CO—100, America’s Top 100 Small Businesses (2024)
CO—100
Sample Company

Entry details

Are you a legal resident of the United States? Yes
Is your business for-profit? Yes
Is your business based in the United States? Yes
Was your business founded at least one year prior to May 4, 2023? Yes
Does your business have fewer than 250 employees or gross revenues of less than $20 million in both 2022 and 2023? Yes

You must click on “Check Eligibility” below in order to proceed to the next step.
What year was your business established? 2009

Business Industry Healthcare and Pharmaceuticals

Business Phone +15085585555

Is your business currently a U.S. Chamber of Commerce Member? Yes

If yes, please enter your member number. 12345

Is your business a member of a local or state chamber of commerce? Yes

If yes, please list chamber of commerce here. Sample

Does your business have a website? Yes

Please provide the URL 🌐 https://sample@sample.com

Business Street Address 5 Sample Avenue

City Sample

State MA

ZIP Code 02780

Applicant First Name First

Applicant Last Name Last

Applicant Email Address applicant@applicant.com

Applicant Phone Number +15085555585

Please tell us your seniority level VP

Please select the option that best describes your department Human Resources

If the applicant is NOT the Business Owner, please check this box. ✔

Business Owner/Founder First Name First

Business Owner/Founder Last Name Last

Business Owner/Founder Email owner@owner.com
Employee Information

Current Number of Full-Time Employees: 250 - 500
Current Number of Part-Time Employees: 250 - 500

Did your employee count increase or decrease from 2022 to 2023? Stayed the same

Do you anticipate hiring more employees in 2024? Yes

Social Media Information

Does your business have a Facebook presence? Yes
Please provide the URL ☞ https://www.facebook.com/

Does your business have an Instagram presence? Yes
Please provide the URL ☞ https://www.instagram.com/

Does your business have a Twitter presence? Yes
Please provide the URL ☞ https://www.twitter.com/

Does your business have a LinkedIn presence? Yes
Please provide the URL ☞ https://www.linkedin.com/

Is your business active on any other Social Media platforms? Yes
Please provide the URL ☞ https://www.other.com/

What was your total revenue for fiscal year 2022? $100,000 - $500,000

What was your total revenue for fiscal year 2023? $50,000 - $100,000

Was your business profitable in 2023? Yes
Please be prepared to provide a copy of your company’s 1120 tax return OR a letter that states revenue in 2022 and 2023 signed by both your president / CEO and your accountant. This information is required to verify that an applicant qualifies for the CO—100. While optional at this stage of the application, this information is required if you are selected as a finalist. All financial information will remain confidential.

Tell us about your business. Please include details about what your business does, who owns the business and what your business does that makes it unique, successful, inspirational, and profitable.

| Sample |

As part of the application process, we ask you to select the top 3 - 5 categories that best represent your business’s strengths. Your thoughtful selection will help us evaluate your business more effectively.

Please select the top 3 - 5 categories that best represent your business's strengths.

- Growth Accelerators
- Community Champions
- Digital Innovators
- Champions of Adaptability
- Customer Champions
- Global Stars
- Micro-Business Leaders
- Enduring Businesses
- The Disruptors
- Culture Champions

The next four questions are regarding your submission in the Growth Accelerators category.

Describe one recent business initiative, such as a marketing campaign, operational pivot, technology adoption, leadership move, or other example — that generated a return on investment for your business. Explain why the initiative was undertaken, what the hoped-for ROI was, and the actual results the initiative generated.

| Sample |

Did your profit margin increase in 2023? Yes, significantly

What was your percentage revenue growth in 2023? Less than 10%

How many new customers did you acquire in 2023? Less than 50

The next four questions pertain to your submission in the Community Champions category.

Describe how your business has displayed an exemplary level of leadership and community engagement to assist the needs of your employees, customers, and/or the greater community. Please include specific examples of community involvement, partnership, and support you have offered to aid local organizations, or revitalize your community.

| Sample |
How many community events or initiatives did your business actively participate in during 2023? None

How much did your business allocate for community sponsorships and donations in 2023? Less than $1,000

What percentage of your employees actively participated in community events or volunteering? Less than 15%

The next four questions are in relation to your submission in the Digital Innovators category.

Describe how your business has used digital marketing tools such as AI, e-commerce, social media, email marketing, CRM, or other technologies to grow, evolve, and transform your business and adapt to changing customer demands and habits. Please include quantifiable success measurements/ROI.

Sample

To what extent does your business utilize data analytics for decision making? Regular data-driven decisions, but room for improvement

How well does your business integrate digital marketing channels? Coordinated efforts across multiple channels

What percentage of your business processes are automated? Moderate level of automation

The next four questions pertain to your submission in the Champions of Adaptability category.

Describe how your business model is structured for sustainable, long-term profitability. Tell us, for example, how your business has evolved or adapted to changes brought on by COVID, inflation, high interest rates, hiring challenges, or other external forces.

Sample

How quickly does your business respond to changing market conditions? Somewhat responsive, but room for improvement

How well does your business handle unexpected disruptions (e.g., economic downturns, supply chain issues)? Some contingency planning

What percentage of your product or service offerings have evolved in the past year? Some updates, but not significant

The next four questions pertain to your submission in the Customer Champions category.
Describe how your business has used creative marketing, technology, or other means to attract, retain, and engage customers. Include specifics on your customer-building approach and results.

<table>
<thead>
<tr>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How do you gather feedback from your customers?</strong> (Select the option that best fits your primary strategy)</td>
</tr>
<tr>
<td>Social media monitoring</td>
</tr>
<tr>
<td><strong>How do you handle customer complaints or negative feedback?</strong> (Select the option that best fits your primary strategy)</td>
</tr>
<tr>
<td>Escalation to higher management</td>
</tr>
<tr>
<td><strong>What steps do you take to ensure consistent quality across all customer touchpoints?</strong> (Select the option that best fits your primary strategy)</td>
</tr>
<tr>
<td>Training and guidelines for staff</td>
</tr>
</tbody>
</table>

**The next four questions pertain to your submission in the Global Stars category.**

Describe how and why your business has expanded into new regions/territories outside the U.S. and how that global expansion has impacted your business, profitability, employees, and long-term growth plan.

<table>
<thead>
<tr>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What percentage of your revenue growth in 2023 came from international markets?</strong></td>
</tr>
<tr>
<td>30% - 50%</td>
</tr>
<tr>
<td><strong>What was the average time taken to achieve profitability in new markets?</strong></td>
</tr>
<tr>
<td>2 - 3 years</td>
</tr>
<tr>
<td><strong>What percentage of your customer base is now international?</strong></td>
</tr>
<tr>
<td>30% - 50%</td>
</tr>
</tbody>
</table>

**The next four questions pertain to your submission in the Micro-Business Leaders category.**

Describe how your business of 1-5 employees has leveraged the talents of your small team to build a profitable and successful business that thrives on being nimble and using your resources in a smart and efficient manner. Please include details on your sales and profitability and explain how and why being a micro-business is part of your overall business plan.

<table>
<thead>
<tr>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What percentage of your sales come from repeat customers?</strong></td>
</tr>
<tr>
<td>Substantial repeat sales</td>
</tr>
<tr>
<td><strong>How well does your micro-business handle unexpected challenges (e.g., supply chain disruptions, staffing issues)?</strong></td>
</tr>
<tr>
<td>Adequate resilience in the face of challenges</td>
</tr>
</tbody>
</table>
What percentage of your products or services have received positive customer reviews?

Consistent positive feedback

The next four questions pertain to your submission in the Enduring Business category.

Describe how your business has achieved steady and sustainable growth through responsible financial management and long-term planning and financial decision making. Include details about your journey from early-stage startup to established profitable business.

Sample

How long has your business been operating? 5 - 10 years
What percentage of annual revenue growth have you consistently achieved over the past 5 years? 5% - 10%
What is your customer retention rate over the past 3 years? 50% - 70%

The next four questions pertain to your submission in our The Disruptors category.

Explain how your business has introduced or created a brand-new product category or service or has built a company that innovates beyond traditional business structure or typical ways of doing business. Include details of how your innovative business plan has resulted in a profitable and thriving business.

Sample

How radically different is your product or service compared to traditional offerings in your industry? Noticeably innovative
How well does your business leverage emerging technologies to create a competitive edge? Strategic use of cutting edge tools
How effectively does your business measure its impact on the industry landscape? Regular evaluation of influence

The next four questions pertain to your submission in the Culture Champions category.

Explain how your company has developed a rich and rewarding workplace culture designed to attract and retain employees who are committed to your business and its success. Please include examples of how this has helped you improve your employee recruitment, engagement, productivity, and/or retention.

Sample

What measurable results have you seen from your efforts to improve Enhanced productivity
company culture? (Please select the option that best fits your initiatives)

What specific steps have you taken to foster a sense of belonging among employees? (Select the option that best fits your primary strategy)

How do you measure employee satisfaction and happiness within your organization? (Select the option that best fits your primary strategy)

How did you hear about CO-100?

I identify my business as:

Which of these applies to your business?

Which of these issues have impacted your business in the last 12 months?

How do you view the government’s role in your business?

How are you feeling about the future of your business?

Log in to co100.uschamber.com to see complete entry attachments.