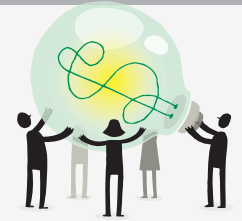


THE WALL STREET JOURNAL.

# Small Business, **Big Innovation**



## APPLICATION FORM

**DEADLINE Monday, September 5, 2011**

*(11:59 p.m. EST)*

**THIS DEADLINE IS FIRM. WE DO NOT GIVE EXTENSIONS.**

The Wall Street Journal invites eligible businesses to apply for The Journal's Small Business, Big Innovation Awards. We're looking for entrepreneurs who did something creative, imaginative or cutting-edge with their business models in order to survive and thrive in the face of the recent recession. Applicants' innovations should go far beyond marginal improvements to existing products or services.

Winners will be chosen by a panel of judges and featured in The Journal's Small Business Report, appearing Nov. 21, 2011. In addition, a Reader's Choice winner will be selected after a public voting period from Sept. 12 - Sept. 30, 2011, and announced in the Nov. 21 report. (All dates are subject to change. Please check our website for any updates.)

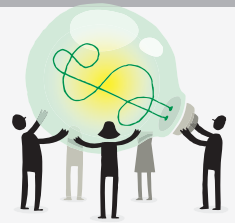
Please complete and return this form (see details below) with a photograph suitable for publication (entries without photos will not be considered; please see guidelines at end of form) by Sept. 5, 2011 (11:59 p.m. EST) to: [biginnovation@wsj.com](mailto:biginnovation@wsj.com). There is no fee to enter.

Judges will select a winning essay based on the applicant's ability to demonstrate in a clear and concise manner:

- How the innovative idea helped the business survive the downturn.
- What was unique, unusual or special about the idea. (For example, was it a clear improvement over what already existed? Did it enhance efficiency or productivity? Did it break with how business is traditionally done?)
- How the idea directly led to some significant milestone since Jan.1, 2009.
- That the idea has led to a change in how the company does business.

For questions about the contest, please contact Journal Small Business Assistant Editor Sarah Needleman at [sarah.needleman@wsj.com](mailto:sarah.needleman@wsj.com).

**Please note:** We don't notify the winner or finalists in advance because of WSJ rules on not disclosing contents before publication. Nor do we provide status updates about individual applications between now and the publication date.



## PART 1 CONTACT DETAILS

Name and FULL contact details, including email address and title of the **person filling out this application.**

First Name

Last Name

Address 1

e-Mail Address

Address 2

Affiliation with Nominated Small Business

(As noted in rules, only owners or authorized individuals may submit an entry on behalf of a business. )

City

State

Zip Code

---

Name and FULL contact details of the **business you are nominating.**

Business Name

Key Product / Service

Address 1

Year Begun

# of Full-Time Employees

Address 2

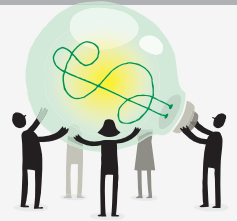
e-Mail Address

City

State

Web Address

Zip Code



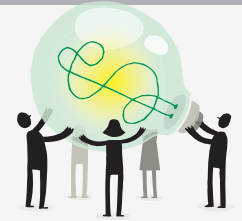
## **PART 2 Category (choose only one):**

Please choose the industry category most closely related to the business.

- |   |   |
|---|---|
| <input type="checkbox"/> Business / Professional Services             | <input type="checkbox"/> Transportation                 |
| <input type="checkbox"/> Consumer Manufactured Goods                  | <input type="checkbox"/> Aerospace and Defense          |
| <input type="checkbox"/> Health Care, Pharmaceuticals & Life Sciences | <input type="checkbox"/> Automotive                     |
| <input type="checkbox"/> Financial Services                           | <input type="checkbox"/> Chemicals                      |
| <input type="checkbox"/> IT   | <input type="checkbox"/> Real Estate                    |
| <input type="checkbox"/> Construction                                 | <input type="checkbox"/> Travel / Tourism / Hospitality |
| <input type="checkbox"/> Energy and Natural Resources                 | <input type="checkbox"/> Telecoms                       |
| <input type="checkbox"/> Entertainment, Media and Publishing          | <input type="checkbox"/> Other (Please Specify):        |

THE WALL STREET JOURNAL.

# Small Business, **Big Innovation**



We would like you to answer a number of questions about your innovation. The questions appear in two parts: an Executive Summary where we ask you to briefly introduce your innovation. And a second part in which we ask you to elaborate on the innovation at greater length.

## **PART I EXECUTIVE SUMMARY**

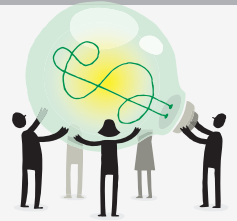
What was the challenge your business was facing as a result of the economy? Please limit your response here to fewer than 50 words. (Example: Our furniture company, which has a rental division that caters to corporate conventions, lost 25% in annual revenue, or about \$1 million, when annual conferences/meetings were radically scaled back.)

What was the innovative idea you put in place? Please limit your response here to fewer than 50 words. (Example: For the first time in 30 years, we decided to launch a new division, offering furniture repair or rehab services for customers unable to pay for new, custom-made furniture.)

What significant milestone has this innovative idea lead to since Jan 1, 2009? Please limit your response here to fewer than 50 words. (Example: The new division adds about \$1 million in annual revenue, making up for what we lost.)

THE WALL STREET JOURNAL.

# Small Business, **Big Innovation**



## **PART 2 A CLOSER LOOK**

We would now like you to explain your innovation at greater length. Use this space to submit an essay (500 words or less) detailing the challenge your business was facing, and the innovation that helped the company power through.

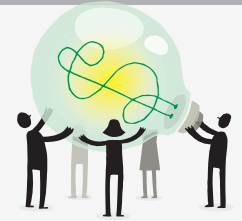
The entry must be well-written and persuasive. Please write in the first person, and clearly outline the challenge; the innovative idea(s); and the measurable result of that innovation since January 2009. This should be written in a clear, engaging, colorful and convincing style that hooks readers and judges.

(Example: “In the 1960s, my parents emigrated to the U.S. and started a successful furniture business in Chicago, primarily renting out sofas and chairs for companies’ annual conferences and designing custom-made pieces for local businesses. For 30 years, Windy City Furniture grew at a healthy pace - until the recession struck...”

**What is your story?**

THE WALL STREET JOURNAL.

# Small Business, **Big Innovation**



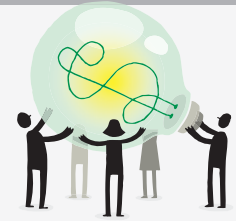
THE WALL STREET JOURNAL.

## SMALL BUSINESS, BIG INNOVATION COMPETITION **OFFICIAL RULES**

- 1. HOW TO ENTER:** An Eligible Business (as defined below) may enter the competition from 12:01 AM (ET) on July 8, 2011, through 11:59 PM (ET) on September 5, 2011(promotional period), by accessing the competition website at [[www.wsj.com/biginnovation](http://www.wsj.com/biginnovation)]. Follow the onscreen directions to submit all requested information, including a photo of the individual submitting the entry on behalf of the Eligible Business (the “**Authorized Individual**”) and an essay describing a challenge the entrant was facing due to the economic downturn and the innovative idea that helped it through the challenge, and addressing the judging criteria set forth in Rule #3 below. NOTE: The Eligible Business, not the individual submitting the entry on its behalf, is deemed to be the entrant in the competition. Follow all instructions on the competition website with respect to essay criteria and form. Prior to submitting its entry on the competition website, the Authorized Individual will be required to acknowledge, on behalf of the entrant, that he or she has read and that he or she and the entrant has complied with and agrees to be bound by the Official Rules. All entries will be deemed final and can not be changed once submitted.

**Submission of an entry grants Sponsor and its agents the right to publish, use, adapt, edit and/or modify such entry in any way, in any and all media, without limitation, and without consideration to the entrant or any other party, whether or not such submission is selected as a winning entry. By entering, entrants and the Authorized Individuals acknowledge that submissions may be available to the public, that no privacy to ideas, photos, essays or other information submitted is guaranteed and that Sponsor assumes no responsibility for any infringement thereto and each entrant shall indemnify Sponsor for any such infringement.** Entries must be in English and must be suitable for presentation in a public forum, in sole determination of judges and/or Sponsor. Essay should be clear and concise (it is recommended that entrants limit their essay to approximately 500 words or less). The entrant and the Authorized Individual hereby represent and warrant and agree that these Official Rules shall be legally binding on the entrant and the Authorized Individual and that the Authorized Individual has all necessary and appropriate authority to: (1) enter this competition and submit all entry materials on behalf of the entrant, and (2) grant to the Sponsor the rights with respect to such materials as are set forth in these Official Rules. All entry materials submitted become the property of the Sponsors and will not be returned. Multiple entries will be permitted from an entrant, but each entry must focus on a different innovative idea or set of ideas.

- 2. WHO IS ELIGIBLE:** Open to any Eligible Business (as defined below). An “Eligible Business” is any currently operating business that is U.S.-based business and has less than 500 employees (whether a business is U.S. based may be determined by Sponsor in its sole discretion). A Franchise may be deemed to be an Eligible Business if it meets the other criteria set forth in these Rules and if it has all necessary rights and authority to submit entry materials and agree to the terms and conditions set forth in these Official Rules. Venture-funded or venture-controlled businesses will not be deemed to be Eligible Businesses (whether a business is venture-funded or -controlled may be determined by



Sponsor in its sole discretion).

The Authorized Individual who submits an entry on behalf of an Eligible Business must:

- a. Be a resident of the 50 United States or District of Columbia, who is at least the age of majority in the state in which such Authorized Individual resides (18 in most states) as of the date this competition is first publicly announced. Sponsor may waive the age of majority requirement in its sole discretion.
- b. Be the Owner (as defined below) of such Eligible Business.
- c. Have the right, on behalf of the Eligible Business, to submit the entry materials in connection with this competition and grant the Sponsor the rights in those materials as described in these Official Rules.

The “Owner” of a business is an individual who either: (1) owns a majority voting interest in that business or (2) owns a significant interest in that business (what constitutes “significant” is subject to Sponsor’s determination in its sole discretion) and has the approval of shareholders representing, together with such persons share, a majority voting interest in that business (proof of such approval to be provided to Sponsor upon request and subject to Sponsor’s satisfaction as to form and substance).

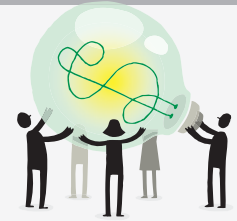
Employees of Dow Jones & Company, its affiliates, subsidiaries, advertising and promotion agencies, directors, trustees, agents, suppliers and the immediate family members and/or those living in the same household of each are not eligible. This competition is void where prohibited by law. Entrants selected in Phase 2 (see Rule #4) must agree to a background investigation and must, if requested by Sponsor, submit a video as described in Rule #4. Any entrant who refuses such investigation, who has been convicted of a felony, or if information discovered during the background investigation is deemed to be potentially harmful to the image of the Sponsor (as deemed by Sponsor in its sole discretion), will be disqualified and an alternate will be selected, time permitting.

**3. JUDGING CRITERIA:** Selection of the winning essay will be based on the ability to demonstrate in a clear and concise manner (recommended approximately 500 words or less):

- a. How the innovative idea helped the business survive the downturn.
- b. What was unique, unusual or special about the idea (for example, was it a clear improvement over what already existed, did it enhance efficiency or productivity, did it break with how business is traditionally done, etc.).
- c. How the idea directly led to some significant milestone since January 1, 2009.
- d. That the idea has led to a change in how the company does business.

**4. JUDGING PHASES:**

**Phase #1 Technical Eligibility:** All entries received from the competition website will be reviewed for technical eligibility by Sponsor. All technically eligible entries will proceed to Phase #2 and may be displayed, in whole or in part, on a special, searchable web page that allows public voting and comments.



**Phase #2 Public Voting (from September 12, 2011 through September 30, 2011):** During this phase, the public can vote for entries on the website (the entry with the most votes at the end of this phase will be named the “Readers’ Choice” winner. Winning the Readers’ Choice will not have any weighting in the determination of the final winner under Phase #4 below. Entrants are encouraged to solicit votes for their entries for Readers’ Choice.

**Phase #3 Semifinalist Selection (from July 8, 2011 through October 21, 2011):** During this phase, ten (10) entrants will be selected by Wall Street Journal editors in accordance with the judging criteria listed in Rule #3 and announced on or after October 21, 2011. The 10 selected entrants (i.e., the Authorized Individuals, on behalf of such entrants) will be required to: (1) sign and return an Affidavit of Eligibility/Release of Liability/Publicity Release and/or any other requested documents to be received within 5 days of receipt of the documentation for signature notification; (2) if requested by Sponsor, in its sole discretion, submit a video arguing for why the entrant should be named the winner of the competition (i.e., pitching its innovative idea) (criteria for such video, if any, shall be specified by Sponsor at the time, in its discretion) , and (3) if requested by Sponsor, in its sole discretion, participate in a telephone interview with Sponsor in order to confirm eligibility or other details. This video and the results of any such telephone interview, if any, will become part of the entrant’s competition entry materials and shall be subject to the rights of Sponsor as set forth in these rules. Noncompliance within the specified time periods may result in disqualification and an alternate may be selected, time permitting. Return of any notification as undeliverable will result in disqualification and an alternate will be selected, time permitting.

**Phase #4 Finals Round (from November 4, 2011 through November 20, 2011):** During this phase, a committee of Wall Street Journal editors will select the winner of the competition, and will announce such winner on or after November 20, 2011.

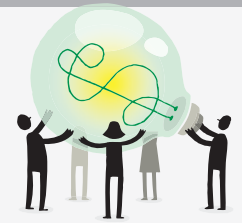
- 5. PRIZES AND APPROXIMATE RETAIL VALUES:** The winner selected in Phase #4 will receive a plaque with a Wall Street Journal headcut of the Authorized Individual and a digital “badge” to use on their own websites or marketing materials. There is no retail value associated with this prize.

The other top 10 entrants, as chosen in Phase #3 will receive a plaque and a digital “badge” to use on their own websites or marketing materials. There is no retail value associated with this prize.

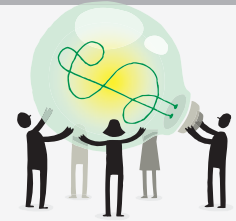
The Readers Choice winner, as chosen in Phase #2 will receive a plaque.

Sponsor intends to feature the top 10 entrants, as chosen in Phase #3, including the winner, as well as the Readers Choice winner, in a Special Journal report in The Wall Street Journal; provided that Sponsor may, in its sole editorial discretion, determine not to feature some, any or all of such entrants. The media features listed above may include any details or information about such entrants and their entries as Sponsor deems appropriate in its sole discretion. There is no retail value associated with these media features.





- 6. GENERAL RULES:** All U.S. federal, state, and local laws and regulations apply. All federal, state and local taxes are the sole responsibility of winners. By entering competition, entrants grant permission to the Sponsor and its agencies to use submitted entries as they see fit, including usage in news features, advertising and promotional materials. Sponsor reserves the right to modify, adapt or reproduce submitted entries in full, at their discretion. The Sponsors reserve the right in their sole discretion to disqualify any entry which does not comply with the requirements of these Official Rules. Sponsor is not responsible for lost, late, corrupted, mutilated, misdirected entries, or entries not received in time for judging. Sponsor reserves the right to substitute prize of equal or greater value. No substitution or transfer of prize by winner permitted. In the event Sponsor is prevented from continuing with the competition or the integrity and/or feasibility of the competition is severely undermined by any event beyond Sponsor's control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion without any further obligation. If Sponsor, in its discretion, elects to abbreviate the promotion or any judging periods as a result of a Force Majeure event, Sponsor reserves the right, but not the obligation, to award the prizes from among all valid and eligible entries received up to the time of such Force Majeure event, providing a sufficient number of entries are received. In no event will more prizes be awarded than stated in these Official Rules. Participation in this competition constitutes permission to the Sponsor, its promotional partners and agencies to use winner's name, likeness and competition entry for purposes of advertising and trade without compensation, unless prohibited by law. By entering this competition, or accepting any prize, entrants agree to hold Sponsor, its promotional partners and agencies and their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of its participation in this competition or the use of any prize. Each entrant assumes all liability for any injury or damage caused, or claimed to be caused, by such entrant's participation in this competition or use or redemption of any prize. By participating in this competition, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final regarding all aspects of this competition. Sponsors reserve the right in their sole discretion to substitute any judge in any judging phase for a qualified alternate judge. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any competition materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Sponsor not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the competition.
- 7. INTERNET CAUTION:** Sponsor is not responsible for incomplete, lost, late, illegible or misdirected mail/e-mail/data, or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled, corrupted or delayed computer transmission, or any combination thereof. Sponsor is not responsible for any damage to any participant's computer system/software related to or resulting from participation or downloading any materials in this competition. In the event of a dispute regarding any entry, the entry will be deemed made by the authorized account holder of the e-mail address



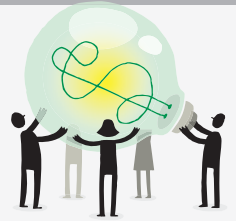
submitted at the time of entry (i.e., the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.) Potential winners may be required to provide Sponsor with proof that he/she is the authorized account holder of the e-mail address associated with the winning entry. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in the Official Rules. Sponsor reserves the right to prohibit the participation of an individual entrant if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's internet service provider and/or e-mail client or for insufficient space in user's email account to receive e-mail. If, for any reason, the competition cannot be conducted as planned by reason of infection by computer virus, unauthorized intervention, technical failures, or any other causes beyond the control of the Sponsor which, in the sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this competition, the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the competition. In the event of termination, a notice will be posted on the competition website and all eligible entries collected prior to the time of termination will be included in the competition to judge and award prizes, providing a sufficient number of entries are received. Sponsor reserves the right to modify the competition or disqualify entrant if fraud, misconduct or technical failures destroy the integrity of the competition as determined by Sponsor, in its sole discretion. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Any use of robotic, automatic, programmed or the like methods of participation will void all such submissions by such methods.

- 8. WINNERS LIST:** For the names of winners, send a self-addressed, stamped (#10) envelope to: Small Business Big Innovation Winners List, c/o Dow Jones & Company, Inc., 1211 Avenue of the Americas, New York, New York 10037, Attention: Sarah Needleman, to be received by January 31, 2012.

**SPONSOR:** Dow Jones & Company, Inc. 1211 Avenue of the Americas, New York, New York 10036.

THE WALL STREET JOURNAL.

# Small Business, **Big Innovation**



## **PHOTO GUIDELINES**

Please submit a high-resolution photo, preferably an “action shot” of the owner(s) rather than a typical gray head shot. The photo should communicate who you are and what you do. It does not need to depict the challenge or the innovation. Please supply a caption (who is in the photo, from left to right); credit information (what photographer took the photo); and the date taken.

To Save the information you inserted in the forms, **please select ‘SAVE AS’ in the File Menu** and then read for further directions »

**Please return this form with the required photo by Sept. 5, 2011 (11:59 p.m. New York time) to: [biginnovation@wsj.com](mailto:biginnovation@wsj.com)**