

## Round 1

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. You will get a separate invitation email from YouNoodle containing further instructions. Make sure all members have accepted their invitations to access the Personal Form.

Remember: Applicants can still edit after submitting as long as this is done within deadline.

### SECTION 1

#### Your Startup

##### 1. Entry Name

Please enter the name of your project/company

##### 2. 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
9. We have a stable sales pipeline and a strong understanding of the market
10. We have surpassed our KPI's and can predict growth

###### Product / Technology Readiness

1. It's 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. All technical processes and systems to support commercial activity in the ready state
10. Our technology is generally available for all consumers

3. Who will be your customers and target market?
4. What is the estimated size of your target market?
5. At what rate is your target market growing?
6. Have you tested your idea to your target customers? If so how, i.e, survey, FGD, interview, etc)?
7. What are the problems or customer needs that you are solving? (Discuss in 200 words or less.)
8. What is your product or service? And what value are you offering for the market? (Discuss in 200 words or less.)
9. 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.)
10. What are your proposed sources of revenue (i.e, subscription fees, sponsorships, monthly service fees, etc). And how do you plan to market your product and get paying customers?  
(Discuss in 200 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. Why did you apply to the Ideaspace Startup Competition? (Discuss in 100 words or less.)
4. Have you applied to the IdeaSpace startup competition in the past?
  - Yes, reapplying with the same idea
  - Yes, reapplying with a different idea
  - No
5. If yes, what did you change from your last application? *(Discuss in 50 words or less.)*

### **6. ELIGIBILITY**

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

- Yes
- No

7. 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: \_\_\_\_\_

## SECTION 2

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.

MEMBER 1

Name:

Age:

Country of Residence:

Occupation:

LinkedIn:

MEMBER 2

Name:

Age:

Country of Residence:

Occupation:

LinkedIn:

MEMBER 3

Name:

Age:

Country of Residence:

Occupation:

LinkedIn: