Catalyst Applications form:
Grey text are 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
   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 issue your product is addressing 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?
I.e. if you had 1,000 new users tomorrow, what would need to change in order for that to happen?

Team
Who is on your founding team? Which team members will be attending Catalyst programming?
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 measure 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?

We strive to create programs and services that represent the full diversity of New York City. Additionally, we want to be intentional about ensuring our selection process is inclusive and our fellowship cohort represents a diverse set of identities and perspectives. We ask the following questions to ensure that we are meeting this goal. Please answer the below for the member of your team likely to attend most Catalyst programming. These answers are not required, and you are welcome to choose “Prefer not to answer” for any.

I identify as: (Select all that apply.)
  a) African American/Black
  b) Asian American
  c) Latinx/Hispanic
  d) Middle Eastern
  e) Mixed Race/Multi-race
  f) Native American/Alaskan
  g) Native Pacific Islander/Native Hawaiian
  h) White/European
  i) Prefer not to answer
  j) Prefer to self-describe: ________________

Which of the following best describes you? (Select one answer)
  a) Woman
  b) Man
  c) Non-binary
  d) Agender
  e) Gender fluid
  f) Gender queer
  g) Prefer not to answer
  h) Prefer to self-describe: ________________
Are you transgender? (Select one answer)
   a) Yes
   b) No
   c) Prefer not to answer
   d) Prefer to self-describe: ________________

What are your pronouns? (Select all that apply)
   a) Ze/Zir
   b) They/Them
   c) She/her
   d) He/Him
   e) Ze/Hir
   f) Prefer not to answer
   g) Prefer to self-describe: ________________

How would you describe your sexual identity? (Select all that apply)
   a) Asexual
   b) Bisexual
   c) Heterosexual/straight
   d) Homosexual/gay/lesbian
   e) Pansexual
   f) Queer
   g) Questioning
   h) Prefer not to answer
   i) Prefer to self-describe: ________________

Is there anything about your identity that is important to you that you'd like to share with us?

If you have other founding team members, please share anything about their identities and perspectives that you think may be helpful for us to know here:

We value a broad range of expertise, including lived experience. As much as you are comfortable, please share how members of your founding team relate to the issue your product addresses (Select all that apply) (* list below courtesy of 4.0 schools)"

A member of our team...
   a) Is/was personally affected by the issue
   b) Has/had a family member affected by the issue
   c) Previously lived in a community (geographic) that is or was affected by the issue
   d) Currently lives in a community (geographic) that is or was affected by the issue
   e) This issue is disproportionately experienced by people who share one or more of our teams' social identities (e.g. racial/ethnic/gender/religious)
   f) Has relevant professional experience
   g) Has training/education related to the issue
h) Prefer not to answer
i) Prefer to describe: ___________