

Havas Boost Business is offering funding and support to business owners in Yorkshire, The North West and the North East of England. One business will be awarded up to £150,000 worth of cash and tailored support to help them grow and scale.

## CRITERIA TO APPLY

Your business is based in **Yorkshire**, the **North West** or the **North East** of England

Your business is **between 2–5 years old**

Your business has a **purpose beyond profit**

You come from an **under represented background** or have encountered challenges accessing opportunities

## HOW TO APPLY

### YOUR ENTRY

Your written entry is the basis on which you will be judged and shortlisted. Please supply your entry as a **written Word document**. Your entry must respond to the following questions:

#### YOUR ENTRY MUST RESPOND TO THE FOLLOWING QUESTIONS:

- 1. Meaningful Purpose:** How is your business making a meaningful difference to people, our society or the planet?
- 2. Unique Vision:** What makes your business stand out?
- 3. Market Awareness:** How would this fund help you meet your customer needs?
- 4. Likely Growth:** If you were successful, how would the winners prize fund take your business to the next level?

#### ADDITIONALLY, PLEASE INCLUDE THE FOLLOWING INFORMATION:

- Name of Business
- Business Address
- Companies House registration number (if applicable)
- Annual turnover and profit
- Number of employees
- Business category

### SUBMISSION

Please submit your application on the Havas Boost website by midnight on the **31<sup>st</sup> October 2025**. Applications will be shortlisted and successful applicants will be notified in **November**.

If you are shortlisted, you will be invited to deliver a 15 minute presentation to a panel of judges at an event in Leeds on **22<sup>nd</sup> January 2026**. During the presentation, you can bring your product, share a video or present in any way you think showcases your business.

The successful business will then be announced in **February**.

## 1. IS THERE AN APPLICATION FORM?

You can download our Boost Business Entry Pack by entering your contact details on our website. Applications are submitted as a Word document responding to the questions listed in the Entry Pack.

## 2. WHAT INFORMATION DO I NEED TO INCLUDE IN MY ENTRY?

Your entry must respond to the following questions:

- **Meaningful Purpose:** How is your business making a meaningful difference to people, our society or the planet?
- **Unique Vision:** What makes your business stand out?
- **Market Awareness:** How would this fund help you meet your customer needs?
- **Likely Growth:** If you were successful, how would the winner's prize fund take your business to the next level?

Please also include:

- Name of Business
- Business Address
- Companies House registration number (if applicable)
- Annual turnover and profit
- Number of employees
- Business category

## 3. WHAT DOES 'UNDER REPRESENTED BACKGROUND OR HAVE ENCOUNTERED CHALLENGES ACCESSING OPPORTUNITIES' MEAN IN THE CRITERIA?

Applicants will ideally come from an underrepresented community (including but not limited to; people from Black, Asian, Minority Ethnic backgrounds, women and non-binary people, members of the LGBTQ+ community, care leavers, lone parents and those who are neurodivergent or have a disability) or have encountered other challenges accessing business opportunities.

## 4. WILL I RECEIVE CONFIRMATION THAT MY APPLICATION HAS BEEN RECEIVED?

Yes. Once you submit your entry, you will receive an email within 72 hours confirming that we have received your application.

## 5. WHEN WILL I KNOW IF I'VE BEEN SHORTLISTED?

Shortlisted applicants will be notified in November 2025.

## 6. WHAT HAPPENS IF I'M SHORTLISTED?

Shortlisted applicants will be invited to deliver a 15 minute pitch in Leeds on 22<sup>nd</sup> January 2026.

You can present in whichever way best showcases your business — whether that's bringing your product, sharing a video, or preparing slides.

The pitch will be in front of a panel of marketing, business management, and growth experts.

## 7. WILL FEEDBACK BE PROVIDED?

Due to the high volume of applications, we cannot provide feedback to every applicant. Shortlisted businesses, however, will receive feedback if unsuccessful after the pitch process.

## 8. DOES MY BUSINESS NEED TO BE IN A SPECIFIC SECTOR?

No. We welcome applications from all sectors, as long as they meet the eligibility criteria:

- Based in Yorkshire, the North West, or the North East
- 2–5 years old
- Has a purpose beyond profit
- Comes from an underrepresented background or has faced barriers to opportunity

Last year, we received applications from a wide range of businesses, including DJ equipment rental, Afro hairstyling education, laughter yoga, PPC consultancy, children's toys and books, Pokémon card grading, art studios, and our winner, Aim Sky High Talent (talent management).

## 9. DO YOU ACCEPT SOLE TRADERS?

Yes. Sole traders are welcome to apply, provided they meet the eligibility criteria.

## 10. WHEN WILL THE WINNER BE ANNOUNCED?

The winner will be announced in February 2026.