Application & Interviews

Our community is an emergent ecosystem that represents a range of skills, backgrounds, cultures, and perspectives. While individual or team attributes are important, ultimately the selection team is looking to create a dynamic community and Track cohorts. Last year, 52% of new applicants were invited for an interview and 66% of interviewees were invited to join our Year 7 cohort.

Application Review
Applications are reviewed by at least four people including NEW INC staff and a panel of diverse external reviewers who have expertise related to annual Track themes and NEW INC’s program. To give you a sense of who will be reviewing your application, Year 7 reviewers, drawn from NEW INC’s alum and mentor pool, included: Akilah Scharff, Alicia Le’Von Boone, Ida Benedetto, Jacob Marshall, Jason Madho, Lou Huang, Mary Rinaldi, Mark Belinsky, Nitzan Hermon, Reena Jana, Ross Keong, Sabriya Stukes, Seth Cluett, Willa Koerner, and Zach Kaplan.

Interviews
If you are invited for a virtual interview, you’ll share your slide deck and a team will ask follow up questions. The interview team includes at least three NEW INC staff members.

What We Look for in Candidates
Through both the application review and interview process, we look for evidence of the following:

• Strong creative practice at the intersection of art / tech / design:
  ◦ Your personal creative and/or client work has been published, presented, exhibited etc.
  ◦ You can articulate of how your work’s reception, feedback, or failure has influenced the way you’d like to move forward.

• Clarity and timeliness of vision:
  ◦ You can communicate a point of view through your creative practice
  ◦ Your work could be considered experimental, idealistic,
entrepreneurial, collaborative, culturally innovative, and/or advances equitable participation in culture.

• Clear commitment to growing your creative practice and/or business:
  ◦ You have flexible time to commit to weekly engagement with the NEW INC community and to actively pursue goals related to the sustainability of your creative practice and/or the advancement of your business.
  ◦ You’re in the headspace in this part of your journey to grow, learn, and reflect.
  ◦ You’re open to coaching and have at least some tolerance for vulnerability, tension, and putting yourself out there.
  ◦ You’re eager to share knowledge as much as you are looking to add to your toolkit.

• Need to solve or advance one key business challenge or financial sustainability question:
  ◦ You can identify one or two business areas of inquiry that could advance your practice.
  ◦ You can provide a general idea of how you think participation in NEW INC’s program might advance your work.

• Stated interest or experience in co-creating a community and learning experience.
  ◦ You have experience working or learning in a community setting.
  ◦ You appreciate the opportunity to co-create, you’ve built platforms for others.
  ◦ You are seeking a broader network of thoughtful, like-minded professionals.
  ◦ You want to make work and build your business on your own terms with others pursuing similar goals.