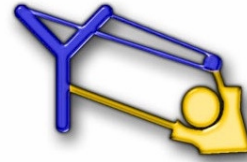


**Media release**  
**For immediate release**



The David Awards  
heroes in small business

## **Small business heroes: inspiring tales of hardship and success**

The finalists in The David Awards 2014: heroes in small business have been named.

Since 2008, The David Awards have been recognising the unsung heroes in home and small businesses throughout New Zealand – the Kiwi Davids taking on the Goliaths of the New Zealand business landscape.

Judges Glenn Smith, Glenn Baker, Pam Martin, Sandra Crosby and Brian Meredith were impressed with this year's entries, particularly, Cosby said, they "loved the geographic diversity of the entries and found it great to see some good entries in the new categories". The judges also felt "the overall standard of entries across the majority of categories was up this year, and with a greater consistency of business performance there were some close calls to make."

This year's event has seen about a 30% increase in the number of entries, according to founder of the Awards, Heather Douglas. Judge Glenn Baker commented, "The new Solo Meo category revealed just how many dedicated, hard-working and talented 'one-man bands' there are in New Zealand."

In all, the judges agreed the 2014 event had "some outstanding entries, more remarkable tales of adversity, and an impressive number of businesses poised to grow over the next 12 months. In some categories the judges had to work hard to separate the top contenders."

Winners of The David Awards 2014 will be announced on [www.thedavidawards.co.nz](http://www.thedavidawards.co.nz) at 11 a.m. on 8 October.

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## Finalists for 2014 are:

### ***Most outstanding fledgling business***

A young or start-up business which is under two years old. The owner will be passionate about their business, and the business itself will be smart, quirky, or just very professionally set up

- *Baby Sleep Consultant Ltd*
- *LOUD! In Public*
- *Sorbet*
- *Werewolf Ltd*

### ***Most outstanding established business***

A business which has moved beyond the start-up phase and is two or more years old, which has a proven track record and some or all of the plans/people/systems/processes in place to make a long-term or well-above-average future a reality. This Award seeks to recognise a business planning for and/or coping with the changes required to take a business through expansion and significant growth, or which has achieved a level of security and maturity. This business will be able to demonstrate proven financial success.

- *HR Toolkit*
- *Neos Systems Limited*

### ***Most outstanding triumph over adversity***

A business which has succeeded in spite of challenges beyond the usual. This may be due to personal issues the owner has had to deal with, circumstances beyond their control, or unexpected setbacks.

- *Adaptive Technology Solutions*
- *Gudgeon Pro*
- *The Wellington Makerspace*

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### ***Most outstanding lifestyle business***

A business which epitomises the ability to integrate business and lifestyle, with the owner(s) taking advantage of its flexibility to fit income generation around spending time on family or leisure activities or other pursuits. While lifestyle is an important judging criterion, this business must still demonstrate its economic viability.

- *One21 - The Recruitment Outsourcer*
- *Tiaki Pilates, Yoga and Physio*

### ***The NZBusiness Most innovative business***

This is a business which demonstrates a new or clever way of going about things, or which is conceptually innovative, or a business which develops and harnesses technology to help it punch above its weight. A new product or service developed by the business owner may be the prime focus of an entry in this category, or something like enhanced mobility or efficiency gained through bespoke software development or the entry may revolve around a new or different use for existing technology. This category also suits an entry which demonstrates the inspired use of readily-available technology at a level above and beyond what most other businesses in their field are doing.

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- *200 Square Limited*
- *FlowMotion Limited*
- *HR Toolkit*
- *Werewolf Ltd*

### ***Most inspired use of marketing***

A business which punches above its weight in terms of getting the word out, achieving profile and attracting business. Typically, this Award recognises a business which knows how to find potential customers using a variety of

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media effectively and which understands how to communicate with members of its target audience and get them to take the next step towards a purchase.

- [200 Square Limited](#)
- [Baby Sleep Consultant Ltd](#)
- [Bugger Cafe Ltd](#)

### **The Bizbuzz Most community-minded business Sponsored by**



A business which gives back to its community, e.g. local, regional or industry sector, in ways, shapes or forms which benefit the community significantly. This Award is intended to highlight a business where the community involvement is not what the business is about, but part of how it goes about doing whatever its core business is. Businesses whose main objective is to benefit the community should consider entering other categories, and if they enter this one, will need to clarify what part of what they do is not their core business in order to meet the criteria for this Award.

- [Adaptive Techology Solutions](#)
- [Driving Miss Daisy Upper Hutt](#)
- [The Wellington Makerspace](#)
- [TIME Unlimited Tours](#)

### **The Solo Meo Award**

This Award celebrates a solo business owner who runs their business single-handedly. It recognises all-round business excellence, from concept through to execution. Entrants in this category must be sole owners of their business, and cannot employ anyone else in a dedicated, ongoing capacity for over 10 hours a week (e.g. virtual assistant, sales rep) but can employ others to undertake specific tasks for the business from time to time (e.g. an accountant, web designer, copywriter or product demonstrators). Distributor-type relationships are excluded provided they work from independent premises.

- [Adaptive Techology Solutions](#)
- [Isatrin Limited](#)

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- Leatherwise
- LOUD! In Public
- One21 - The Recruitment Outsourcer

### ***The People's Choice Award***

This category is based on votes. All entries in this category submit a publicly-available profile. Businesses entering this Award will be provided with banners and links, and encouraged to persuade customers, staff, colleagues, family, friends and others to vote for them. This category is intended to be a bit of fun, and to provide a way for businesses to draw attention to themselves, their brand and their product, and to leverage their networks.

To be announced. (This category has no finalists, only one winner).

Ends

### **For more information:**

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Details of individual finalists may be found on the web sites listed above. (If links are not working see <http://www.thedavidawards.co.nz/finalists2014>.)

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