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**Working for lasting peace and economic prosperity on the island of Ireland by promoting business   
cooperation between North and South.**

**APPLICATION FORM**

**A total of €500,000 in cash prizes to be won by**

**18 entrepreneurs on the island of Ireland!**

1. These cash prizes are offered by the Stelios Philanthropic Foundation (<https://stelios.foundation/> & <https://stelios.ie/>) a charity created by Sir Stelios Haji-Ioannou, the creator and owner of the easy family of brands. For more information visit: [www.easy.com](http://www.easy.com) and [www.easyhistory.info](http://www.easyhistory.info).
2. From **18 June 2025 until 16th September 2025**,we are inviting applications - to be

submitted on this form - and sent by email to [maya.turnbull@stelios.com](mailto:maya.turnbull@stelios.com) NB You will

need to complete this form by typing and send as a word document. No handwritten applications will be accepted.

1. The winners will be announced by Sir Stelios Haji-Ioannou at a ceremony at the historic Castle Leslie <https://www.castleleslie.com/> to be followed by a luncheon **on 30th October 2025**.
2. The overall GOLD winning team will receive €150,000, two SILVER winning teams will

receive €100,000 per team and six BRONZE winning teams will receive €25,000 per team

to invest in their businesses. The prizes can be paid in Sterling or euro at the exchange rate on the date of the awards ceremony.

1. The awards are run in partnership with <https://cooperationireland.org/>



**CRITERIA TO APPLY**:

* Each team should preferably comprise of a company registered in the Companies Registration Office (cro.ie) in Ireland and a company registered with the Companies House (Belfast) with the registered office being in Northern Ireland.
* Both companies must be start-ups incorporated in the last 5 years, 2019 or later.
* Each company should have an entrepreneur/founder/shareholder who owns at least 50% of the shares.
* The two entrepreneurs must be working in a joint business activity on the island
  + of Ireland across any sector of the economy.
* Each company must have a minimum turnover of €200k pa/ £160k pa and must
  + employ at least three other staff members other than the owner.
* In the alternative, companies can apply on their own (without a second team member) if they can demonstrate they do significant cross border economic activity including a customer base in both markets. Please only fill in the applicable sections below.

**DATE OF APPLICATION:**

**FIRST NAMES AND LAST NAMES OF THE 2 TEAM MEMBERS:**

|  |
| --- |
|  |
|  |

**The Northern Ireland Company:**

|  |  |
| --- | --- |
| **Details:** | Mr or Ms (delete as applicable) |
| First name |  |
| Surname |  |
| Date of birth |  |
| Place of birth (incl. town) |  |
| LinkedIn profile of person |  |
| Number of connections on linkedin |  |
| Number of followers on linkedin |  |
| LinkedIn page of business |  |
| Link to UK companies house with the registration details of the company |  |
| Name of current business and website |  |
| Brief description of the activities of your current business |  |
| Address of current business |  |
| E-mail address |  |
| Mobile telephone number (incl. country code) |  |

**The Republic of Ireland Company:**

|  |  |
| --- | --- |
| **Personal Details** | Mr or Ms (delete as applicable) |
| First name |  |
| Surname |  |
| Date of birth |  |
| Place of birth (incl. town) |  |
| LinkedIn profile of person |  |
| Number of connections on linkedin |  |
| Number of followers on linkedin |  |
| LinkedIn page of business |  |
| Link to Companies Registration office (cro.ie) with the registration details of the company |  |
| Name of current business and website |  |
| Brief description of the activities of your current business |  |
| Address of current business |  |
| E-mail address |  |
| Mobile telephone number (incl. country code) |  |

**The North-South Business Cooperation in Ireland:**

|  |  |
| --- | --- |
| Year on which the above business partners first met |  |
| Location of initial meeting |  |
| Number of meetings between the 2 team members in 2024/2025 (including zoom/ teams meetings) |  |
|  |  |
| **Trading Activity:** |  |
| Trading name of your joint business activity or company operating on both sides of the border |  |
| Joint business trading activity |  |
| 2024 total sales in euro of joint or North-South business activity, if any |  |
| 2025 projected sales in euro of joint or North-South business activity |  |
| 2024 approx. % of sales to Republic of Ireland market |  |
| 2024 approx. % of sales to Northern Ireland market |  |
|  |  |
| **Details**: |  |
| Business website |  |
| Number of employees |  |
| Number of customers |  |
| Is your business currently cash-flow positive? |  |

Provide a brief description of your business, its customers, and markets in which you operate (maximum 1000 characters).

How would you describe your business (tick as many as applicable):

Business to consumer (B2C) \_\_\_\_\_\_ or Business to business (B2B) \_\_\_\_\_\_

Are you selling a physical product \_\_\_\_ or a service \_\_\_\_\_\_

The majority of your sales revenue is online via the internet\_\_\_\_\_\_ or you receive the majority of turnover via offline payment methods \_\_\_\_\_

Name the three biggest direct competitors you have: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your selling price point relative to your competitors is: lower \_\_\_\_\_ average \_\_\_\_\_ premium \_\_\_\_\_\_

Would you consider discussing a brand licence from easyGroup and Stelios to join the easy family of brands and use an easy brand to be agreed in your business?

Yes \_\_\_\_\_\_ No\_\_\_\_\_\_ if yes which easy Brand would you like to use ?\_\_\_\_\_\_\_\_

(For the easy brand values see [www.easy.com](http://www.easy.com). and [www.easyHistory.info](http://www.easyhistory.info) Note that not all businesses are suitable to use the easy brand and answering yes or no to this question does not alter your chances of winning these prizes. By entering this competition you accept that all the rights to the easy brand belong to easyGroup Ltd).

**WHY SHOULD YOUR TEAM RECEIVE THIS AWARD? (no more than 50 words):**

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**HOW WILL YOUR JOINT BUSINESS USE THE AWARD MONEY?**

…………………………………………………………………………………………………….

**By applying for these awards, we agree to:**

* Allow the Stelios Foundation to process my data on the application form and publish the fact that you have applied and or won. All applicants linkedin profiles will be published on our linkedin page for the awards in Ireland
* Follow the LinkedIn page of the Stelios Philanthropic Foundation awards in Ireland

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* Connect on LinkedIn with link Maya Turnbull: <https://www.linkedin.com/in/maya-turnbull-3b62141b3/>
* If you win an award, you should be present at the Awards ceremony at Castle Leslie on 30 October 2025.
* You should promote the current and future Awards on LinkedIn after the ceremony and include award details as a permanent logo on your business website homepage (in the footer) with a clickable link to the two websites of the foundation: <https://stelios.ie/> and <https://stelios.foundation/>
* Without affecting your ability to win these Awards , we are asking you if you are willing to discuss the possibility of your business joining the easy family of brands ( see the 4 minute video on [www.easyHistory.info](http://www.easyhistory.info) yes \_\_\_ no \_\_\_\_\_, if yes which easy brand would you like to use ? easy\_\_\_\_\_\_\_\_\_\_\_\_\_

**I understand that all judging decisions in these awards are made by Sir Stelios and are final.** I certify that the facts above are correct. I understand that the Stelios Philanthropic Foundation will process any data that I have provided on this form and in any attachments for the promotion of the Awards.

Please fill in your details below confirming your application as stated above and email the word file to [maya.turnbull@stelios.com](mailto:maya.turnbull@stelios.com) not later than **16 Sep2025.**

|  |  |
| --- | --- |
| **Name of**  **applicants** |  |
| **Name of**  **Companies** |  |
| **Date** |  |