

### Propeller Startup Accelerator 2017 Application Overview

Thank you for your interest in applying to Propeller's 2017 Startup Accelerator Program! Listed below are all of the questions in our application. Please take the time to review the questions before starting the application. We strongly recommend that you have financial documents such as Profit and Loss statements and budgets for the past calendar year readily available when filling out this application. If you have any questions while submitting your application, please reach out to us at [programs@gopropeller.org](mailto:programs@gopropeller.org).

#### Part 1: Application Narrative

##### Contact Details

- First Name
- Last Name
- Phone
- Email
- Personal Home Address/Zip Code
- Resume
- Venture Name
- # of Team Members

##### Application Narrative

- Please select the sector that best fits your work: (Food, Health, Education, Water)
- What does your business do? Describe your mission.
- What problem are you solving? (150 to 350 words)
- Why does this problem exist? (500 words or less)
- What, specifically, are your products or services doing to solve the identified problem? (150 to 350 words)
- Describe your customers/beneficiaries. (150 to 350 words)
- How many customers/beneficiaries have you provided products/services to in the last 12 months? (150 to 350 words)
- Project how many customers/beneficiaries you expect to serve in the next 12 months (companies or individuals). (150 to 350 words)
- Who are your competitors? Why are you different? (150 to 350 words)
- List your current sources of revenue and project your expenses over the next year. Provide any underlying assumptions for revenue and expense projections.
- (Optional) Attach a preliminary budget or pro-forma (150 to 350 words)
- What business challenges are you currently experiencing and what do you need to overcome them? (150 to 350 words)
- What makes you well-positioned to do this work? (150 to 350 words)
- How does your venture address any of the following: social disparities, environmental disparities, and structural racism? (150 to 350 words)
- (Optional) Please upload any additional documents (i.e. budget, testimonials, business plan, etc.) that you think would improve your application.
- Are you an owner/founder of the venture?
- Please provide the name and contact info of all founders and/or legal owners of your venture.
- How are major decisions made within your organization? From which stakeholders must you gain approval (i.e. management, board members, etc.)?
- How did you hear about Propeller's Accelerator Program?

### References

- Reference 1:
  - First Name
  - Last Name
  - Phone
  - Email
- Reference 2:
  - First Name
  - Last Name
  - Phone
  - Email
- Reference #3:
  - First Name
  - Last Name
  - Phone
  - Email

## Part 2: Business Structure/Info

### Business Structure

- Venture Name
- Federal Tax ID
- What date was your venture founded?
- Business Street Address
- City
- State
- Zip Code
- Country
- Website
- Instagram Handle
- Twitter Handle
- Facebook Page
- LinkedIn Page
- Is your venture 51%+ minority-owned?
- Is your venture 51%+ woman-owned?
- What is your business structure? (e.g. Non-profit, LLC, Sole Proprietorship, etc.)
- What is the current operational model of your venture? (e.g. production/manufacturing, processing/packaging, distribution, etc.)
- Would you say that your venture is invention-based?

## Part 3: Financial Information

For the financial performance section, please report only on funds received and expended in the period specified in each section. **All information received by Propeller will be kept completely confidential unless we receive your prior written approval.**

Thank you for taking the time to provide this information; Propeller appreciates the effort it takes to provide this information. Before you begin this form, we recommend that you have your organizational Profit and Loss Statement available for the past year in order to answer these questions more easily.

### Overall Financials

- What are the current financial goals of your venture (estimated profit margin)?
- What was your venture's total earned revenue last calendar year? (\$US)
- What was your venture's total earned revenue since founding? (\$US)
- As of the end of last year, how many employees worked for your venture full time?
- As of the end of last year, how many employees worked for your venture part time?
- How much, if any, did your venture pay in wages, salaries, and benefits to full and part time employees last calendar year?
- How many volunteers did you enlist last year?
- How many patents does your venture have?
- How many copyrights does your venture have?
- How many trademarks does your venture have?
- How much of their own money did all of the founders put into the business in the last calendar year?
- How much of their own money did all of the founders put into the business since founding?
- From which sources has your venture received outside equity, if any?
- How much equity financing did your venture obtain from all outside sources last year? (\$US)
- How much equity financing did your venture obtain from all sources since founding?
- From which sources has your venture obtained borrowed funds, if any?
- How much did your venture borrow from all of these sources last year?
- How much did your venture borrow from all of these sources since founding?
- What percentage of this debt was convertible (into equity or cash) last year?
- From which sources has your venture obtained philanthropic support, if any?
- How much philanthropic support did your venture receive from all outside sources last year?
- How much philanthropic support did your venture receive from all outside sources since founding?
- How much equity financing are you planning to secure for your venture in the next 12 months?
- How much debt financing are you planning to secure for your venture in the next 12 months?
- How much philanthropic support are you planning to secure for your venture in the next 12 months?
- How much equity financing are you planning to secure for your venture in the next 3 years?
- How much debt financing are you planning to secure for your venture in the next 3 years?
- How much philanthropic support are you planning to secure for your venture in the next 3 years?

### Part 4: Social Impact Information

#### Metrics:

- Individuals can also have non-financial motives for launching new ventures. Does your venture have the explicit intent of creating social or environmental impacts?
- Which of the following impact objectives does your venture currently seek to address?
- What are the demographic groups of the primary beneficiaries targeted by your venture's activities?
- What metrics do you use to measure your impact beyond the headcount of beneficiaries you previously provided? Please quantify the social and/or environmental impact your work has achieved over the past 12 months in terms of these metrics.
- Please project what social and/or environmental impact your work will achieve over the next 12 months.
- Does your venture regularly track itself against any of the Impact/Reporting Investment Standards (IRIS) impact measures?
- Has your venture ever taken a B Impact Assessment or Global Impact/Investing Ratings System (GIIRS) Survey?

- What other impact measurement approaches do you follow?

### Part 5: Team Member Survey

- First Name
- Last Name
- How many for profits have you started?
- How many non-profits have you started?
- How many other organizations have you started?
- Most recent job type?
- Most recent job role?
- How long did you work in most recent role?
- Second most recent job type?
- Second most recent job role?
- How long did you work in second most recent role?
- The following are some of the benefits associated with entrepreneurial accelerators. Please rank these benefits in terms of how important they are to your venture's development and success (1 being most important, 7 being least important)
  - Network Development
  - Business Skills Development
  - Mentorship from business experts
  - Access and connections to potential funders/investors
  - Securing direct venture funding
  - Gaining access to a group of like-minded entrepreneurs
  - Awareness and credibility
- What other potential benefits would you look for from accelerator programs that are not included in the above list?
- Have you participated in any other accelerator programs?
- During what years did you participate in these other programs? Please list each program and year:
- Propeller is partnered with Emory University to track the impact of our accelerator program. Do you consent to your information being submitted to the database program that is being coordinated by the Social Enterprise @ Goizueta program at Emory University?