

Catalyst Applications 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:

Did you apply for Catalyst in 2019?

Yes/No

If you applied for Catalyst in 2019, please skip ahead to answer only the questions under the heading: "Questions only for teams that applied in 2019"

This is your first time applying, or you applied in 2018 or before, please continue with the questions below.

How did you find out about catalyst? (dropdown)

Alumni

Pres

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?

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?

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

What makes you 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?

Sustainability

How have you funded yourself? How will you get funding in the future?

How do you now and how will you get people to use your product or service?

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 you face 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?

Questions only for teams that applied in 2019:

- 1) In the past six months, how has your product changed?
- 2) How have you further validated your product with users?
- 3) Since your last application, what has changed about your team?
- 4) What has changed about your fundraising and sustainability? Have you raised additional money, if so, from whom? If not, how has your thinking changed?
- 5) Anything else you'd like to add?