it Work?

It all starts with you!

First let's be sure you qualify:

- Company must be owned and operated within the continental United States
- Must employ less than 250 employees
- Maximum annual gross revenue of \$5 million or less
- Competition is open to franchisees, to entrepreneurs, sole proprietors, partnerships, and LLC's

Entry Requirements

- A short video (no longer than 2 minutes) describing why you deserve to win the Small Biz BIG Success Award. Please note, this video will become property of Direct Capital Corporation
- Complete the entry form available at <http://landing.directcapital.com/20.html>
- All candidates are required to do a follow up with a video/ testimonial scheduled 6-12 months upon winning the Award
- Limit one entry per company

How Do I Win?

Be sure to tell us how you would use this award to accomplish one or more of the following core values of Direct Capital:

- Be Point Blank
 - Be honest and tell us how you would use the \$10,000 to drive your company's momentum.
- Make every Customer Experience Remarkable
 - Tell us how you make absolutely certain no one can find a substitute for what your company offers.
- Be Scrappy
 - How are you rolling up your sleeves to get the job done?
- Crush Obstacles & Invent Solutions
 - Tell us how you are solving your company's problems, resolving difficulty and driving momentum for success.
- Bring passion all day every day!
 - Show us your passion for your business

How Do I Apply?

Be sure to complete the entry application and upload your video between September 16 and November 30, 2013 at: <http://landing.directcapital.com/20.html>

Waiting is the hardest part. After the deadline for entries close, the Direct Capital team will go to work.



How Will My Entry Be Graded?

All entries will be reviewed by a panel of Direct Capital executives. Results will then be tallied and the finalists rise to the top. The scale below will be used to judge all entries. If your entry is among the top 3 finalists you will be notified of your potential win prior to the public announcement

Grading Procedures (scale of 1 to 5)

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

Video/ Questionnaire Rating: (Please circle your rating in each category)

Point Blank	1	2	3	4	5
<i>Applicant provided a clear description of how the small business award would be used if received</i>					
Make Every Customer Experience Remarkable	1	2	3	4	5
<i>Applicant is providing/ striving to provide a remarkable experience for every customer</i>					
Be Scrappy	1	2	3	4	5
<i>Applicant shows pride in their business and doing what it takes get the job done</i>					
Crush Obstacles & Invent Solutions	1	2	3	4	5
<i>Applicant is creatively solving their company's problems, resolving difficulty and driving momentum for success</i>					
Bring Passion All Day Every Day	1	2	3	4	5
<i>Applicant shows passion and drive to improve their business and goes over and above to make it happen</i>					

TOTAL SCORE (minimum 5 – maximum 25) _____

How Will I Know If I Won?

As with everything else in business, it's the results that matter. On January 13th, 2014, Direct Capital will publically announce the winner of the Small Biz BIG Success Award. This will be done in a live broadcast and both traditional and social media. We will issue a press release and notify the entire Award for Small Business Success community via e-mail. If you are a winner you will be the first one notified so we can collectively raise the roof and generate buzz for your company!

Enjoy the Ride!



How Do I Make the Most of Winning?

If you're selected, you'll take home a BIG check for **\$10,000** and a trophy. Use this money to accomplish those big dreams you have for your small business that you outlined in your entry video.

Direct Capital will tell the world about your win by providing:

- A digital logo for you to use online and in print
- A press release announcing the winner
- Recognition on the Direct Capital Website
- Recognition within Direct Capital's social communities - Facebook, LinkedIn, Twitter
- A whole lot of free press in the local community
- Feedback on your entry
- A video and testimonial outlining your use of the Small Biz BIG Success Award (6-12 months after receiving funds)
 - A Direct Capital issued press release highlighting your use of the award
 - Recognition on the Direct Capital Website
 - Recognition on Direct Capital's social communities - Facebook, LinkedIn, Twitter
 - Video/ success story to be included in Direct Capital's blog

How Do I Get the Word Out?

This is the time when you can prepare your own publicity machine to announce to the world your win. You will be provided with access to official award logos and branding elements, as well as a press release template you can use to promote your win. These materials may NOT be used prior to the final results and winner being announced.