

BASES

Presentation

[Fundación Empresa y Sociedad](#) presents the COMPRENDEDOR Awards 2017 (hereinafter the Awards), for B2B startups specially successful in their commercial activity with big companies. They celebrate their fourth edition in 2017.

Objective

The objective of the Awards is to show that it is possible to grow with an innovative product, even if the company is young.

As a consequence, generate a double effect:

- Help accelerate customers for B2B entrepreneurs.
- Provide companies with an innovative way to address their key priorities: B2B entrepreneur solutions.

Entrepreneur

For the purposes of the Awards, we mean by entrepreneur the legal entity constituted as of January 1, 2010.

Modalities

The Awards are convened in four modalities, defined according to the type of business priorities to which they offer their solutions:

- Business Development, Marketing and Communication
- Human Capital
- Operations and Processes
- Technology

In each modality, the Awards will reward the entrepreneur with an innovative product that has a greater potential or that has experienced greater growth in business clients since its beginning.

Prize

The Awards consist of public recognition, communication campaign and priority in day to day Empresa&Sociedad activities with Spanish key companies.

Applications

Applications will be submitted by the candidate directly, not by third parties.

The first step is to complete and send out [this form](#). Empresa&Sociedad will contact afterwards to send the Application Form and solve any doubts. The deadline for submission of this Application Form will be on July 10 (12:00 noon), 2017.

The Awards will be delivered in the last quarter of 2017 in Madrid, at a date to be determined.

The presentation of the candidacy commits each candidacy to accept the decision of the jury, waiving any appeal.

Candidates, by submitting themselves, gives to Empresa&Sociedad the right to use the information presented for communication purposes related to the objectives of the Awards, except the one indicated by the entrepreneur as confidential or especially sensitive.

Jury

The Jury will be formed by experts in the areas related to the Awards. It will be kept confidential until the results are public.

The Jury may declare deserted any modality if it considers that the applications received do not contribute in a relevant way to achieve the objectives of the Awards.

Evaluation criteria

The Jury will evaluate the applications comparatively considering mainly two criteria:

- Innovation.
- Real or potential growth in business customers from the beginning.

In addition, the Jury will take into account if the entrepreneur collaborates with other entrepreneurs and that it participates actively in initiatives of impulse and support to the world of entrepreneurship.