

D/SRUPTION50

Entry criteria and process

It is free to apply to be indexed as one of the top 50 most disruptive companies in the UK, and serves as a recognition of the innovative work your team are doing.

Entry is via online form <https://disruption50.com/apply>. You simply need to have been founded or have a head office in the UK, and provide evidence for answering YES to at least 3 of the questions below:

- Have you created a new market or network ecosystem?
- Does your product, service or solution remove a friction point from the customer proposition you are competing with or reinventing?
- Is your business model radically different from existing or traditional models in your sector/market?
- Have you created or identified new channels to market?
- Can you demonstrate a rapid or exponential growth in users in the last 3 years?
- Have you had a rapid growth in brand equity over the last 3 years?
- Are you displacing other companies in your sector or making their solutions obsolete?
- Have you changed consumer behaviour in your sector or others?
- Have you changed or created a supply chain within your sector or adjacent sectors?
- Do you have a culture of ongoing innovation and adaptation

Submission notes

The form will save and email you your progress so you can complete in your own time. We will not share your contact details with anyone else.

Feel free to include links to figures and other evidence, but try and get the main points across within the main submission of up to 500 words.

You can provide evidence for as many of the criteria you feel applicable. Scoring will be based on relative strength in each criteria, so a low number of criteria will not limit your success.

Any information shared in the application could be printed and made public, unless you mark it is private using CONFIDENTIAL around any elements which cannot be shared publicly.

Progression to shortlist will be announced w/c 3rd June 2019, and the D/SRUPTION50 Index will be announced on 10th September 2019.

**DEADLINE FOR APPLICATIONS
IS 31st MAY 2019**

You can find out more at <https://disruption50.com>

Please email media@disruptionhub.com with any queries.

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