



## **GROWFL FLORIDA COMPANIES TO WATCH EXAMPLE APPLICATION**

### **SUBMISSION FORM**

#### **NOMINEE INFORMATION**

PLEASE NOTE THAT, FOR SECURITY PURPOSES, THIS APPLICATION FORM HAS A 2-HOUR TIME LIMIT. IF YOU ARE INACTIVE ON THIS FORM FOR 2 HOURS OR MORE, YOU WILL BE AUTOMATICALLY LOGGED OUT OF THE SYSTEM. YOU MAY LOG BACK IN WITH YOUR USERNAME (EMAIL ADDRESS) AND PASSWORD.

AT ANY TIME DURING THE APPLICATION PROCESS, YOU MAY CLICK THE SAVE & LOGOUT BUTTON, LOCATED AT THE TOP OF EVERY SCREEN. THIS WILL SAVE THE INFORMATION YOU HAVE ENTERED THUS FAR AND ALLOW YOU TO LOG BACK IN TO COMPLETE YOUR FORM AT A LATER DATE.

ONCE YOU HAVE STARTED THE APPLICATION AND NEED TO LEAVE THE SITE, DO NOT CLOSE THE BROWSER OR HIT THE BACK BUTTON. YOUR WORK WILL NOT BE SAVED. YOU MAY SAVE AND EXIT THE FORM USING THE SAVE & LOGOUT BUTTON AT THE TOP OF EVERY PAGE TO ENSURE YOUR WORK IS PROTECTED.

SHOULD YOU NEED TO LOG BACK IN TO COMPLETE YOUR APPLICATION, YOU MAY LOG IN USING YOUR USERNAME (EMAIL ADDRESS) AND PASSWORD THAT YOU CREATE ON THIS FORM.

### **CONTACT INFORMATION**

FIRST NAME

LAST NAME

EMAIL ADDRESS

TITLE

COMPANY NAME



LEGAL NAME IF DIFFERENT FROM ABOVE

### HEADQUARTERS LOCATION

ADDRESS LINE

ADDRESS LINE 2

CITY

STATE

ZIP CODE

COUNTY

WEBSITE

### ADDITIONAL CONTACTS

### HIGHEST RANKING OFFICIAL

(OWNER, CEO, PRESIDENT, OR PRINCIPAL WITH PRIMARY DECISION-MAKING AUTHORITY.) IF SELECTED AS AN AWARDEE, YOUR COMPANY WILL BE REPRESENTED BY THIS INDIVIDUAL IN PUBLICITY MATERIALS. IF APPLICATION IS NOT SIGNED BY INDIVIDUAL NOTED ABOVE, THE APPLICATION WILL BE CONSIDERED INELIGIBLE.

FIRST NAME

LAST NAME

TITLE

PHONE NUMBER

EMAIL ADDRESS

### ADDITIONAL CONTACT PERSON

(WE MAY CONTACT THIS PERSON IN ADDITION TO THE HIGHEST RANKING OFFICIAL REGARDING THIS APPLICATION.)

FIRST NAME

LAST NAME



TITLE

EMAIL ADDRESS

PHONE NUMBER

HOW DID YOU FIND OUT ABOUT THE FLORIDA COMPANIES TO WATCH?

## ABOUT YOUR COMPANY

1. IN A SENTENCE OR TWO, TELL US WHAT YOUR COMPANY DOES AND THE INDUSTRIES IT SERVES – PLEASE USE NON-TECHNICAL LANGUAGE. (IF SELECTED FOR AN AWARD, THIS DESCRIPTION MAY BE USED IN PUBLICITY MATERIALS SERVING A GENERAL AUDIENCE.) (300 CHARACTERS MAXIMUM)

2. WHAT YEAR WAS YOUR COMPANY FOUNDED?

3. WHAT YEAR DID THE HIGHEST RANKING OFFICIAL (LISTED ON THE PREVIOUS PAGE) ASSUME THAT ROLE?

4. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR COMPANY'S PRIMARY BUSINESS?  
CHOOSE AN ITEM.

5A. WHAT IS YOUR COMPANY'S DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER? (LEAVE BLANK IF YOU DO NOT HAVE A DUNS NUMBER).

5B. WHAT IS YOUR COMPANY'S FEDERAL EMPLOYMENT IDENTIFICATION NUMBER (FEIN) NUMBER?

5C. WHAT IS YOUR COMPANY'S 6 DIGIT NAICS CODE?

6. LEGAL FORM

7. IS YOUR COMPANY PRIVATELY OWNED AND OPERATED?

8. IS YOUR COMPANY A FRANCHISE?

9. IS YOUR COMPANY 51% OR MORE OWNED BY ONE OF THE FOLLOWING? (CHECK ALL THAT APPLY)

10. PLEASE SELECT THE RACE OR ETHNICITY WITH WHICH THE HIGHEST RANKING OFFICIAL MOSTLY CLOSELY IDENTIFIES: (OPTIONAL)

11. IS YOUR COMPANY 51% OR MORE OWNED BY ANOTHER COMPANY?



12. NUMBER OF COMPANY LOCATIONS IN 2021:

\*NOTE – THESE MUST SHOW A VALUE TO SHOW IN ECONOMIC STATS, EVEN IF 0

IN STATE:

OUT OF STATE:

13. PERCENTAGE OF PHYSICAL ASSETS IN 2021:

\*NOTE – THESE MUST SHOW A VALUE TO SHOW IN ECONOMIC STATS, EVEN IF 0

IN STATE (%):

OUT OF STATE (%):

## PEOPLE RESOURCES

- IF EMPLOYEES WERE SEASONAL, DID NOT WORK FOR A FULL CALENDAR YEAR, OR WORKED LESS THAN 20 HOURS A WEEK, CONSIDER ANNUALIZING YOUR FULL-TIME EQUIVALENT AMOUNTS.
- USE EXACT AMOUNTS IF AVAILABLE (JUDGES TEND TO TRUST EXACT FIGURES MORE).
- IF YOU USE LEASED WORKERS (I.E. HIRED FROM A STAFFING FIRM), ENTER THE NUMBER OF WORKERS IN THE LEASED EMPLOYEES SECTION BELOW.
- IF YOU USE CONTRACT WORKERS (E.G., 1099 SUBCONTRACTORS), ENTER THE NUMBER OF WORKERS IN THE CONTRACT WORKERS SECTION BELOW.
- IF YOU ARE A STAFFING FIRM, ENTER THE NUMBER OF PLACED EMPLOYEES IN THE CONTRACTOR WORKERS SECTION BELOW.
- \*NOTE: ELIGIBILITY IS BASED ON W-2 EMPLOYEES ONLY; CONTRACT AND LEASED WORKER FIGURES, WHICH DO NOT COUNT TOWARD ELIGIBILITY, ARE REQUESTED TO PROVIDE A BETTER UNDERSTANDING OF YOUR HUMAN RESOURCES.

14. W-2 EMPLOYEES. ENTER THE NUMBER OF EMPLOYEES FOR WHICH A FORM W-2 WAS ISSUED (E.G., WHOM YOU HIRE/FIRE DIRECTLY AND FOR WHOM YOU PAY BENEFITS OR PAYROLL TAXES).

IMPORTANT: TO BE ELIGIBLE FOR THIS AWARD, THE FULL-TIME EQUIVALENT AMOUNT MUST BE AT LEAST 6 BUT NOT MORE THAN 150 IN 2021.



FULL-TIME: (MAY ENTER 0 WHERE NOT APPLICABLE)

2018:

2019:

2020:

2021:

2022 (PROJECTED):

PART-TIME: (MAY ENTER 0 WHERE NOT APPLICABLE)

2018:

2019:

2020:

2021:

2022 (PROJECTED):

EXAMPLE ONLY

15. LEASED EMPLOYEES. THESE EMPLOYEES ARE TYPICALLY HIRED FROM A STAFFING FIRM ON A PERMANENT BASIS IN MANAGEMENT, MARKETING, FINANCE, ADMINISTRATIVE OR OTHER OPERATIONAL FUNCTIONS. DO NOT INCLUDE THESE WORKERS IN QUESTIONS 15 OR 17. LEASED EMPLOYEE COUNTS ARE NOT USED TO DETERMINE ELIGIBILITY.

HAS YOUR COMPANY EMPLOYED OR DO YOU PLAN TO EMPLOY ANY LEASED EMPLOYEES BETWEEN 2019 AND 2022?

2019:

2020:

2021:

2022 (PROJECTED):

16. DO YOU HAVE CONTRACT WORKERS (THESE SHOULD NOT BE INCLUDED IN YOUR NUMBERS FOR QUESTIONS 14 AND 15) If yes, how many in 2018, 2019; 2020; 2021 and 2022 (PROJECTED):

17. EXPLAIN INCREASES OR DECREASES IN PEOPLE RESOURCES (E.G., W-2 EMPLOYEES, LEASED WORKERS OR CONTRACT WORKERS) (E.G., INCREASE DUE TO MERGER/ACQUISITION; LOSS OF CONTRACT RESULTED IN EMPLOYEE FURLOUGHS; NEW PRODUCT REQUIRED HIRING OF ADDITIONAL WORKERS)



## FINANCIAL INFORMATION

18. ENTER YOUR COMPANY'S TOTAL ANNUAL GROSS REVENUE, INCLUDING SALES RECEIPTS OR WORKING CAPITAL FROM INVESTORS OR GRANTS.

1. TO BE ELIGIBLE, REVENUE MUST BE AT LEAST \$750,000 BUT NO MORE THAN \$100 MILLION IN 2021.
2. DO NOT INCLUDE LOANS AMOUNTS.
3. USE EXACT AMOUNTS IF AVAILABLE (JUDGES TEND TO TRUST EXACT FIGURES MORE).
4. ENTER AMOUNTS AS NUMERALS, WITHOUT COMMAS.

2018:

2019:

2020:

2021:

2022 (PROJECTED):

19. EXPLAIN INCREASES OR DECREASES IN REVENUE (E.G., INCREASE DUE TO MERGER/ACQUISITION; COST OF RAW MATERIALS INCREASED DRASTICALLY; REDUCING YOUR MARGINS; NEW PRODUCT OFFERINGS LATE LAST YEAR BOOSTED EARNINGS CONSIDERABLY).

20. OF THE ANNUAL GROSS REVENUE AMOUNTS ENTERED ABOVE, ESTIMATE THE PERCENTAGE COMING FROM THE FOLLOWING SOURCES:

RECEIPTS: (MAY ENTER 0 IF N/A)

2020:

2021:

2022 (PROJECTED):



EQUITY INVESTMENTS (E.G., VENTURE CAPITAL OR ANGEL FUNDING) PLEASE DESCRIBE THE AMOUNT AND SOURCE OF YOUR FUNDING:

2020:

2021:

2022 (PROJECTED):

OTHER – PLEASE DESCRIBE (DO NOT INCLUDE LOANS):

2020:

2021:

2022 (PROJECTED):

## COMPETITIVE EDGE

21. LIST THE INNOVATIONS, INTELLECTUAL PROPERTY OR PROPRIETARY TECHNOLOGY DEVELOPED BY YOUR COMPANY FOR WHICH YOU HAVE SOUGHT PATENT PROTECTION. BRIEFLY DESCRIBE HOW THESE PROPERTIES DIFFERENTIATE YOUR COMPANY FROM YOUR COMPETITION. (YOU MAY INCLUDE THOSE HELD BY PRINCIPALS OR EMPLOYEES AND USED FOR COMMERCIAL PURPOSES BY THE COMPANY.)  
(1500 CHARACTERS MAXIMUM)

## Help us understand your market:

22. NAME A FEW OF YOUR BEST-KNOWN CLIENTS: (1500 CHARACTERS MAXIMUM)

23. WHICH COMPANIES (LOCAL, NATIONAL OR GLOBAL) ARE YOUR COMPETITORS? : (1500 CHARACTERS MAXIMUM)

24. DESCRIBE THE COMPETITION IN YOUR MARKET (SELECT ONE):

## COMPANY STRENGTHS

### INSTRUCTIONS FOR QUESTION 25 ON NEXT PAGE

FROM THE LISTS OF COMPANY STRENGTHS BELOW, SELECT AT LEAST FOUR OF THE TRAITS THAT BEST EXEMPLIFY YOUR COMPANY STRENGTHS. FEEL FREE TO DESCRIBE TRAITS THAT AREN'T ON THE LIST. EXPLAIN EACH OF THESE IN 500-600 CHARACTERS. YOU MUST USE AT LEAST 1000 CHARACTERS IN YOUR RESPONSE; THE MAXIMUM CHARACTER COUNT WITH SPACES IS 3000 CHARACTERS.

YOUR RESPONSE IS YOUR BEST OPPORTUNITY TO CONVINCE THE JUDGING PANEL THAT YOUR COMPANY SHOULD BE A COMPANY TO WATCH. PROVIDE THOROUGH, CONCRETE, CONCISE AND CONVINCING EXAMPLES FOR EACH TRAIT. (TIP: CONSIDER COMPARING YOURSELF TO COMPETITORS OR ADDRESS HOW YOU STACK UP AGAINST STANDARDS IN YOUR INDUSTRY. FEEL FREE TO DESCRIBE TRAITS THAT AREN'T ON THE LIST.)

#### TIPS:

- CONSIDER COMPARING YOURSELF TO COMPETITORS
- ADDRESS HOW YOU STACK UP AGAINST STANDARDS IN YOUR INDUSTRY
- IF COMPOSING YOUR STATEMENTS IN A WORD PROCESSOR, COPY THEN PASTE THEM INTO THE TEXT BOX

SELECT FROM THE FOLLOWING COMPANY STRENGTH TRAITS:

<b>REVENUE/FINANCES</b> <ul style="list-style-type: none"> <li>• DEMONSTRATED FAST OR HIGH REVENUE GROWTH</li> <li>• EVIDENCE OF POTENTIAL REVENUE GROWTH</li> <li>• EVIDENCE OF SUSTAINABLE GROWTH</li> <li>• FINANCIAL STRENGTH</li> </ul>	<b>COMPETITION</b> <ul style="list-style-type: none"> <li>• SUSTAINABLE COMPETITIVE ADVANTAGE</li> <li>• ENTERING NEW MARKETS</li> <li>• COMPETITIVE ENVIRONMENT</li> <li>• CUSTOMER SERVICE ORIENTATION</li> <li>• MERGERS/ACQUISITIONS</li> <li>• CHANGE IN INDUSTRY REGULATIONS</li> <li>• CREATIVE MARKETING</li> <li>• INDUSTRY TRENDS</li> <li>• EXCELLENCE IN EXPORTS</li> </ul>
<b>LEADERSHIP</b> <ul style="list-style-type: none"> <li>• ENTREPRENEURIAL LEADERSHIP</li> <li>• MANAGEMENT INNOVATION</li> <li>• VISIONARY</li> <li>• INSPIRATIONAL</li> <li>• INFLUENTIAL</li> </ul>	<b>HUMAN RESOURCES</b> <ul style="list-style-type: none"> <li>• DEMONSTRATED FAST OR HIGH GROWTH IN HIRING</li> <li>• EVIDENCE OF POTENTIAL FOR HIRING</li> <li>• INNOVATIVE EMPLOYEE RELATIONS</li> <li>• WORKFORCE ADVANTAGES</li> <li>• PRACTICES THAT PROMOTE DIVERSITY</li> </ul>
<b>INNOVATION</b> <ul style="list-style-type: none"> <li>• DEVELOPMENT OF TECHNOLOGY</li> <li>• PRODUCT INNOVATION</li> <li>• USE OF TECHNOLOGY TO ENHANCE A TRADITIONAL INDUSTRY</li> </ul>	
<b>PHILANTHROPY/AWARENESS</b> <ul style="list-style-type: none"> <li>• SOCIAL/COMMUNITY RESPONSIBILITY</li> <li>• ENVIRONMENTALLY CONSCIOUS PRACTICES</li> </ul>	





25. WHAT STRENGTHS DOES YOUR COMPANY POSSESS THAT MAKE IT UNIQUE IN ITS MARKET OR COMMUNITY, AMONG YOUR PEERS – AND WHY? IN SHORT, WHAT MAKES YOU A COMPANY TO WATCH?  
(1000 CHARACTERS MINIMUM, 3000 CHARACTERS MAXIMUM)

## CONFIDENTIALITY AND PROPRIETARY RIGHTS DISCLOSURE

IN THE EVENT YOU ARE SELECTED TO RECEIVE AN AWARD, A PROFILE OF YOUR COMPANY WILL BE BASED ON THE INFORMATION IN YOUR APPLICATION. PLEASE LET US KNOW THE FOLLOWING:

26. MAY WE PUBLISH YOUR FULL-TIME EQUIVALENT EMPLOYEE COUNTS?

**TO DEMONSTRATE A COMPANY'S YEAR-TO-YEAR GROWTH, EMPLOYEE COUNTS ARE LISTED FOR THE CURRENT AND PROJECTED YEARS.**

27. MAY WE PUBLISH YOUR FINANCIAL GROWTH AS YEAR-TO-YEAR PERCENTAGES?

**TO DEMONSTRATE A COMPANY'S YEAR-TO-YEAR GROWTH, REVENUE GROWTH IS LISTED AS PERCENTAGES. ACTUAL REVENUE AMOUNTS ARE NOT PUBLISHED.**

28. IF YOUR APPLICATION CONTAINS INFORMATION THAT SHOULD NOT BE INCLUDED IN PUBLISHED MATERIALS, PLEASE PROVIDE SPECIFICS BELOW, INCLUDING THE SECTION THAT CONTAINS THE INFORMATION. EXAMPLE: CLIENT NAMES, AS-YET UNRELEASED SERVICES, SPECIFIC DETAILS ABOUT PROPRIETARY TECHNOLOGY, ETC.



## PARTICIPANT AGREEMENT

I HAVE REVIEWED THE APPLICATION, AND TO THE BEST OF MY KNOWLEDGE, THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE AND NO SIGNIFICANT INFORMATION HAS BEEN OMITTED. I ACKNOWLEDGE I AM OVER 18 YEARS OF AGE AND AM AUTHORIZED TO ACT ON BEHALF OF THE COMPANY.

I UNDERSTAND THAT THE INFORMATION IN THIS APPLICATION WILL REMAIN CONFIDENTIAL, EXCEPT FOR PRIVATE REVIEW BY AN AWARDS PANEL TO SELECT RECIPIENTS. I ACKNOWLEDGE THAT THE ASSOCIATE ORGANIZATIONS MAY CONDUCT DUE DILIGENCE TO DETERMINE THE COMPANY'S ELIGIBILITY FOR THE AWARD.

IF SELECTED AS AN AWARD RECIPIENT, I AGREE THAT THE UNDERWRITERS AND ASSOCIATE ORGANIZATIONS MAY USE THE COMPANY NAME, CONTACT INFORMATION AND OTHER INFORMATION TO PROMOTE THE COMPANY AND THE AWARDS PROGRAM, INCLUDING, BUT NOT LIMITED TO, THE PUBLICATION OF A BOOK OR OTHER PUBLICATION PROFILING AWARD RECIPIENTS.

IF SELECTED AS AN AWARD RECIPIENT, I ALSO AGREE TO SHARE WITH OTHER ORGANIZATIONS NONPROPRIETARY INFORMATION ABOUT THE COMPANY'S SUCCESSFUL PERFORMANCE STRATEGIES.

THIS APPLICATION IS TO BE INITIATED BY THE COMPANY'S HIGHEST RANKING OFFICIAL:

FIRST NAME:

LAST NAME:

TITLE:

ORIGINAL SUBMISSION DATE

BY ENTERING YOUR INITIALS BELOW, YOU INDICATE THAT YOU HAVE READ THE ["PARTICIPATION AGREEMENT."](#) AGREE TO THE TERMS AS STATED, AND ACKNOWLEDGE THAT YOU ARE ELECTRONICALLY SIGNING THIS APPLICATION FORM.

YOUR INITIALS (REQUIRED):

**I'M FINISED – SUBMIT!**