

## 2019 APPLICATION FORM

### READ:

Before proceeding, please be guided by the instructions below.

Your application consists of two sections. Section 1 is your Application Form wherein your team will need to provide basic information relating to your startup, your idea and your team's profile.

Once done with this section, you will be asked to invite 2-3 team members (this includes your team lead) to write their individual responses to Section 2, the Personal Form. And when you do, you will get a separate invitation email from us containing further instructions. Make sure all members have accepted their invitations to access the Personal Form.

### YOUR STARTUP

#### 1. Entry Name

*Please enter the name of your project/company*

#### 2. Describe your startup.

*In one sentence, describe your startup. 20 word limit*

#### 3. What stage best describes your startup? (Choose 1)

##### Market Readiness

1. We perceive a need within a market
2. We know and can describe the need but have no evidence yet
3. We can articulate the need using a customer/user story
4. We have an initial "offering" (landing page, pitch deck, value definition)
5. We are on closed beta (friendly stakeholders)
6. We are on open beta (intended customers)
7. We have paying customers
8. We have happy customers/clients that continuously use / refer our startup

##### Product / Technology Readiness

1. Its an unproven concept, no testing performed
2. We know and can describe the need but have no evidence yet
3. We have formulated the concept and framework
4. We have an initial "offering" (landing page, pitch deck, value definition)
5. We have a rough (ugly) prototype
6. We have tested our prototype in the intended environment
7. We have tested our prototype in the intended environment close to expected performance
8. We are operating at the operational environmental at pre-commercial scale

9. We have a stable sales pipeline and strong understanding of the market
10. We have surpassed our KPI's and can predict growth

9. All technical processes and systems to support commercial activity in ready state
10. Our technology is generally available for all consumers

## YOUR IDEA

1. Who are your customers?

*(Who will be your customers and target market? What is the estimated size of your target market? Have you tested your idea to your target customers? If so how, i.e, survey, FGD, interview, etc)? Discuss in 200 words or less).*

2. What are the problems or customer needs that you are solving? *(Discuss in 200 words or less.)*

3. Who are your closest competitors and what makes you different from them? *(Please elaborate on your existing or potential competitors and your competitive advantages? If you have current strategic partnerships or assets, please also describe. Discuss in 200 words or less.)*

4. What is your product or service? *(Describe your product or service. What value are you offering for the market? Discuss in 200 words or less.)*

5. How will you sell your product? *(What are your proposed sources of revenue (i.e, subscription fee, sponsorships, monthly service fees, etc). And how do you plan to market your product and get paying customers? Discuss in 200 words or less.)*

6. Why did you apply to the Ideospace Startup Competition? *(Discuss in 100 words or less.)*

## YOUR TEAM

1. Do you have past experience working together as a team? *(Discuss in 100 words or less.)*

2. What challenges do you expect in executing your idea? *(What potential threats, risks and challenges will you be facing? Discuss in 200 words or less.)*

3. Where do you see your startup in 1 year?

*(Please describe in terms of scale, market size and geographical reach as well as revenues. Discuss in 50 words or less.)*

4. Where do you see your startup in 3 years?

*(Please describe in terms of scale, market size and geographical reach as well as revenues. Discuss in 50 words or less.)*

5. Have you applied to the IdeaSpace startup competition in the past?

- Yes, reapplying with the same idea
- Yes, reapplying with a different idea
- No

6. If yes, what did you change from your last application? *(Discuss in 50 words or less.)*

## 7. ELIGIBILITY

Have you read, understood and accepted our Terms and Conditions? This is important. (Follow up dialog box to require user to read terms and conditions)

- Yes
- No

8. How did you hear about the startup competition?

- I know someone who works in Ideospace
- I know an Ideospace supported startup [Startup / Founder Name: \_\_\_\_\_]
- I attended an Ideospace organized event [Event Name: \_\_\_\_\_]
- I attended an event where Ideospace was mentioned [Event Name: \_\_\_\_\_]
- I saw a social media post / ad about the competition
- I heard about the competition on traditional media (TV, Radio)
- Recommended by HR / our company [Company Name: \_\_\_\_\_]
- Others, please specify: \_\_\_\_\_

## PERSONAL FORM

Please provide your basic information and required responses to the character questions below. Make sure they have all accepted their invitations and completed their personal forms before submitting your application. And when you do, you will get a separate confirmation email from us.

Name, Age, City, Country, Mobile, LinkedIn, Email

1) What do you bring to your startup?

*(Describe your proposed role in this startup and what makes you the ideal startup founder to lead this startup. Discuss in 100 words or less)*

2) Please explain how your past experiences will help you succeed in this endeavour. *(Discuss in 100 words or less.)*

3) How did you overcome your most significant failure in life? *(Discuss in 100 words or less.)*

4) How did you achieve your most significant accomplishment? *(Discuss in 100 words or less.)*

5) Discuss a time when you defied common norms or challenged the system (may be tech or non- tech related) and achieved something great and of value. *(Discuss in 100 words or less.)*

6) Describe your entrepreneurial experience.

*(Have you ever had an experience working in a startup as an employee or the founder? Please enumerate and provide details including your role, relevant dates, status, links or website of the startup. Discuss in 100 words or less.)*