

FAQs | Shell Tameer Awards – 2021

1. What is Shell Tameer?

- Shell Tameer (LiveWIRE in Pakistan) inculcates entrepreneurial skills in young people aged between 18-40 to stimulate the local economy through entrepreneurship, innovation, and meaningful employment. Every year we support thousands of individuals to access the knowledge, skills, networks and resources to turn their ideas into successful businesses. The programme offers, trainings on enterprise skills and starting a business; networking with expert organisations to develop business plans and to secure start up finance; a two-yearly award scheme to recognize and reward the successful entrepreneurs.

2. What is Shell Tameer Awards

- Shell Tameer Award is a nationwide competition, to recognize, celebrate and reward young talent making significant contribution in the national entrepreneurship space.

3. Why should I Sign up for Shell Tameer Awards?

- If you are an entrepreneur who is passionate, innovative and is working towards creating a sustainable social change, Shell Tameer Awards may be awarded to you subject to Terms and Conditions of the competition. The Awards process enables you to navigate the opportunities within your business sectors, offers hands-on business advice while developing your business plan and helps refine your presentation skills to give you the confidence to pitch to investors.

4. Who can apply for Shell Tameer Awards?

You are eligible to apply if you:

- Are a Pakistani national
- Aged between 18-40
- Have a Registered Business entity less than 3 yrs. old
- Or an idea at prototype stage

5. How do I apply?

- I. Visit <https://tameer.shell.com.pk>
- II. Click on Sign-up tab and create your profile
- III. Fill the candidate assessment (You will receive an approval notification)
- IV. Apply for Award - Select the category relevant to your business
- V. Provide all the required details and submit your Application Form

- VI. You will be contacted by the Tameer team on the contact number provided in your form by the date mentioned on the website to know if you have been short-listed

6. How does the competition work?

The competition has five stages:

- I. Application Submission
- II. Shortlisting of applicants & Announcement of Finalists
- III. Panel presentation preparation
- IV. Pitching & Judging at the Awards Event

7. What can I win?

- I. Cash Prizes for the winner and two runners-up in each category, which would also mean Global exposure through the Shell live Wire International platform

Other significant benefits of participating, even in cases where you are unable to win include;

- II. Media Coverage
- III. Mentoring & valuable business networking with the key industry players & experts

8. What's the deadline for submitting my idea?

- The applications for Shell Tameer Award close on 15 August 2021, to keep yourself update check the website.

9. I am a Pakistani living abroad, am I eligible to apply?

- Yes, if you have a locally registered business and bank account. You may also have to travel to Pakistan (as per your own expenses) if shortlisted for the Awards event which will be held subject to NCOG guidance.

10. I am older than the required age bracket, but my business partner is within the age criteria? Can I apply?

- Yes, the main applicant may be your business partner provided they have equal stake in the venture i.e. Co-Founder, etc.

11. Can I apply in more than one category, with the same start up?

- You may only apply in **one category** that is most relevant to your business, if you require any further guidance, please get in touch with the team at shellpk-shellameer@shell.com

12. What is the shortlisting criteria?

Ideas will be assessed along the following main themes;

- innovation,
- can demonstrate sustainability for next three years
- could work towards creating a social impact in their local communities.

13. My idea is on paper (conceptual note), can I still apply?

- If your Idea is at prototype stage, you may apply in only the Bright Idea (BI) category.

14. What happens to my idea when I apply, does Shell Tameer acquire any equity share?

- Shell Tameer does not retain any equity or ownership of the idea upon application. You retain full and exclusive ownership of your information and intellectual property rights.

15. Will my pictures be used for promotional purposes?

- Shell Tameer team will take your consent before using your picture for programme related information sharing over social and traditional media.

16. I have a question that is not answered here

- Please email us at shellpk-shellameer@shell.com , we will respond to your query shortly.

17. In what other ways can I get involved with Shell Tameer?

- Based on your professional skills and areas of expertise, you are welcome to contribute as:
 - Shell Tameer mentor to help our entrepreneurs improve their business progress.
 - Spread the word across your friends and family networks to help us reach out to best entrepreneurial talent from across Pakistan

18. What are the categories that I can apply in?

- This year, we have announced 6 Award categories. Please refer to our website [Shell Tameer Awards 2021](#) for a brief description of each category.

19. How can I find out if I am eligible to apply for Tameer Awards?

- Please refer to eligibility criteria on [Shell Tameer Awards 2021](#) web page to find out if you are eligible to apply.

20. Does my start-up need to be a registered business to apply?

- All startups must have a registered business status except the Bright Ideas Award (BIA) category. If your business is not yet registered and you have an idea at prototype stage, you are welcome to apply under BIA category.

21. How can I get help filling the form? Please contact us

Reach out to us via email at shellpk-shellameer@shell.com, we will respond to your query within 24 hours

22. The form is not working, what should I do?

Reach out to us via email at shellpk-shellameer@shell.com, we will respond to your query shortly.

23. Which location is the event based?

The event is currently planned to be held in Karachi; this will be subject to NCOG guidance closer to the date. Keep checking the website for an update.

24. Will my expenses be covered if I am required to travel from a different city?

The event is currently planned to be held in Karachi; this will be subject to NCOG guidance closer to the date. Based on traveling guidelines, the Tameer team will advise accordingly.

25. How much time will I have to dedicate to Shell Tameer Awards?

This is a two-month awards programme that will require short-listed finalists to participate in 2-3 coaching and mentoring sessions, prepare a panel presentation and promote their business in the public voting phase of the campaign and attend the final award event.