

2024 Top Ten Innovators

Application Questions



* Please note that this is not the document you will be submitting but a supportive document you can use to prepare your application. The application will need to be completed online between the 1st and 30th of November 2024 directly on our new global Shell LiveWire website www.livewire.shell

* Please do not share any confidential or competitively sensitive information about your business.



Entrepreneur Application Questions



Social Impact

1. Are you a Shell LiveWire entrepreneur or an implementing partner?
 - entrepreneur
 - implementing partner

Eligibility questions

2. I confirm that I am a Shell LiveWire Alumni (you completed SLW programme in one of participating countries)
3. I confirm I am above 18 years old
4. I confirm that I have previously not won a Shell LiveWire Top Ten Innovators Award- not part of Top Ten Winners
5. Are you applying from China?
 - Yes -> Please contact your local representative of Shell LiveWire to apply
 - No
6. By submitting this application, I am confirming that I agree to the Terms and Conditions of Shell LiveWire Top Ten Innovators published on Top Ten Innovators www.livewire.shell

Generic questions

7. First name and last name

8. Business name

9. Role in the business

10. Proof of company registration (Note: Your documents will need to be either a JPEG, JPG, PNG, GIF or PDF and be less than 2,5 MB) – Upload document (mandatory)

11. Country (you were when joining the programme)

- Argentina – Shell Desafio Joven
- Australia – Shell Business Navigator
- Brazil – Iniciativa Jovem
- Brunei – Shell LiveWire
- Canada – Shell LiveWire
- Egypt – Shell Intilaaqah
- Indonesia – Shell LiveWire
- Italy – Shell Inventa Giovani
- Kazakhstan – Shell LiveWire
- Malaysia – Shell LiveWire
- Mexico – Shell LiveWire
- Nigeria – Shell LiveWire
- Oman – Shell Intilaaqah
- Pakistan – Shell Tameer
- Philippines – Shell LiveWire
- Saudi Arabia – Shell Intilaaqah
- South Africa – Shell LiveWire
- Trinidad & Tobago – Shell LiveWire
- UK – Shell LiveWire
- US – Shell LiveWire

12. City / Region / State of Residence you were when joining the programme:

13. Programme Name - optional (description: Local name of Shell Livewire programme you were a part of. In some countries the programme takes a local name other than Shell Livewire. This will help us to verify you are a Shell Livewire alumni).

14. Which year did you complete the LiveWire programme?

15. Current Country of Residence

16. Current City / Region / State of Residence

17. Gender as per passport - optional

18. Email address

19. Phone number

20. Business website (Note: Please include the URL of the website)

21. Business social media (Note: Please include the URL of the social media accounts)

22. LinkedIn profile link – optional

23. Job Industry / Sector

- Agriculture, Forestry and Fishing
- Automotive
- Business and Professional Services
- Construction and Built Environment
- Creative industries & Media
- Education and Training
- Environment & Natural Resources
- Environmental Sustainability - Circular Economy
- Environmental Sustainability - Waste Management
- Environmental Sustainability - Energy Solutions
- Environmental Sustainability - Other
- Energy
- Financial Services
- Food and Beverage
- Healthcare, Medical & Social work
- Hospitality & Tourism
- IT, Digital & Communications
- Manufacturing
- Personal Services
- Real Estate

- Retail and Consumer Goods
- Transportation and Warehousing
- Other

24. Is there a second person representing your enterprise (who also took part in Shell LiveWire programme) who wants to join this application? Enter the e-mail address of the second representative so that he/she receives a separate form to enter contact information and to make own attestations.

(Yes/No, if "yes" questions 2-9, 11-23, 37, 40-44, 46 for the second person)

25. Please provide a short summary of your business and its main activity. (Note: Max 150 words)

26. Briefly describe your business model (describe how your business creates, delivers, and captures value to generate revenue. Include key elements such as your target market, value proposition, revenue streams, cost structure, and distribution channels. Also, please include your legal structure) (Note: Max. 250 words)

27. Please select which of the 3 categories you are applying for (dropdown list - 3 categories of the competition shared below)

- Social Impact
- Business Innovation
- Environmental Sustainability

28. Describe the specific social challenge your enterprise is addressing? How did you identify this challenge, and what motivated you to address it? (Note: Max. 250 words)

29. Describe in detail how your business addresses the social challenge described above, particularly through innovative approaches. You can also tell us how your solution contributes to achieving the UN Sustainable Development Goals (Note: Max. 250 words)

30. Provide evidence of the measurable social impact of your business? This could include statistics, testimonials, or case studies. (Note: Max. 250 words)

31. Describe in detail what you consider to be your business' most outstanding achievement linked to social impact. Please ensure you include the significance and impact of this achievement on your business and/or your community. (Note: Max. 250 words).

32. Describe any innovative collaborations and/or partnerships that have contributed to achieving your social impact goals. How have these enhanced your ability to create positive change? (Note: Max. 250 words)

33. Describe any formal or informal active implemented policies and/or initiatives aimed at promoting diversity, equity, and inclusion among your employees and stakeholders. (Note: Max. 250 words)

34. How do you ensure the scalability and longevity of your business operations? Are there specific strategies or approaches you employ to extend the reach and sustainability of your impact? (Note: Max. 250 words)

35. Please describe how you would use the cash prize or the in-kind award if you were selected as a winner or runner up. Consider linking this plan to the social impact category and keep in mind the objective is to support the increase of impact of your current innovation. (Note: Max. 250 words)

36. Please upload a photo of your product/prototype or an image that shows the service you are providing. (Your image will need to be high definition and either a JPEG, JPG, PNG or GIF and be less than 10MB).
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(Video URL)

39. Please upload your business logo (if your business does not have a logo please upload an image of your business you are happy for us to use) so we can profile it on our website. (Your image will need to be high definition and either a JPEG, JPG, PNG or GIF and be less than 10MB).
40. Shell would like to use information about your business (including images and videos supplied or generated during the competition) to be included on the Shell and Shell LiveWIRE websites, newsletters, social media platforms, and other communications materials. Such information will be used only for general Shell publicity, internal Shell initiatives and for Shell's own media, Shell LiveWire Implementing Partners media, including print and online media. For more information on how your information is processed and your rights, please refer to [the Supplementary Shell LiveWIRE Privacy Policy](#) .
- Yes, I agree to allow Shell to use my information for the stated purposes.
- No, I do not agree to allow Shell to use my information for the stated purposes
41. We would like to invite you to join our virtual Shell LiveWIRE Global Alumni Community platform and send you further communications regarding this virtual Community by email. You can unsubscribe to the communications at any time. Guideline to unsubscribe is included in e-mail communications or you can contact us using our e-mail address on the Shell LiveWire website.
- Yes, I want to join.
- No, I do not want to join.
42. Shell would like to send you surveys to gather your voluntary feedback, by email and other electronic means, regards Shell Live Wire and TTI program. Your feedback will be used to understand your experiences and to implement improvements to the programme and TTI. Your participation in the surveys is voluntary and you can unsubscribe at any time.
- Yes, I would like to receive surveys.
- No, I do not want to receive surveys.
43. Shell would like to send you communications about Shell LiveWire Programmes and Competitions by email and other electronic means. You can unsubscribe to the communications any time.
- Yes, I would like to receive the communications.

No, I do not want to receive the communications.

44. Please tick this box if you are a Government Official or if Government Officials are involved in your Entity.

Government Official shall mean any official or employee of any government, or any agency, ministry, department of a government (at any level), person acting in an official capacity for a government regardless of rank or position, official or employee of an entity wholly or partially controlled by a government (for example, a state owned oil company), political party and any official of a political party; candidate for political office, officer or employee of a public international organization, such as the United Nations or the World Bank, or immediate family member (meaning a spouse, child, sibling, parent, or household member) of any of the foregoing.

45. I confirm that my enterprise has a business bank account

46. I confirm that all information provided by me is correct to the best of my knowledge. Any award payment I receive to my business bank account is based on the information in this application. I understand that if any of this information is later found to be untrue, I may be asked to repay my award.

02 – Environmental Sustainability



Environmental Sustainability

- Are you a Shell LiveWire entrepreneur or an implementing partner?
 - entrepreneur
 - implementing partner

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Generic questions

- First name and last name

- Business name

- Role in the business

- Proof of company registration (Note: Your documents will need to be either a JPEG, JPG, PNG, GIF or PDF and be less than 2,5 MB) – Upload document (mandatory)

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- Kazakhstan – Shell LiveWire
- Malaysia – Shell LiveWire
- Mexico – Shell LiveWire
- Nigeria – Shell LiveWire
- Oman – Shell Intilaaqah
- Pakistan – Shell Tameer
- Philippines – Shell LiveWire
- Saudi Arabia – Shell Intilaaqah
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13. Programme Name - optional (description: Local name of Shell Livewire programme you were a part of. In some countries the programme takes a local name other than Shell Livewire. This will help us to verify you are a Shell Livewire alumni.)

14. Which year did you complete the LiveWire programme?

15. Current Country of Residence

16. Current City / Region / State of Residence

17. Gender as per passport - optional

18. Email address

19. Phone number

20. Business website (Note: Please include the URL of the website)

21. Business social media (Note: Please include the URL of the social media accounts)

22. LinkedIn profile link - optional

23. Job Industry / Sector

- Agriculture, Forestry and Fishing
- Automotive
- Business and Professional Services
- Construction and Built Environment
- Creative industries & Media
- Education and Training
- Environment & Natural Resources
- Environmental Sustainability - Circular Economy
- Environmental Sustainability - Waste Management
- Environmental Sustainability - Energy Solutions
- Environmental Sustainability - Other
- Energy
- Financial Services
- Food and Beverage
- Healthcare, Medical & Social work
- Hospitality & Tourism
- IT, Digital & Communications
- Manufacturing
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- Real Estate
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- Other

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(Yes/No, if "yes" questions 2-9, 11-23, 37, 40-44, 46 for the second person)

25. Please provide a short summary of your business and its main activity. (Note: Max 150 words)

26. Briefly describe your business model (describe how your business creates, delivers, and captures value to generate revenue. Include key elements such as your target market, value proposition, revenue streams, cost structure, and distribution channels. Also, please include your legal structure) (Note: Max. 250 words)

27. Please select which of the 3 categories you are applying for (dropdown list - 3 categories of the competition shared below)

- Social Impact
- Business Innovation
- Environmental Sustainability

28. Describe the specific environmental sustainability challenge your enterprise is addressing. How did you identify this challenge, and what motivated you to address it? Note: Max. 250 words)

29. Describe in detail how your business addresses the environmental sustainability challenge described above, particularly through innovative approaches. You can also tell us how your solution contributes to achieving the UN Sustainable Development Goals (Note: Max. 250 words)

30. Can you provide evidence of the positive impact your business has had on the environment and people? This could include statistics, testimonials, metrics, or case studies. . (Note: Max. 250 words)

31. Describe any innovative collaborations and/or partnerships that have contributed to your environmental sustainability efforts. How have these enhanced your ability to contribute to environmental sustainability? (Note: Max. 250 words).

32. How do you ensure the scalability and longevity of your business operations? Are there specific strategies or approaches you employ to extend the reach and sustainability of your impact? (Note: Max. 250 words)

33. Describe in detail what you consider to be your business' most outstanding achievement linked to environmental sustainability. Please ensure you include the significance and impact of this achievement on your business and/or the environmental sustainability landscape (Note: Max. 250 words)

34. Could you outline any particular approaches designed to contribute to diversity and inclusion as part of your environmental sustainability efforts? How do these initiatives directly impact your overall sustainability objectives? (Note: Max. 250 words)

35. Please describe how would you use the cash prize or the in-kind award in case you were selected as a winner or runner up. Consider linking this plan to the environmental sustainability category and keep in mind the objective is to support the increase of impact of your current innovation (Note: Max. 250 words)

36. Please upload a photo of your product/prototype or an image that shows the service you are providing. (Your image will need to be high definition and either a JPEG, JPG, PNG or GIF and be less than 10MB).
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44. Please tick this box if you are a Government Official or if Government Officials are involved in your Entity.
-
- Government Official shall mean any official or employee of any government, or any agency, ministry, department of a government (at any level), person acting in an official capacity for a government regardless of rank or position, official or employee of an entity wholly or partially controlled by a government (for example, a state owned oil company), political party and any official of a political party; candidate for political office, officer or employee of a public international organization, such as the United Nations or the World Bank, or immediate family member (meaning a spouse, child, sibling, parent, or household member) of any of the foregoing.
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Business Innovation

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- Italy – Shell Inventa Giovani
- Kazakhstan – Shell LiveWire
- Malaysia – Shell LiveWire
- Mexico – Shell LiveWire
- Nigeria – Shell LiveWire
- Oman – Shell Intilaaqah
- Pakistan – Shell Tameer
- Philippines – Shell LiveWire
- Saudi Arabia – Shell Intilaaqah
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- Hospitality & Tourism
- IT, Digital & Communications
- Manufacturing
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- Real Estate
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(Yes/No, if "yes" questions 2-9, 11-23, 37, 40-44, 46 for the second person)

25. Please provide a short summary of your business and its main activity (Note: Max 150 words)

26. Briefly describe your business model. (Describe how your business creates, delivers, and captures value to generate revenue. Include key elements such as your target market, value proposition, revenue streams, cost structure, and distribution channels. Also, please include your legal structure) (Note: Max. 250 words)

27. Please select which of the 3 categories you are applying for (dropdown list - 3 categories of the competition shared below)

- Social Impact
- Business Innovation
- Environmental Sustainability

28. Describe the specific challenge your innovation addresses. How did you identify this challenge, and what motivated you to address it? (Note: Max. 250 words)

29. Describe in detail how your business or innovation addresses the challenge outlined above, emphasizing any innovative approaches employed. You can also tell us how your solution contributes to achieving the UN Sustainable Development Goals (Note: Max. 250 words)

30. What tangible results has your innovation generated? Please describe the impact of your innovation on your business, sector, or community, including supporting evidence such as data, testimonials, case studies, and metrics. (Note: Max. 250 words)

31. How does your organization promote diversity and inclusion within its innovation processes and outcomes? . (Note: Max. 250 words).

32. Describe any innovative collaborations and/or partnerships that have contributed to developing or enhancing your innovation. How have these collaborations or partnerships enhanced your innovation?
(Note: Max. 250 words)

33. Describe in detail what you consider to be your business' most outstanding achievement linked to this innovation (text box). (Note: Max. 250 words)

34. How do you ensure the scalability and longevity of your business operations? Are there specific strategies or approaches you employ to extend the reach and sustainability of your impact? (Note: Max. 250 words)

35. Please describe how you would use the cash prize or the in-kind award in case you were selected as a winner or runner up. Consider linking this plan to the business innovation category and keep in mind the objective is to support the increase of impact of your current innovation. (Note: Max. 250 words)

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04—Implementing Partners

Outstanding Implementing Partner

1. Are you a Shell LiveWire entrepreneur or an implementing partner?
 - entrepreneur
 - implementing partner
2. By submitting this application, I am confirming that I agree to the Terms and Conditions of Shell LiveWire Top Ten Innovators published on Top Ten Innovators www.livewire.shell
3. First name and last name
4. Organisation name
5. Applicant's role in the organisation
6. Email address
7. I am applying as an implementing partner from
 - Argentina – Shell Desafio Joven
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 - Canada – Shell LiveWire
 - China – Shell LiveWire
 - Egypt – Shell Intilaaqah

- Indonesia – Shell LiveWire
- Italy – Shell Inventa Giovani
- Kazakhstan – Shell LiveWire
- Malaysia – Shell LiveWire
- Mexico – Shell LiveWire
- Nigeria – Shell LiveWire
- Oman – Shell Intilaaqah
- Pakistan – Shell Tameer
- Philippines – Shell LiveWire
- Saudi Arabia – Shell Intilaaqah
- South Africa – Shell LiveWire
- Trinidad & Tobago – Shell LiveWire
- UK – Shell LiveWire
- US – Shell LiveWire

8. Programme Sub Name

9. Organisation website (Note: Please include the URL of the website)

10. Organisation social media (Note: Please include the URL of the website)

11. LinkedIn profile link- optional

12. Type of implementing partner

- Academic
- Accelerator
- NGO
- Other

13. Briefly describe your organization (Note: Max 150 words)

14. Briefly describe the Shell LiveWire programme you are implementing (objectives, target audience, key components) (Note: Max 150 words)

15. What are the values and principles that guide your programme delivery? (Note: Max 100 words)

16. How is your programme tailored to meet the unique needs of your participants? (Note: Max. 250 words)

17. Provide examples of innovative techniques and approaches for programme design and implementation that have been particularly effective. (Note: Max. 250 words)

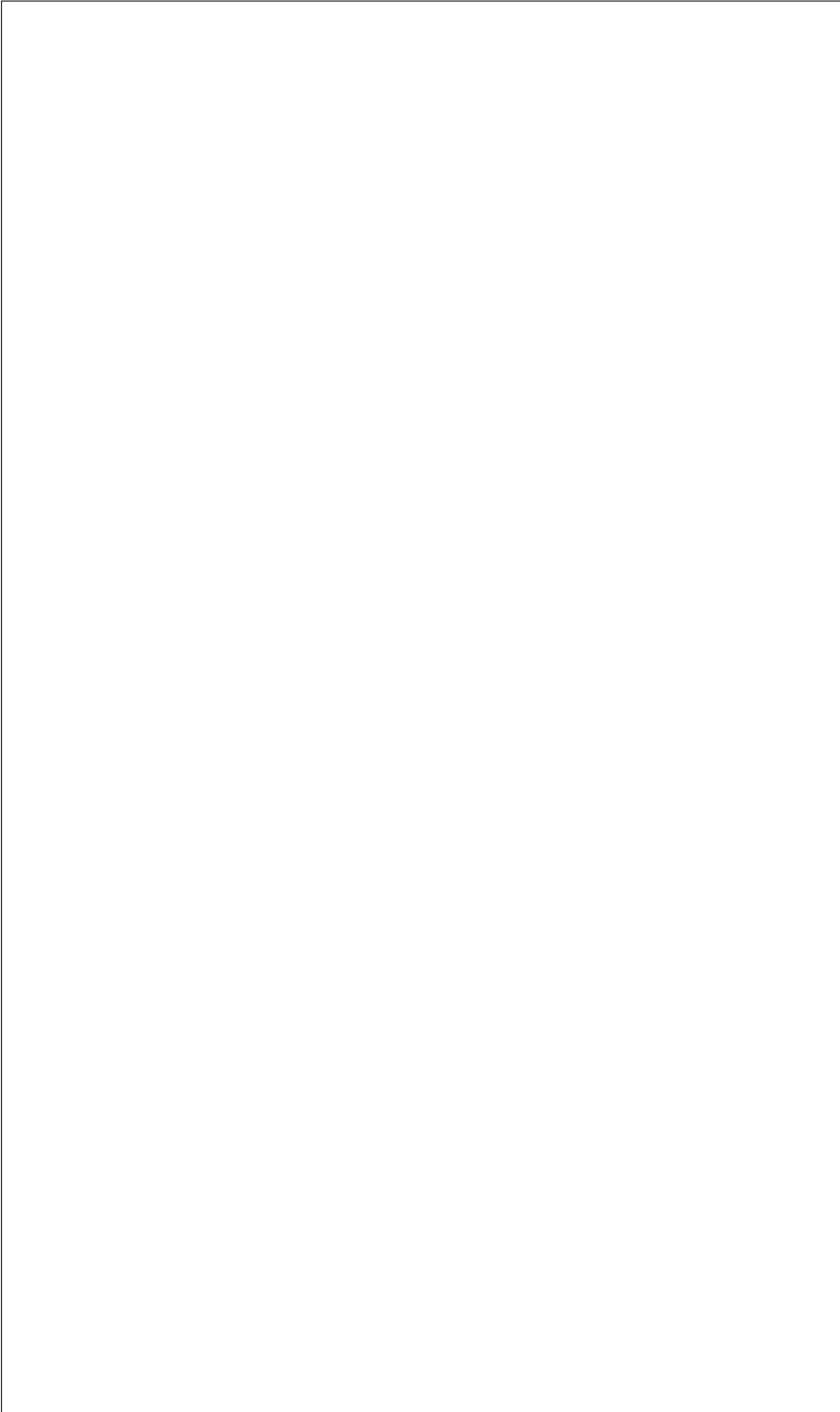
18. How have you adapted your programmes and activities in response to unexpected challenges or changes in the external environment? (Note: Max. 250 words)

19. What strategies do you employ to assist entrepreneurs in understanding and/or accessing financing opportunities? (Note: Max. 250 words)

20. How have your activities positively impacted entrepreneurs in Shell LiveWire? Can you provide three specific examples? (Note: Max. 250 words)

21. Describe your Monitoring and Evaluation strategy by answering the questions below. (Note: Max 500 words)

- a) What is your approach to monitoring, evaluation and learning?
- b) Describe your process for collecting impact data.
- c) What are some lessons learned and how have you incorporated them into the programme?
- d) Include any data that demonstrates positive impact on Shell LiveWire participants (e.g. data on satisfaction, capacity building, business creation and growth, job creation etc.)



22. Describe initiatives you have implemented that promote diversity and inclusion within your organisation, the Shell LiveWire programme and/or the broader entrepreneurship ecosystem. (Note: Max. 250 words)

23. Describe any innovative and inclusive engagement strategies your organisation employs to attract programme applicants (Note: Max. 250 words)

24. How do you engage and support alumni after they have completed the programme? (Note: Max. 250 words)

25. Please upload a photo of the Shell LiveWire delivery team in your organisation. Your photo may be used for promotional activities related to the TTI competition. Your image will need to be high definition and either a JPEG, JPG, PNG or GIF and be less than 10MB.
26. Please upload your business logo (if your business does not have a logo please upload an image of your business you are happy for us to use) so we can profile it on our website. (Your image will need to be high definition and either a JPEG, JPG, PNG or GIF and be less than 10MB)
27. Shell would like to use information about your business (including images and videos supplied or generated during the competition) to be included on the Shell and Shell LiveWire websites, newsletters, social media platforms, and other communications materials. Such information will be used only for general Shell publicity, internal Shell initiatives and for Shell's own media, Shell LiveWire Implementing Partners media, including print and online media. For more information on how your information is processed and your rights, please refer to [the Supplementary Shell LiveWire Privacy Policy](#).
- Yes, I agree to allow Shell to use my information for the stated purposes.
- No, I do not agree to allow Shell to use my information for the stated purposes
28. We would like to invite you to join our virtual Shell LiveWire Global Alumni Community platform and send you further communications regarding this virtual Community by email. You can unsubscribe to the communications at any time. Guideline to unsubscribe is included in e-mail communications or you can contact us using our e-mail address on the Shell LiveWire website.
- Yes, I want to join.
- No, I do not want to join.
29. Shell would like to send you surveys to gather your voluntary feedback, by email and other electronic means, regards Shell Live Wire and TTI program. Your feedback will be used to understand your experiences and to implement improvements to the programme and TTI. Your participation in the surveys is voluntary and you can unsubscribe at any time.
- Yes, I would like to receive surveys.
- No, I do not want to receive surveys.
30. Shell would like to send you communications about Shell LiveWire Programmes and Competitions by email and other electronic means. You can unsubscribe to the communications any time.
- Yes, I would like to receive the communications.
- No, I do not want to receive the communications.
31. Please tick this box if you are a Government Official or if Government Officials are involved in your Entity.
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- Government Official shall mean any official or employee of any government, or any agency, ministry, department of a government (at any level), person acting in an official capacity for a government regardless of rank or position, official or employee of an entity wholly or partially controlled by a government (for example, a state owned oil company), political party and any official of a political party; candidate for political office, officer or employee of a public international organization, such as the United Nations or the World Bank, or immediate family member (meaning a spouse, child, sibling, parent, or household member) of any of the foregoing.

32. I confirm that all information provided by me is correct to the best of my knowledge

