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Monash Business Awards (MBA) Monash Business Incubator Award

Gabrielle Hartin from APCOT Solutions,
WINNER of the 2006-2007
Monash Business Incubator
Award

Being nominated for the MBA has benefited myself personally and the business in the following ways:

- *Allowed me to step back and take stock of how far I had come with the business*
- *Built credibility within my own mind and the market by having an outside body validate the success of the business*
- *Being able to present to over 200 people at the MBA breakfast in February have led to being asked to give further presentations which equals valuable public relations and exposure to the market and new clients*
- *Press articles in Waverly Leader, Herald Sun, The Age*
- *Adds credibility to the APCOT client base and prospective clients by using the MBW Winner banner on APCOT marketing material*
- *Built confidence in ongoing networking*
- *Made me realise other people are happy for your success and enthusiastic in providing support (specially the Monash Business Incubator!)*
- *Has given me the confidence to apply for other business awards in order to go through the same process again and again and create valuable market exposure and material!*
- *Would highly recommend it, takes courage to do it but is well worth the journey!!!!*

