

EST. 2018

WEPOWER

ACCELERATE CREATORS

Elevate/Elevar Accelerator

2019 APPLICATION GUIDE

Sticky Note to Self, De Andrea Nichols

Most up-to-date guide: bit.ly/elevate-guide
Founders' Landing Page: bit.ly/elevate_founder
Start your application: bit.ly/elevate_app
Application Playlist: bit.ly/elevate-playlist

Join a family of entrepreneurs, elevating their companies and communities!

Elevate/Elevar Accelerator

Our six-month accelerator offers Black and Latinx founders of early-stage companies committed to St. Louis the resources they need to elevate.

Curriculum



Investability Plan



Financials



Value Proposition



Impact Measurement



Hiring the Right Team



Peer Due Diligence



Customer Discovery



Growth Milestones



Investment Structures



Mock Board Meetings



Stakeholder Engagement & Partnerships



Pre-Mortem & Exit Strategy



Marketing & Branding

Connection



Biz Coach, Bi-weekly 1-on-1 Support



Mentors, Monthly Meetings



Subject Matter Experts, weekly office hours (Legal, Accounting, HR, Marketing)



Community Mentors



Network Organizations



Wellness Sessions



Monthly Community Dinners



Cohort of Entrepreneurs

Capital



Seed Funding



Investor Meetings



Community Pitch Day



In-kind Co-working Space



In-kind Accounting



In-kind Marketing & Branding Strategy



EST. 2018
WEPOWER

Start your application! bit.ly/apply2elevate
Learn about additional opportunities to join in!
ElevateAccelerator.org

ElevateAccelerator.org

ENTREPRENEUR PROFILE

We are looking for entrepreneurs who identify as Black and Latinx and meet many of the following criteria:

- Early-stage company that has launched with with product or service and has some customers or users** and is ready to grow with the right support. There is no right answer in terms of the number of customers/users. It can vary from 5 - 1,000.
 - The founder who will participate in the accelerator full time is **18 years or older**
 - The founder who will participate in the accelerator will **commit an average of 40 hours per week** on their company.
 - The company is in one or more of the following **industries**:
 - Information technology**
 - Healthcare**
 - Construction**
 - Food prep**
 - Retail**
 - Committed to **grow their company in St. Louis and especially focused on scaling in North St. Louis City**
-

APPLICATION PROCESS IMPORTANT DATES

Start your application: bit.ly/elevate_app

FULL APPLICATION OPENS | Thursday, August 15, 2019

APPLICATION CLOSES | Sunday, September 15, 2019

SEMI-FINALISTS ANNOUNCED | Week of September 30th

INTERVIEWS | Week of October 14th

FINALISTS ANNOUNCED | Week of November 3rd

COMMUNITY VOTE ON FINALISTS | November 17-22nd, 2019

Residents of North St. Louis City Wards 1, 3, 21—sign up to vote on which companies to accept into the accelerator:

bit.ly/elevate-vote

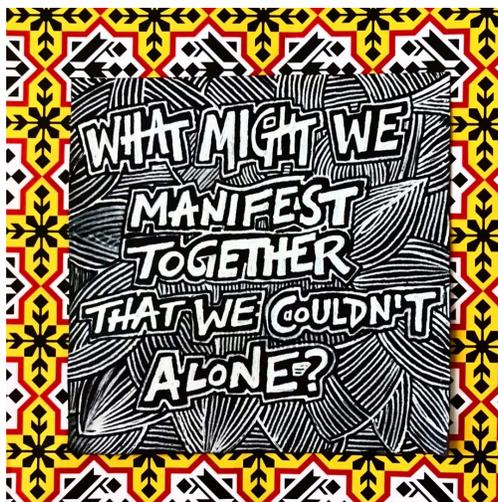
OFFER LETTERS | December 2019

COHORT ANNOUNCED | December 2019

COHORT STARTS | January 2020

“BEFORE YOU PRESS SUBMIT” CHECKLIST

- I answered “Yes” to most or all of the eligibility questions.
- I spent substantial time developing quality responses to all of the questions. I have edited the responses and review the Application Guide and the help text and links included.
- I answered ALL of the required questions.
- I completed the GALI survey: bit.ly/gali_survey. I understand that if I completed the full Elevate/Elevar application and GALI survey. I will be entered into a raffle for a \$1,500 grant for my company, whether accepted into the accelerator or not.
- I downloaded my application as proof of completion just in case there are some technical difficulties.

**APPLICATION SUPPORT****APPLICATION PORTAL TECHNICAL SUPPORT**

Steps to access your full Elevate/Elevar application, using Podio: <https://youtu.be/VJKv4ANDEzk>

Please reach out to Edgar if you're experiencing technical difficulties. You can reach him at edgar@wepowerstl.org or by phone at 314-261-3199.

****The questions on our website are eligibility questions, which is only the first part of your application. Once completed, you will receive an email from "VilCap Admin" to create an account with Podio, the application portal. Create an account and save your login.****

Directions for logging back into Podio and finding the application:

Log into your Podio account.

1. Click on "Choose a workspace or app" in the top left corner.
2. Click on "Village Capital" and you should see "shared with you". Click on it.
3. Click on "The Full Elevate/Elevar Application"
4. Get to work and submit your application!

INVESTMENT READINESS WEBINARS

After you start your application, join Darren Jackson and Charli Cooksey to discuss how to use the app as a tool to improve your business's investment-readiness. During the webinar, we'll share tips, ask lingering questions, and prep to hit submit!

Investment-Readiness Webinar Highlights: <https://youtu.be/TPo2Nk-vXDM>

WORK SESSIONS

Bring your application questions, and we'll work through them together! Childcare and dinner provided.

- [Application Work Session for Elevate/Elevar Applicants](#)
September 4, 2019 6:00 PM - 8:00 PM
- [Application Work Session for Elevate/Elevar Applicants](#)
September 10, 2019 5:30 AM - 8:30 PM
- [Application Work Session for Elevate/Elevar Applicants](#)
September 14, 2019 10:00 AM - 1:00 PM

RSVP via our events portal today: bit.ly/elevate_events

APPLICATION GUIDE

This guide can be found on the website.

Most up-to-date guide: bit.ly/elevate-guide

APPLICATION INSTRUCTIONS

Before you begin your application, we strongly encourage you to read this Application Guide and our website. This will explain exactly what WEPOWER is looking for in your application and will help you craft clear and compelling responses to each question.

1. Pay attention to our strict word limits. Each question on the application has strict word limits. We encourage you to check all word limits in a word processor prior to submission so your answers do not get cut off.
2. Pay close attention to our help text. Many questions on the application are accompanied by help text (in italics, next to many of the questions) explaining what Elevate/Elevar wants you to consider in your response and to help you strengthen your responses. The help text provides clarification, rules, suggestions, and context to ensure questions are accurately answered.
3. Save your application often. Elevate cannot help you recover responses lost due to internet service disruption or computer issues. We strongly encourage you to save often to avoid these issues.
4. Download and/or print your application. Elevate does not have the capacity to provide you with a copy of your responses. We strongly encourage you to print a copy of your application answers before submitting your application.
5. Block off 8-16 hours to work on your application. Read through your answers thoroughly. Revise and edit answers. This app is NOT meant for you to complete quickly and without reflection on your vision for your company.
6. Be sure to also visit the link to complete the GALI survey: bit.ly/gali_survey.

APPLICATION SECTIONS

The application is divided into 13 sections.

General: This section allows for you as an applicant to assess if you and your company meet key requirements to be considered for Elevate, and also allows the Elevate team to learn the basic, yet important details about you and your company.

- SECTION 1 | Eligibility
- SECTION 2 | Applicant Profile

Investment Readiness: Elevate/Elevar's Accelerator is about getting companies to the next level of being ready for investments and capital. We know one of the biggest challenges for Black and Latinx companies is access to capital. This set of questions will help you and us understand where you are on your journey to being ready to access capital that can help you elevate your company.

- SECTION 3 | Product
- SECTION 4 | Problem and Vision
- SECTION 5 | Value Proposition
- SECTION 6 | Team
- SECTION 7 | Market
- SECTION 8 | Business Model
- SECTION 9 | Scale
- SECTION 10 | Investor Exit

SECTION 11 | Community and Power: WEPOWER's mission is all about community building shared power to create the change they want to see. We want to know how you have and how you plan to use and share your power as a business leader with the communities that will be impacted by your business. Too often, we see business leaders making decisions to communities of color instead of with communities of color.

SECTION 12 | Founders Commitment: To create a world where power is abundant and shared as a tool for good and equity, we expect companies accepted to Elevate to commit to a set of principled actions.

SECTION 13 | Key Data: This section allows us to capture additional information about you as the founder and your company.

APPLICATION QUESTIONS

SECTION 1 | Eligibility

Question

* Response Required

Help Text

* Will you be age 18 or older on January 1, 2020?

- Yes
 No

In order to be eligible for the Elevate/Elevar Accelerator, you must be 18 years or older by the start of the program. The Accelerator begins the month of January following your application year. (Example: You apply in 2019. You must be 18 before January 2020). There are no other age restrictions to be eligible for Elevate/Elevar.

* Do you speak fluent English?

- Yes
 No

In order to be eligible for Elevate/Elevar, you must be able to communicate verbally in English to participate in events and in-person interviews that take place during the Elevate/Elevar selection process.

* Are you able to commit 40 hours/week to your company if accepted into the accelerator program?

- Yes
 No

If selected for Elevate/Elevar, you must work full time (40 hours a week) on the work outlined in your application. This means you must be able to leave your current status as a full-time student or any other professional obligations.

*Is the company the original idea of the applicant(s)?

- Yes
 No

In order to be eligible for Elevate/Elevar, you must be the original founder or a member of the founding team for your organization and the idea for your proposed organization must be yours and not anyone else's.

*Is the company fully independent from any parent or partner organization?

- Yes
 No

In order to be eligible for Elevate/Elevar, other companies or entities cannot manage or hold any decision-making authority for your proposed organization.

*Is the company a for-profit entity?

- Yes
 No

In order to be eligible, your company must be for-profit and focused on creating jobs and generating revenue that can

ultimately contribute to a thriving community fueled by successful business development.

*** Does the applicant and founder who will work full time on the company (if accepted into the accelerator program) identify as Black and/or Latinx?**

- Yes
- No

In order to be eligible for Elevate/Elevar, you must be the primary decision maker and have ultimate authority over the growth and strategic vision of your company.

SECTION 2 | Applicant Profile

Question

* Response Required

Help Text

*** Are you applying as an individual or a partnership?**

- Individual
- Partnership

An individual means only one founder is applying. A partnership means there are two co-founders of the company who are applying and submitting an application together.

*** Company's Name**

*** First & Last Name of Applicant**

Nickname

*** Role/Title in the Company**

*** Email**

*** Phone**

*** Company's Date of Formation**

*** Company's Address**

Number, street, city, state, zip code.

*** Personal Address**

Number, street, city, state, zip code.

Personal Date of Birth

Gender

- Male/Man
- Female/Woman
- TransMale/TransMan
- TransFemale/TransWoman
- Genderqueer/Gender nonconforming
- Other gender identity
- Decline to Answer

Gender Pronouns

- She/her/hers
- He/he/his

Some languages, such as English, do not have a gender neutral or third gender pronoun available, and this has been criticized, since in many instances, writers, speakers, etc. use

- They/Them/theirs
- No pronoun preference

“he/his” when referring to a generic individual in the third person. Also, the dichotomy of “he and she” in English does not leave room for other gender identities, which is a source of frustration to the transgender and gender queer communities.

People who are limited by languages which do not include gender neutral pronouns have attempted to create them, in the interest of greater equality. Checkout [this link](#) to learn more.

Race and Ethnicity: How do you primarily identify? Select all that apply.

- Black or African American
- East Asian
- Latinx and/or Hispanic (Non-white)
- Latinx and/or Hispanic (White)
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- South Asian
- Southeast Asian
- White

This race and ethnicity questions are not to put you into a box. We know that you are more than a checkbox. WEPOWER uses these questions to ensure that we are reaching underrepresented entrepreneurs.

Please share a headshot of the founder and/or co-founders of your organization.

Ideally, we request high resolution images (though you won't be evaluated on the quality of your photo). We are looking for a ratio with a minimum dimension of 800 pixels, and/or a resolution of 300 DPI.

Please share a logo for your organization. It is okay if you don't have one.

If you have a logo, please upload it at this time (though you won't be evaluated on the quality of your photo). If you do not, skip this question. We are looking for a ratio with a minimum dimension of 800 pixels, and/or a resolution of 300 DPI. If possible, please send your logo as a .png with a transparent background or a .jpg with a white background.

If you believe it is more accurate to describe your identity than to check a box, please provide that information.

***Is the company incorporated?**

- Yes
- No

When a company incorporates, it becomes its own legal business structure set apart from the individuals who founded the business. Through incorporation, the company's owner or owners create a separate legal entity to transact business. Checkout [this link](#) to learn more.

If your company is incorporated, what is the structure?

- Sole Proprietorship
- Partnership
- Limited Partnership (LP)
- Limited Liability Partnership (LLP)
- Limited Liability Company (LLC)

Many types of business entities exist. Checkout [this link](#) to learn more.

- Corporation (Inc.)
- Professional Corporations (P.C.)
- Close Corporations
- Subchapter S Corporations (S Corp) (an IRS elected entity, not governed by Missouri law)
- Other

***Which option best describes the stage of your company?**

- Idea
- Pre-Launch
- Launch | Pre-Revenue
- Launch | Post-Revenue
- In-Market
- Established

Idea | *You have a scalable idea for a product/service that solves a specific problem.*

Pre-Launch | *You are working to develop your product/service, you have a founding team, you are exploring the legal structure, and you have some initial revenue models for how you plan to make money.*

Launch | *Pre-Revenue: Your legal structure is in place or in progress, beginning to and/or have tested product/service with users, you are working part- or full-time on your company, but have not secured paying customers/users.*

Launch | *Post-Revenue: Your legal structure is in place or in progress, beginning to and/or have tested product/service with users, you are working part- or full-time on your company, and have begun to generate revenue from customers/users.*

In-Market | *Your legal structure is in place, product/service is fully functioning and generating revenue but structures of scale are being codified, you can articulate progress towards product/service and funding goals, you are working full-time, possibly alongside a small team of 1-10 employees.*

Established | *Same as prior. Additionally, you have achieved great growth that can be expected to continue. You have organizational systems in place for scale. You are on track for your company to sustain or exit. Revenue exceeds \$500,000, 5+ full-time employees.*

Are you a member or graduate of the following entrepreneurship support networks or programs? Select all that apply.

- Square One Bootcamp | CET
- BALSAs Foundation
- Hispanic Chamber of Commerce

SECTION 3 | Product

Question

Help Text

* Response Required

* **What does your company do?**

Explain in two sentences or less.

***What is your product/service and how does it work?**

Respond in 250 words or less.

***What is your product/service and how does it work?**

Respond in 250 words or less.

* **Company Industry. Select all that apply.**

- Information Technology
- Healthcare
- Food Preparation
- Retail
- Other

* **Which stage of development is your product/service?**

- I do not have a physical product or prototype.
- I have a simple version or prototype that I can show customers.
- I have a market-ready product/service. I have sold it or could sell it to customers.

***What have been the main positive and negative points of feedback from users so far?**

Respond in 250 words or less.

SECTION 4 | Problem & Vision

Question

Help Text

* Response Required

* **What is the problem your product/service is solving? How do you know it is a problem?**

Respond in 250 words or less.

* **What is your company's vision?**

Respond in 250 words or less.

* **What experience do you and/or your other founding team members have with the problem your product/service solves? What is your understanding of your target customer?**

Respond in 250 words or less.

***Is your vision legal, given the regulatory or IP landscape?**

- Yes
- No

SECTION 5 | Value Proposition

Question

Help Text

* Response Required

*** What is unique and/or innovative about your company?**

Respond in 250 words or less.

*** Who are your primary direct and indirect competitors, as you view them? How do you differentiate yourself from your competitors?**

Respond in 250 words or less.

SECTION 6 | Team

Question

* Response Required

Help Text

*** Tell us about the company founders and founding team. What strengths does your team bring in making this company a success? Include personal experience with the problem and technical expertise of the team.**

Respond in 250 words or less.

*** Who owns what percentage of the company? Please list their names, their role, and what percentage of the company they own.**

Respond in 250 words or less.

*** Who is your next hire and why?**

Respond in 250 words or less.

SECTION 7 | Market

Question

* Response Required

Help Text

*** Who is your target market?**

Respond in 250 words or less. A target market is a specific group of consumers at which a company aims its products and services. Checkout [this link](#) to learn more.

*** How has your team gained knowledge of the target market?**

Respond in 250 words or less.

*** Explain the typical sales cycle. How do potential customers hear about your product? How do you identify prospects? Which team member is primarily responsible? What is the average time from prospect identification to sales?**

Respond in 250 words or less. "Sales Cycle" refers to the specific actions a company follows to close a new customer. Checkout [this link](#) to learn more.

*** How many users/customers have you served to-date?**

Respond in 250 words or less.

SECTION 8 | Business Model

Question

* Response Required

Help Text

*** Walk me through your revenue model. How do you make money today?**

Respond in 250 words or less. A revenue model is how a company makes money. Checkout [this link](#) to learn more.

*** How much revenue have you earned from sales of your product/service to-date?**

Respond in 250 words or less.

*** What are the key partnerships you need to scale up your company in the next five years?**

Respond in 250 words or less.

*** How much money have you raised to-date to support your company?**

Respond in 250 words or less.

SECTION 9 | Scale

Question

* Response Required

Help Text

*** Describe your company's strategy and/or plans for future expansion into new markets. Include any specific goals you are targeting, or a broad overview.**

Respond in 250 words or less.

*** Describe your impact: If your company is successful, how will the world be different?**

Respond in 250 words or less.

*** Describe how you would use \$5,000 to grow your company over the next 12-months.**

Respond in 250 words or less.

*** Describe how you would use \$10,000 to grow your company over the next 12- months.**

Respond in 250 words or less.

*** Describe how you would use \$30,000 to grow your company over the next 12- months.**

Respond in 250 words or less.

SECTION 10 | Investor Exit

Question

* Response Required

Help Text

*** What forms of capital are you open to receiving to support your company's growth?**

- Personal credit
- Loans
- Angel investments and venture capital
- Strategic investments
- Revenue share
- I want to bootstrap
- I am not sure. I still need to figure that out!

Checkout [this](#) article to see the types of capital a company may want to consider to support scale.

Checkout [this](#) article to learn more about revenue sharing.

*** Please explain your rationale for what forms of capital you will and will not accept.** *Respond in 250 words or less.*

SECTION 11 | Community & Power

Question

* Response Required

Help Text

*** What are your company values? Talk about a time you lived out those values.** *Respond in 250 words or less.*

*** How have you impacted your community so far? It is up to you to define community. WEPOWER defines our community as Black and Latinx neighborhoods where there is a high population of people that live below the poverty line.** *Respond in 250 words or less.*

*** How do you envision your company's relationship with the community? How will you share power as a business leader with the communities who will be impacted by your business?** *Respond in 250 words or less.*

SECTION 12 | Founders' Commitment

At WEPOWER, we approach power as an abundant resource. Rather than using power over communities, our founders build and share economic power and political power with communities most impacted by historic disinvestment. Positive social impact already drives Elevate/Elevar founders, but with the Founders' Commitment to Community, the development of our companies' community wealth-building and engagement practices become core values and standards against which to measure competency.

Question

* Response Required

Help Text

*** I commit my company to hire at and above a family-sustaining wage.**

- Yes
 No

The minimum wage fails to be enough to meet the basic needs of St. Louis families, much less enable my employees to build generational wealth. No matter how hard one works, being paid minimum wage won't break the vicious cycle of poverty. For the City of St. Louis, [a family-sustaining hourly wage](#) for one adult and one child starts at \$24.07. My company will provide families the fundamental right to earn wages that allow them to thrive.

*** I commit my company to build partnerships with regional workforce development programs.**

- Yes
 No

These workforce development programs can help my company hire members of St Louis' disinvested communities, activating the potential of Black and Latinx families by creating upwardly-mobile career pathways. By ensuring my employees have the skills to support their current and future companies, I will help fuel the growth of underserved populations, thus sparking regional growth.

*** I commit my company to invest in my employees.**

- Yes
 No

My company will provide employees with benefits, or share in my company's profits, so they can better focus on building their potential as individuals and as employees. My company will also benefit from higher employee retention, greater engagement, and increased sales and output. By investing in people where my company operates, I can help disinvested communities throughout St. Louis.

*** I commit my company to work with an advisory board that includes members of the community where my company operates and employs people.**

- Yes
 No

We recognize that residents best know the needs of their communities. Learning and practicing accountability with the community will stretch our company to avoid exploitative impacts and be a better steward to the community.

*** I commit my company to integrate racial equity into our company culture.**

- Yes
 No

My company will create a culture of inclusion that promotes better work for all by establishing diversity and inclusion goals, mitigating bias in the employment life cycle, and participating in diversity sessions. Promoting diversity as a core goal will exemplify what it means to be a great company for people from all backgrounds to work.

SECTION 13 | Key Data

Question

* Response Required

Help Text

***Please visit this link to complete the GALI survey as part of your application. This is especially important to complete to be considered for the raffle for a \$1,500 grant for your company: http://bit.ly/gali_survey**

- In Progress
 Complete

The Global Accelerator Learning Initiative (GALI) is a research partnership between the Goizueta Business School at Emory University and the Aspen Network of Development Entrepreneurs (ANDE).

This partnership was formed to study the impact of acceleration programs on early stage businesses. As part of this initiative, Emory manages the Entrepreneurship Database Program (EDP), which helps accelerators track the impact they are having on the businesses they support.

Please provide the link to your company's LinkedIn page.

Please provide provide the handle to your company's Instagram page.

Please provide provide the handle to your company's Instagram page.

Video / Dropbox URL(s)

You may upload a 2-minute or less video you think might add context to your application.

Files

You may upload ONE relevant document & slides or pages or less that you think might add context to your application (ex. pitch deck, business proposal, picture of your product, etc.)



APPLICATION QUESTIONS CHECKLIST

SECTION 1: ELIGIBILITY	SECTION 4: PROBLEM & VISION	SECTION 9: SCALE
<ul style="list-style-type: none"> <input type="checkbox"/> *Will you be age 18 or older on January 1, 2020? (Y/N) <input type="checkbox"/> *Do you speak fluent English? (Y/N) <input type="checkbox"/> Are you able to commit 40 hours/week to your company if accepted into the accelerator program? (Y/N) <input type="checkbox"/> *Is the company the original idea of the applicant(s)? (Y/N) <input type="checkbox"/> *Is the company fully independent from any parent or partner organization? (Y/N) <input type="checkbox"/> * Does the applicant and founder who will work full time on the company (if accepted into the accelerator program) identify as Black and/or Latinx? (Y/N) 	<ul style="list-style-type: none"> <input type="checkbox"/> * What is the problem your product/service is solving? How do you know it is a problem? (Open ended) <input type="checkbox"/> * What is your company's vision? (Open ended) <input type="checkbox"/> * What experience do you and/or your other founding team members have with the problem your product/service solves? What is your understanding of your target customer? (Open ended) <input type="checkbox"/> *Is your vision legal, given the regulatory or IP landscape? (Multiple options) 	<ul style="list-style-type: none"> <input type="checkbox"/> * Describe your company's strategy and/or plans for future expansion into new markets. Include any specific goals you are targeting, or a broad overview. (Open ended) <input type="checkbox"/> * Describe your impact: If your company is successful, how will the world be different? (Open ended) <input type="checkbox"/> * Describe how you would use \$5,000 to grow your company over the next 12-months. (Open ended) <input type="checkbox"/> * Describe how you would use \$10,000 to grow your company over the next 12- months. (Open ended) <input type="checkbox"/> * Describe how you would use \$30,000 to grow your company over the next 12- months. (Open ended)
SECTION 2: APPLICANT PROFILE	SECTION 5: VALUE PROPOSITION	SECTION 10: INVESTOR EXIT
<ul style="list-style-type: none"> <input type="checkbox"/> * Are you applying as an individual or a partnership? (Multiple options) <input type="checkbox"/> * Company's Name <input type="checkbox"/> * First & Last Name of Applicant <input type="checkbox"/> Nickname <input type="checkbox"/> * Role/Title in the Company <input type="checkbox"/> * Email <input type="checkbox"/> * Phone <input type="checkbox"/> * Company's Date of Formation <input type="checkbox"/> * Company's Address <input type="checkbox"/> * Personal Address <input type="checkbox"/> Personal Date of Birth <input type="checkbox"/> Gender (Multiple options) <input type="checkbox"/> Gender Pronouns (Multiple options) <input type="checkbox"/> Race and Ethnicity: How do you primarily identify? Select all that apply. (Multiple options) <input type="checkbox"/> Please share a headshot of the founder and/or co-founders of your organization. <input type="checkbox"/> Please share a logo for your organization. It is okay if you don't have one. <input type="checkbox"/> If you believe it is more accurate to describe your identity than to check a box, please provide that information. (Open ended) <input type="checkbox"/> *Is the company incorporated? <input type="checkbox"/> If your company is incorporated, what is the structure? (Multiple options) <input type="checkbox"/> *Which option best describes the stage of your company? <input type="checkbox"/> Are you a member or graduate of the following entrepreneurship support networks or programs? Select all that apply. (Multiple options) 	<ul style="list-style-type: none"> <input type="checkbox"/> * What is unique and/or innovative about your company? (Open ended) <input type="checkbox"/> * Who are your primary direct and indirect competitors, as you view them? How do you differentiate yourself from your competitors? (Open ended) 	<ul style="list-style-type: none"> <input type="checkbox"/> * What forms of capital are you open to receiving to support your company's growth? (Multiple Options) <input type="checkbox"/> * Please explain your rationale for what forms of capital you will and will not accept. (Open ended)
	SECTION 6: TEAM	SECTION 11: COMMUNITY & POWER
	<ul style="list-style-type: none"> <input type="checkbox"/> * Tell us about the company founders and founding team. What strengths does your team bring in making this company a success? Include personal experience with the problem and technical expertise of the team. (Open ended) <input type="checkbox"/> * Who owns what percentage of the company? Please list their names, their role, and what percentage of the company they own. (Open ended) <input type="checkbox"/> * Who is your next hire and why? (Open ended) 	<ul style="list-style-type: none"> <input type="checkbox"/> * What are your company values? Talk about a time you lived out those values. (Open ended) <input type="checkbox"/> * How have you impacted your community so far? It is up to you to define community. WEPOWER defines our community as Black and Latinx neighborhoods where there is a high population of people that live below the poverty line. (Open ended) <input type="checkbox"/> * How do you envision your company's relationship with the community? How will you share power as a business leader with the communities who will be impacted by your business? (Open ended)
	SECTION 7: MARKET	SECTION 12: FOUNDERS COMMITMENT
	<ul style="list-style-type: none"> <input type="checkbox"/> * Who is your target market? (Open ended) <input type="checkbox"/> *How has your team gained knowledge of the target market? (Open ended) <input type="checkbox"/> *Explain the typical sales cycle. How do potential customers hear about your product? How do you identify prospects? Which team member is primarily responsible? What is the average time from prospect? (Open ended) identification to sales? (Open ended) <input type="checkbox"/> * How many users/customers have you served to-date? (Open ended) 	<ul style="list-style-type: none"> <input type="checkbox"/> * I commit my company to hire at and above a family-sustaining wage. (Y/N) <input type="checkbox"/> * I commit my company to build partnerships with regional workforce development programs. (Y/N) <input type="checkbox"/> * I commit my company to invest in my employees. (Y/N) <input type="checkbox"/> * I commit my company to work with an advisory board that includes members of the community where my company operates and employs people. (Y/N) <input type="checkbox"/> * I commit my company to integrate racial equity into our company culture. (Y/N)
SECTION 3: PRODUCT	SECTION 8: BUSINESS MODEL	SECTION 13: KEY DATA
<ul style="list-style-type: none"> <input type="checkbox"/> * What does your company do? (Open ended) <input type="checkbox"/> *What is your product/service and how does it work? (Open ended) <input type="checkbox"/> * Company Industry. Select all that apply. (Multiple options) <input type="checkbox"/> * Which stage of development is your product/service? (Multiple options) <input type="checkbox"/> *What have been the main positive and negative points of feedback from users so far? (Open ended) 	<ul style="list-style-type: none"> <input type="checkbox"/> * Walk me through your revenue model. How do you make money today? (Open ended) <input type="checkbox"/> * How much revenue have you earned from sales of your product/service to-date? <input type="checkbox"/> * What are the key partnerships you need to scale up your company in the next five years? (Open ended) <input type="checkbox"/> * How much money have you raised to-date to support your company? 	<ul style="list-style-type: none"> <input type="checkbox"/> *Please complete the GALI survey. This is especially important to complete to be considered for the raffle for a \$1,500 grant for your company: http://bit.ly/gali_survey <input type="checkbox"/> Please provide the link to your company's LinkedIn page. <input type="checkbox"/> Please provide provide the handle to your company's Instagram page. <input type="checkbox"/> Please provide provide the handle to your company's Instagram page. <input type="checkbox"/> Video / Dropbox URL(s) <input type="checkbox"/> Files