Spring 2020 Accelerator Application

Tsai CITY’s Accelerator, which runs every fall and spring semester, guides students and teams with innovative ideas through the process of building effective organizations, projects, and ventures through workshops, mentorship, and funding. The Accelerator provides an enriching learning opportunity for students with innovative ideas.

Applicable ideas include new ventures (for-profit businesses, non-profits and hybrids), and practice-based (applied) projects that seek to solve real-world problems. This extracurricular activity is expected to take 8-10 hours per week. The dates for the spring accelerator are 2/28, 3/6, 3/27, 4/3, 4/10, 4/15, and 4/17. There will also be a pitch-off at the end of the accelerator program, on Wednesday, April 15, 2020.

Each team must include at least one full-time Yale student who is enrolled in a degree-granting program at the university.

All participating team members MUST BE available on the dates provided.

Please answer the questions below to tell us a bit more about your idea and your team. Please be mindful of the word count for each question.

APPLICATIONS ARE DUE ON JANUARY 24, 2020 at NOON.

For questions regarding the application please contact zoe.hunter@yale.edu.

Application Timeline
Application Deadline: Friday, January 24, 2020 at 12:00pm
Teams Notified of Selections February 20, 2020 by 5:00pm
Accelerator Orientation: Friday, February 28, 2020
Accelerator Dates: Feb 28, March 6, March 27, April 3, April 10, April 15 (Pitch Off), April 17
## Startup/Team Name:

### Lead Founder's Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Net ID</th>
<th>School</th>
<th>Major/Department</th>
<th>Graduation Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Lead Founder**

### Team Members' Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Net ID</th>
<th>School</th>
<th>Major/Department</th>
<th>Graduation Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Member 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Team Member 2**
Demographic Data
Here at the Tsai CITY, our mission is to inspire students from diverse backgrounds and disciplines to seek innovative ways to solve real-world problems. We are asking for demographic information to ensure that we are creating opportunities for and supporting students from all backgrounds and experiences. Please note that these questions are optional.

When we ask about identities that are important to you, examples might include (but certainly are not limited to): gender, race, ethnicity, political affiliation, generation, education level, cultural identity, occupation, sexuality, family structure, housing status, mental health (health status/ability), incarceration status, institution affiliation, primary language, religion, immigration status, medical history, first-generation, income/socio-economic class, quality of education, occupation, and/or parent's education

<table>
<thead>
<tr>
<th>Lead Founder</th>
<th>Team Member 2</th>
<th>Team Member 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your gender?</td>
<td>Multiple choice M, W, N (neutral, non-binary, gender non-conforming)</td>
<td></td>
</tr>
<tr>
<td>What racial and/or ethnic group(s) do you identify with?</td>
<td>Multiple choice</td>
<td>(continued)</td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td>-----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>White alone (not Hispanic or Latino)</td>
<td></td>
<td>Native Hawaiian and Other Pacific Islander</td>
</tr>
<tr>
<td>Black or African American</td>
<td></td>
<td>Two or More Races</td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td>Hispanic or Latino</td>
</tr>
</tbody>
</table>

| What are other identities you hold that are important to you? | |

Please indicate any team members who are NOT able to participate in the accelerator, but who are involved in the idea/venture.
About Your Team

Describe each team member's role in the organization thus far and their areas of expertise. What uniquely qualifies them for their role? (200 words or less)

How do you resolve conflicts and make decisions within the team? (100 words or less)

What unique perspectives will each of your team members bring to the accelerator? (150 words or less)

What key skill sets is your team missing or could improve upon? What is your plan to address those gaps? (150 words or less)

About Your Project/Idea

What is the current stage of your idea?

- I have an idea. I haven't started building it, but I have some design ideas. My plan for the idea is not fully developed.
- My idea is well-developed, but I have not begun prototyping or user/customer development.
- I have a well-developed idea. I have completed some user/customer discovery, and I am in the process of developing a prototype.
- I have a well-developed plan for my idea and a team of co-founders, contractors, and/or advisors in place. I have a prototype that customers have begun to use.
- My idea is now up and running, and available to potential users. At least some users/customers are actively engaging with it.
What is your project/idea category?

- For-profit
- Non-profit
- Hybrid (for-profit and non-profit)
- Project/Program/Event

In 50 words or less, describe your idea.

Describe your product, service, or offering. What problem are you trying to solve and what is the solution you’re presenting? What is its unique value proposition to your audience? (150 words or less)

Who is your target audience/customer/user? (100 words or less)

What is the unmet need or pain point that your idea addresses? How do you know this is a need or problem for your target audience? (150 words or less)

What makes your idea innovative? How have the successes and failures of others within the same sector, geography, or demographic informed your work? (150 words or less)

How will your idea make money and/or financially sustain itself? (100 words or less)

What will the impact of your venture be? How do you plan to measure the success and/or impact of your venture? Be specific as to how you will measure traction/impact. (150 words or less)
Please include a link (or upload) to a 2-minute (maximum) video pitch of the idea/project described in this application. If the video is uploaded, please note the maximum upload size is 10GB.

OPTIONAL: If you have a link to a product, prototype, or additional materials, please include it here.

**Progress + Learning**

How many potential customers/users have you spoken to so far? What have you learned from them? (100 words or less)

What are the key lessons you've learned as you've developed your venture? Please outline 1-3 of the most important lessons and how you learned them. (200 words or less)

What are 2-3 things you're hoping to learn through the Accelerator? (100 words or less)

What are 2-3 project goals you're hoping to achieve after the Accelerator ends? (100 words or less)

**Final Questions**

Has your team applied to the Accelerator before? If so, what has changed since your last application? (100 words or less)

Where else (at Yale or beyond) are you getting funding for this idea? Please list both pending and secured funding sources, as well as the amounts of each. (100 words or less) Note: This does not impact your eligibility for the Accelerator.

Did you work with a faculty member to develop your idea?

- Yes
Are you applying with a Yale laboratory-based technology?

- Yes
- No

Is your venture directly dealing with minors (under the age of 18)?

- Yes
- No

Is your venture directly dealing with education in the New Haven community?

- Yes
- No

Have you established your venture as a legal entity?

- Yes
- No

If you’re coming into the accelerator with a physical project, please check all the following that work on your project will involve

- Working with powerful portable and small benchtop tools
- Hazardous materials or energy (including electrical)
- Atypical activities for fabrication, testing, or use
- Working at heights
- Structures which will support people or be over people
- Unusually heavy materials
- Unusually awkward or repetitive tasks with materials or tools
- N/A

OPTIONAL: Is there anything else you would like us to know? (50 words or less)