

**2019 Catalyst Application form:**

Grey text is instructions. There is a 300 word limit unless otherwise specified.

**Contact Info**

Your Name: (Not your product's name)

Email Address:

Phone number:

**Logistics**

Product name:

Website (url):

Founding date:

Funds raised to date:

Current location of team:

How did you find out about Catalyst? (dropdown)

Alumni

Press

University/School

Word of Mouth

Accelerator/Incubator Program

Other (please specify)

Business Model: (Choose one below)

( ) For-profit

( ) Non-profit

( ) Undecided/Other

**Product**

Elevator Pitch (100 word limit):

What is the pain point and why do we need a new solution?

Who is your primary user?

Give a short profile of 2-3 users your product aims to serve.

How have you validated your product with users? How many? What was the result?

What does your product do?

If you have a launched product or demo, please provide a link

With demo credentials or a screen capture of a demo

In its current state, what elements of your product/process aren't scalable? What features and functionality must you build in order to achieve scale?

### **Team**

Who is on your founding team? Which team members will be attending the program in NYC?

Please provide a link to their bio/linkedin, portfolio, github, etc.

What makes the team uniquely suited to address this problem?

How was your team formed?

### **Impact**

How do you expect your product will improve the lives of low income folks?

Low Income defined as making less than \$50k

How would you quantify this impact on a per person basis?

I.E. Money saved, delta in likelihood of graduation, etc.

What evidence (studies, pilots, etc.) leads you to believe these numbers?

What is your total addressable market in terms of the number of potential users of your product? What percentage are low income folks?

What geographic markets do you currently serve and how will that change in the next three years?

This year, one Catalyst team may be sponsored by the National Domestic Workers Alliance Labs. Does your product have the ability to improve job quality for domestic workers (nannies, housecleaners, caregivers)? If yes, how?

Job quality defined as improvement in pay and benefits, improvement in workplace standards, increased access to job opportunities and professional development, and decreased isolation.

### **Sustainability**

How have you funded the product to date? What is your fundraising plan for the future?

How do you currently get people to use your product or service? How will you do so in the future?

Who are your competitors and what makes you different?

What other organizations or types of organizations will you need to partner with in order to be successful?

### **Future Plans**

What are your top three goals for the next 12 months?

What are the three biggest risks for the product moving forward, outside of raising funding?

### **Why Catalyst & Robin Hood?**

Why is Robin Hood, and in particular Catalyst, a good program for your product, outside of the funding we provide?

Anything else you'd like to add?