



Application Process

Overview



Welcome!

Applying for BBB's Spark Award for Entrepreneurship

Better Business Bureau is a community based resource, a trusted advisor, and a partner in business. The BBB Spark Award for Entrepreneurship embodies BBB's mission of advancing business trust and honors organizations whose leaders focus on the three C's measuring the **Character** of the organization's leadership; if an how an authentic **Culture** is being developed and fostered, and the impact the organization is making in the local **Community**.



Applicant Eligibility

The BBB Spark Award for Entrepreneurship is open to for-profit organizations located within BBB Serving Northern Colorado and Wyoming's 38-county service area.

- Businesses must be in operation for at least 6 months but not more than 3 years at the time of application.
- Businesses need not be BBB Accredited but must be in good standing with BBB.
- Nonprofit organizations are not eligible to apply for the Spark Award at this time.
- Government agencies are not eligible to submit an application.
- There is no cost to apply

A company is not eligible if any of the following conditions apply

- They have earned less than a "B" rating from BBB
- There are indications they have not met their financial obligations
- They are a government agency



Application Criteria

Character

Ethical Leadership and Decision-Making

Every new business is shaped by the character of the people building it. In this section, show how your values guide your decisions, how you respond when things do not go as planned, and how you are growing as a business leader.

Culture

Building Trust Into Your Business

Culture begins before a business has a large staff. It is reflected in how you work with customers, contractors, employees, vendors, partners, and others who contribute to your business. In this section, show how your purpose and values shape the experience of working with and doing business with you.

Community

Growing With and Contributing to Your Community

Emerging businesses may not yet have large charitable budgets or formal community programs, but they can still make a meaningful contribution. Community involvement may include volunteering, mentorship, education, local purchasing, collaboration, in-kind service, industry participation, advocacy, or using your business expertise to help others.

Acceptable Use of AI

Applicants may use artificial intelligence tools to assist with brainstorming, organization, grammar, or drafting support. However, responses must ultimately reflect your organization's own voice, experiences, examples, and values. Submissions should be authentic, truthful, and representative of your organization.

Submission Guidelines

As you prepare each response, please keep BBB's Spark Award application criteria at the center of your answers to reflect, demonstrate, and prove how trust shows up in decisions, systems, relationships, and outcomes through **character**, **culture**, and **community**.

Prepare a brief 1-2.5min max. Video (recorded simply on your phone) introducing yourself and your business to the judges.

In your video:

- Share your name and your business name.
- Clearly explain what your business does.
- Explain why you believe you exemplify the spirit of entrepreneurship and would be a worthy recipient of the Spark Award.

Judges value authenticity. Slick and professionally-produced promotional videos are not accepted.



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The Judging Process

Guidelines for a successful and competitive application

Entries are evaluated by an independent, voluntary panel of judges comprised of business and community leaders.

As you prepare your responses, show judges how your values shape the way you lead, make decisions, build relationships, and contribute to your community. Businesses between six months and three years old are often still developing their teams, policies, and practices. Applicants are not expected to have every system fully established. Judges are most interested in the thoughtful choices you have made, what you have learned from them, and the foundation of trust you are creating as your business grows.

Strong responses use specific examples, such as decisions, challenges, practices, and outcomes, to show how your values are reflected in your business. Responses may reflect the experience of a solo entrepreneur, partnership, owner-led team, or emerging organization. Throughout the application, references to your “team” may include employees, contractors, vendors, collaborators, advisors, or others who contribute to your business.

Supporting materials are optional and should help illustrate the examples and experiences described in your application. Relevant materials may include customer communications, testimonials, photos, written values, operating commitments, training materials, contracts or service standards, feedback tools, community partnership information, professional development records, or examples of changes made based on lessons learned.



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Apply Now