

2021

THE BOOST AWARD

Eligibility and Selection Criteria



Lattimore
AND FRIENDS



A great mission needs great visibility.

We are a team of web designers and developers who are from or friends of the LGBTQ+ community. We created THE BOOST AWARD to support this underserved community and to help bring some visibility to LGBTQ+ not-for-profits or organisations.

We are offering one solo-entrepreneur or team of entrepreneurs the chance of winning a complete brand design & website development project!

In this document you will find information about the project, the panel and both eligibility and selection criteria.

We can't wait to receive your application!





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Eligibility

- To enter the competition, you must be [over the age of 18](#).
- One entrance per organisation or individual will be permitted.
- The winner will be responsible for all website copy and content, although we offer to review it and give feedback on it.
- The competition is limited to UK-based individuals or organisations.
- [No unsustainable business](#) is allowed to participate: organisations or individuals we suspect might not be responsibly interacting with the planet to sustain natural resources and avoid threatening the ability for future generations to meet their needs will not be considered for the award.
- The prize will only be awarded to small businesses (1-10 employees), non-for-profits, or individuals part of the [LGBTQ+](#) cause. They must also be an active organisation or provide evidence that they are about to start one.





About you:

- You have identified a **social issue** and developed a **business model** that works to solve it.
- You are committed to and have a track record of, delivering **local, regional, or national** social impact at scale.
- You are experienced, ambitious, and capable of growing your venture.
- You have a realistic growth plan.

About your venture:

- Your venture is dynamic and ready to grow to a local, regional, or national scale and has a logical and appropriate plan to deliver this.
- You have a **compelling performance** to date and/or a logical and appropriate plan for rapid growth to reach local, regional, or national scale.





Timeline

- 01/06/21 (9AM): Applications open on theboostaward.com
- 30/06/21 (5PM): Applications close
- 07/07/21: The shortlist is announced and ten applicants are invited to present a pitch to the panel
- w/c 12/07/21: Pitch with the panel via online meeting
- 21/07/21: The winner is announced





Prize

→ **Studio Lotalica: Branding and Web Design**

Logo

Typeface(s)

Colour palette

Styling sheet

Graphic assets

Social media templates

Photo editing for website content (on launch)

Web design

→ **Lattimore and Friends: Web Development**

UX research

Web development

Training on Yoast.

1 year free hosting (domain excluded)

Bug fixes for 3 months after live date

→ **Both: Training**

1 hour training to update and maintain the website

1 hour (optional) to be used within 3 months after launch





Selection Criteria

→ **Social Impact:**

We want to work with **social entrepreneurs** with the most potential to create an impact on people and communities. Our ambition is to work with social entrepreneurs to build a more **inclusive, resilient, and sustainable society**.

→ **Financial Sustainability:**

We will make an assessment on the **potential financial sustainability** (how you make enough money to cover your costs), growth potential, or viability of your venture.

→ **Inclusion:**

We want to ensure we support all social entrepreneurs who need us. In doing so we want to better reach those entrepreneurs who identify as being from **Black Asian and Minority Ethnic communities** and/or **disabled people part of the LGBTQ+ community**.





Meet the Panel

→ Cecilia Righini (they/them)

Founder and Creative Director of Studio Lotalica, Cecilia is a [Design Manager](#) and [Creative Director](#) specialised in [Gender and Sexuality](#). They hold a BA (Hons) in Design Management and Culture and an MA in Gender, Media and Culture.

They volunteer for LGBTQ+ not-for-profits and have been involved in and produced multiple design projects for academic institutions. Cecilia is currently working at Lattimore and Friends as a Design and Project Manager.

About Studio Lotalica

A Design studio focused on Feminist and LGBTQ+ clients and projects. It provides both Design and Consultancy services. With an all feminist and queer team, it supports creative branding and diversity education projects for the LGBTQ+ community.

→ Ben Lattimore (he/him)

Ben Lattimore is the Founder of [Lattimore and Friends](#), a [web development partner](#) that specialises in [collaborative projects](#) alongside great branding, creative and design agencies.

As the founder of Lattimore and Friends, Ben is actively seeking to increase access to tech as a career to historically under-represented groups, which is why in the core team at L+F, out of four employees, there are two women and one non-binary person.

About Lattimore and Friends

The agency's web agency. We work exclusively with great design, branding and creative agencies, helping them win and deliver web projects that wow their clients.





Application Questions

- Name of applicant
- Pronouns
- Email
- Phone
- Organisation/Project
- Current website (if applicable)
- Company address
- Entry requirement checklist
- Pitch – why should you win a website?
- What services/products do you offer?
- What are your mission and goals?
- Tell us how this project will help to develop your work?
- What are the societal challenges you are addressing and the positive social outcome you will create?
- How will you continue to make a difference after winning a website?





Questions?

Contact us at

hello@theboostaward.com

