# Tsai CITY Fall 2020 Launch Pad and Accelerator Application

Welcome to the common application for the Tsai CITY Launch Pad and Accelerator!

_____

Tsai CITY's Launch Pad, which is a new program this year, guides students and teams with innovative ideas through the process of developing their idea and prototype, through self-paced (asynchronous) content, coaching, and community building.

Requirements for the Launch Pad:

1. You have conducted market research and can articulate the competitive landscape. As part of the process, you have followed a rigorous process and have a solid understanding of their potential partners, competitors, and users.

2. You have a first prototype and have begun working on customer/user discovery.  You can share what milestones you have reached. Examples of first prototypes include first recipe; paper-prototype sketch; unedited film; program proposal; first draft of a series; pilot designed or running; # of potential users interviewed or surveyed.

_____

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. The fall Accelerator will be held on Fridays in October and November via Zoom. Time is TBD.

Requirements for the Accelerator:

1. You can demonstrate measurable traction with developing your venture—including but not limited to:
# of paying customers, # of active users or downloads of your product/service, letter(s) of intent from prospective users or customers, interviews and survey results, significant website traffic, blog comments, likes, or followers; relevant media coverage; an account for attendance at events, exhibits, or shows.

2. Key skills and knowledge are covered by the team. (If you are tech or tech-enabled product/service, you have a technical co-founder)

(3. LaunchPad is recommended but NOT a pre-req to the Accelerator)

_____

For both programs, 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 commit to completing the full program.

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.

For questions regarding the application please contact ben.soltoff@yale.edu.

_____

Application Timeline
Application Deadline: Friday, September 13, 2020 at 11:59 pm
Teams Notified of Selections: Wednesday, September 30, 2020 by 5:00pm
Accelerator Orientation: Friday, October 9, 2020

* Required

1.    Email address *

_____

Just pick any team member's email address to include above. At the end of the application, you'll have the option to get your responses sent to that address. On the next page, you'll have a chance to enter other team members' info.

2.    What is the name of your idea or team? *

_____

**About You & Your Team**

Teams of all sizes are welcome, though each team must include at least one full-time Yale student. For non-Yale team members, feel free to leave the Yale-specific information blank. Please only complete team member information for members who plan to participate in the accelerator.

NOTE ON DEMOGRAPHIC DATA
Here at Tsai CITY, our mission is to inspire and support students from diverse backgrounds and disciplines to seek innovative ways to address 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 complete the questions below about you and your team, and note that the demographic questions are optional.

3. Team Member 1: Name *

_____

4. Team Member 1: Email Address *

_____

5. Team Member 1: Net ID *

_____

6. Team Member 1: School at Yale *

*Mark only one oval.*

◯ Yale College

◯ Graduate School of Arts + Sciences

◯ Architecture

◯ Art

◯ Divinity

◯ Drama

◯ Engineering + Applied Sciences

◯ Environment

◯ Law

◯ Management

◯ Medicine

◯ Music

◯ Nursing

◯ Public Health

7. Team Lead: Major/Department *

*Mark only one oval.*

○ African American Studies

○ African Studies

○ American Studies

○ Anesthesiology

○ Anthropology

○ Applied Mathematics

○ Applied Physics

○ Archaeological Studies

○ Architecture

○ Art

○ Astronomy

○ Astrophysics

○ Biological & Biomedical Sciences

○ Biomedical Engineering

○ Biostatistics

○ Cell Biology

○ Cellular & Molecular Physiology

○ Chemical Engineering

○ Chemistry

○ Child Study Center

○ Chronic Disease Epidemiology

○ Classical Civilization

○ Classics

○ Cognitive Science

○ Comparative Literature

○ Comparative Medicine

○ Computational Biology & Bioinformatics

○ Computer Science

○ Computer Science and Mathematics

○ Computer Science and Psychology

○ Computer Science and Psychology

○ Computing and the Arts

○ Dermatology

○ East Asian Languages & Literatures

○ East Asian Studies

○ Ecology & Evolutionary Biology

○ Economics

○ Economics and Mathematics

○ Electrical Engineering

○ Electrical Engineering and Computer Science

○ Emergency Medicine

○ Engineering & Applied Science

○ English

○ English Language & Literature

○ Environmental Engineering

○ Environmental Health Sciences

○ Environmental Management

○ Environmental Studies

○ Epidemiology of Microbial Diseases

○ Ethics, Politics, and Economics

○ Ethnicity, Race, and Migration

○ European & Russian Studies

○ Experimental Pathology

○ Film & Media Studies

○ Forestry

○ French

○ Genetics

○ Geology & Geophysics

○ Geology and Natural Resources

○ German

○ Global Affairs

○ Greek, Ancient and Modern

○ Health Care Management

○ Health Policy & Management

○ Health Policy & Management

○ History

○ History of Art

○ History of Medicine

○ History of Science & Medicine

○ History of Science, Medicine, and Public Health

○ Humanities

○ Immunobiology

○ Internal Medicine

○ International & Development Economics

○ Investigative Medicine

○ Italian

○ Italian Language & Literature

○ Judaic Studies

○ Laboratory Medicine

○ Latin American Studies

○ Law

○ Linguistics

○ Literature and Comparative Cultures

○ Management

○ Mathematics

○ Mathematics and Philosophy

○ Mathematics and Physics

○ Mechanical Engineering

○ Medieval Studies

○ Microbial Pathogenesis

○ Microbiology

○ Modern Middle East Studies

○ Molecular Biophysics & Biochemistry

○ Molecular, Cellular & Developmental Biology

○ Music

○ Near Eastern Languages & Civilizations

○ Neurology

○ Neuroscience

○ Neuroscience

○ Neurosurgery

○ Nursing

○ Obstetrics, Gynecology & Reproductive Sciences

○ Ophthalmology & Visual Science

○ Orthopaedics & Rehabilitation

○ Pathology

○ Pediatrics

○ Pharmacology

○ Philosophy

○ Physics

○ Physics and Geosciences

○ Physics and Philosophy

○ Political Science

○ Portuguese

○ Psychiatry

○ Psychology

○ Public Health

○ Radiology & Biomedical Imaging

○ Religious Studies

○ Renaissance Studies

○ Russian

○ Russian and East European Studies

○ Slavic Languages & Literatures

○ Sociology

○ South Asian Studies

○ Spanish & Portuguese

○ Statistics & Data Science

○ Surgery

○ Theater Studies

○ Therapeutic Radiology/Radiation Oncology

○ Urology

○ Women's, Gender, & Sexuality Studies

○ Undecided

( ) Other

8.    Team Member 1: Graduation Year *

*Mark only one oval.*

( ) 2020

( ) 2021

( ) 2022

( ) 2023

( ) 2024

( ) 2025

( ) 2026

( ) 2027

( ) 2028

9.    Team Member 1: What is your gender? *

*Mark only one oval.*

( ) Man

( ) Woman

( ) N (neutral, non-binary, gender non-conforming)

( ) Prefer not to answer

10. Team Member 1: What racial and/or ethnic group(s) do you identify with? *

*Check all that apply.*

☐ Asian

☐ Black or African-American

☐ Hispanic or Latino

☐ Native Hawaiian or other Pacific Islander

☐ White alone (not Hispanic or Latino)

☐ Two or More Races

☐ Prefer not to answer

Other: ☐ _____

11. Team Member 1: What are identities that you hold that are important to you?

Examples include 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-gen, income/ socio-economic class, quality of education, occupation, and/or parent's education

12. Team Member 2: Name

13. Team Member 2: Email Address

14. Team Member 2: Net ID

15. Team Member 2: School at Yale

*Mark only one oval.*

- ⬭ Yale College
- ⬭ Graduate School of Arts + Sciences
- ⬭ Architecture
- ⬭ Art
- ⬭ Divinity
- ⬭ Drama
- ⬭ Engineering + Applied Sciences
- ⬭ Environment
- ⬭ Law
- ⬭ Management
- ⬭ Medicine
- ⬭ Music
- ⬭ Nursing
- ⬭ Public Health

16. Team Member 2: Major/Department

*Mark only one oval.*

◯ African American Studies

◯ African Studies

◯ American Studies

◯ Anesthesiology

◯ Anthropology

◯ Applied Mathematics

◯ Applied Physics

◯ Archaeological Studies

◯ Architecture

◯ Art

◯ Astronomy

◯ Astrophysics

◯ Biological & Biomedical Sciences

◯ Biomedical Engineering

◯ Biostatistics

◯ Cell Biology

◯ Cellular & Molecular Physiology

◯ Chemical Engineering

◯ Chemistry

◯ Child Study Center

◯ Chronic Disease Epidemiology

◯ Classical Civilization

◯ Classics

◯ Cognitive Science

◯ Comparative Literature

◯ Comparative Medicine

◯ Computational Biology & Bioinformatics

◯ Computer Science

◯ Computer Science and Mathematics

◯ Computer Science and Psychology

- Computer Science and Psychology
- Computing and the Arts
- Dermatology
- East Asian Languages & Literatures
- East Asian Studies
- Ecology & Evolutionary Biology
- Economics
- Economics and Mathematics
- Electrical Engineering
- Electrical Engineering and Computer Science
- Emergency Medicine
- Engineering & Applied Science
- English
- English Language & Literature
- Environmental Engineering
- Environmental Health Sciences
- Environmental Studies
- Environmental Management
- Epidemiology of Microbial Diseases
- Ethics, Politics, and Economics
- Ethnicity, Race, and Migration
- European & Russian Studies
- Experimental Pathology
- Film & Media Studies
- Forestry
- French
- Genetics
- Geology & Geophysics
- Geology and Natural Resources
- German
- Global Affairs
- Greek, Ancient and Modern
- Health Care Management
- Health Policy & Management

○ Health Policy & Management

○ History

○ History of Art

○ History of Medicine

○ History of Science & Medicine

○ History of Science, Medicine, and Public Health

○ Humanities

○ Immunobiology

○ Internal Medicine

○ International & Development Economics

○ Investigative Medicine

○ Italian

○ Italian Language & Literature

○ Judaic Studies

○ Laboratory Medicine

○ Latin American Studies

○ Law

○ Linguistics

○ Literature and Comparative Cultures

○ Management

○ Mathematics

○ Mathematics and Philosophy

○ Mathematics and Physics

○ Mechanical Engineering

○ Medieval Studies

○ Microbial Pathogenesis

○ Microbiology

○ Modern Middle East Studies

○ Molecular Biophysics & Biochemistry

○ Molecular, Cellular & Developmental Biology

○ Music

○ Near Eastern Languages & Civilizations

○ Neurology

○ Neuroscience

- ⬭ Neuroscience
- ⬭ Neurosurgery
- ⬭ Nursing
- ⬭ Obstetrics, Gynecology & Reproductive Sciences
- ⬭ Ophthalmology & Visual Science
- ⬭ Orthopaedics & Rehabilitation
- ⬭ Pathology
- ⬭ Pediatrics
- ⬭ Pharmacology
- ⬭ Philosophy
- ⬭ Physics
- ⬭ Physics and Geosciences
- ⬭ Physics and Philosophy
- ⬭ Political Science
- ⬭ Portuguese
- ⬭ Psychiatry
- ⬭ Psychology
- ⬭ Public Health
- ⬭ Radiology & Biomedical Imaging
- ⬭ Religious Studies
- ⬭ Renaissance Studies
- ⬭ Russian
- ⬭ Russian and East European Studies
- ⬭ Slavic Languages & Literatures
- ⬭ Sociology
- ⬭ South Asian Studies
- ⬭ Spanish & Portuguese
- ⬭ Statistics & Data Science
- ⬭ Surgery
- ⬭ Theater Studies
- ⬭ Therapeutic Radiology/Radiation Oncology
- ⬭ Urology
- ⬭ Women's, Gender, & Sexuality Studies
- ⬭ Undecided

Other

17. Team Member 2: Graduation Year

*Mark only one oval.*

2020

2021

2022

2023

2024

2025

2026

2027

2028

18. Team Member 2: What is your gender?

*Mark only one oval.*

Man

Woman

N (neutral, non-binary, gender non-conforming)

Prefer not to answer

19. **Team Member 2: What racial and/or ethnic group(s) do you identify with?**

Please feel free to use the "Other" space to describe the racial and/or ethnic group(s) you identify with however you choose.

*Check all that apply.*

- ☐ Asian
- ☐ Black or African-American
- ☐ Hispanic or Latino
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White alone (not Hispanic or Latino)
- ☐ Two or more races
- ☐ Prefer not to answer

Other: ☐ _____

20. **Team Member 2: What are identities that are important to you?**

Examples include 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-gen, income/ socio-economic class, quality of education, occupation, and/or parent's education

21. **Team Member 3: Name**

22. **Team Member 3: Email Address**

23. **Team Member 3: Net ID**

24. Team Member 3: School at Yale

*Mark only one oval.*

◯ Yale College

◯ Graduate School of Arts + Sciences

◯ Architecture

◯ Art

◯ Divinity

◯ Drama

◯ Engineering + Applied Sciences

◯ Environment

◯ Law

◯ Management

◯ Medicine

◯ Music

◯ Nursing

◯ Public Health

25. Team Member 3: Major/Department

*Mark only one oval.*

○ African American Studies

○ African Studies

○ American Studies

○ Anesthesiology

○ Anthropology

○ Applied Mathematics

○ Applied Physics

○ Archaeological Studies

○ Architecture

○ Art

○ Astronomy

○ Astrophysics

○ Biological & Biomedical Sciences

○ Biomedical Engineering

○ Biostatistics

○ Cell Biology

○ Cellular & Molecular Physiology

○ Chemical Engineering

○ Chemistry

○ Child Study Center

○ Chronic Disease Epidemiology

○ Classical Civilization

○ Classics

○ Cognitive Science

○ Comparative Literature

○ Comparative Medicine

○ Computational Biology & Bioinformatics

○ Computer Science

○ Computer Science and Mathematics

○ Computer Science and Psychology

- Computer Science and Psychology
- Computing and the Arts
- Dermatology
- East Asian Languages & Literatures
- East Asian Studies
- Ecology & Evolutionary Biology
- Economics
- Economics and Mathematics
- Electrical Engineering
- Electrical Engineering and Computer Science
- Emergency Medicine
- Engineering & Applied Science
- English
- English Language & Literature
- Environmental Engineering
- Environmental Health Sciences
- Environmental Management
- Environmental Studies
- Epidemiology of Microbial Diseases
- Ethics, Politics, and Economics
- Ethnicity, Race, and Migration
- European & Russian Studies
- Experimental Pathology
- Film & Media Studies
- Forestry
- French
- Genetics
- Geology & Geophysics
- Geology and Natural Resources
- German
- Global Affairs
- Greek, Ancient and Modern
- Health Care Management
- Health Policy & Management

○ Health Policy & Management

○ History

○ History of Art

○ History of Medicine

○ History of Science & Medicine

○ History of Science, Medicine, and Public Health

○ Humanities

○ Immunobiology

○ Internal Medicine

○ International & Development Economics

○ Investigative Medicine

○ Italian

○ Italian Language & Literature

○ Judaic Studies

○ Laboratory Medicine

○ Latin American Studies

○ Law

○ Linguistics

○ Literature and Comparative Cultures

○ Management

○ Mathematics

○ Mathematics and Philosophy

○ Mathematics and Physics

○ Mechanical Engineering

○ Medieval Studies

○ Microbial Pathogenesis

○ Microbiology

○ Modern Middle East Studies

○ Molecular Biophysics & Biochemistry

○ Molecular, Cellular & Developmental Biology

○ Music

○ Near Eastern Languages & Civilizations

○ Neurology

○ Neuroscience

○ Neuroscience

○ Neurosurgery

○ Nursing

○ Obstetrics, Gynecology & Reproductive Sciences

○ Ophthalmology & Visual Science

○ Orthopaedics & Rehabilitation

○ Pathology

○ Pediatrics

○ Pharmacology

○ Philosophy

○ Physics

○ Physics and Geosciences

○ Physics and Philosophy

○ Political Science

○ Portuguese

○ Psychiatry

○ Psychology

○ Public Health

○ Radiology & Biomedical Imaging

○ Religious Studies

○ Renaissance Studies

○ Russian

○ Russian and East European Studies

○ Slavic Languages & Literatures

○ Sociology

○ South Asian Studies

○ Spanish & Portuguese

○ Statistics & Data Science

○ Surgery

○ Theater Studies

○ Therapeutic Radiology/Radiation Oncology

○ Urology

○ Women's, Gender, & Sexuality Studies

○ Undecided

Other

26.     Team Member 3: Graduation Year

*Mark only one oval.*

◯ 2020

◯ 2021

◯ 2022

◯ 2023

◯ 2024

◯ 2025

◯ 2026

◯ 2027

◯ 2028

27.     Team Member 3: What is your gender?

*Mark only one oval.*

◯ Man

◯ Woman

◯ N (neutral, non-binary, gender non-conforming)

◯ Prefer not to answer

28.　Team Member 3: What racial and/or ethnic group(s) do you identify with?

Please feel free to use the "Other" space to describe the racial and/or ethnic group(s) you identify with however you choose.

*Check all that apply.*

- ☐ Asian
- ☐ Black or African-American
- ☐ Hispanic or Latino
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White alone (not Hispanic or Latino)
- ☐ Two or more races
- ☐ Prefer not to answer

Other: ☐ _____

29.　Team Member 3: What are identities that you hold that are important to you?

Examples include 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-gen, income/ socio-economic class, quality of education, occupation, and/or parent's education

30.　Use this space to list team members who are NOT able to participate in the accelerator, but who are involved in the idea/venture.

31. One by one, describe each team member's role in the organization thus far and their background. What unique skills do they bring to your venture? What unique perspectives can each of your team members bring to Tsai CITY?

    Please describe in 300 words or less.

    _____

    _____

    _____

    _____

    _____

32. What key skill sets is your team missing or could improve upon? In other words, who's not on your team? What is your plan to address those gaps?

    Please describe in 150 words or less.

    _____

    _____

    _____

    _____

    _____

About Your Idea

Please answer the following questions to tell us about your idea.

33.   Which best describes the current stage of your idea? *

*Mark only one oval.*

⚪ "I have an idea. I haven't started building it, but I have some design ideas. I don't have a first prototype yet or any user/customer discovery."

⚪ "My idea is well-developed, and I have a first prototype and have done some user/customer discovery, but I haven't gotten beyond that."

⚪ "I have a well-developed plan for my idea and a team of co-founders, contractors, and/or advisors in place. I have completed a lot of user/customer discovery, and I am in the process of iterating my prototype."

⚪ "My idea is now is up and running, and available to users. At least some users/customers are actively engaging with it."

34.   What is your initiative/idea category? *

*Mark only one oval.*

⚪ For-profit

⚪ Non-profit

⚪ Hybrid (for-profit and non-profit)

⚪ Initiative/Program/Event

⚪ I don't know yet

35.   In 50 words or less, describe your idea. *

_____

_____

_____

_____

_____

36. What is the unmet need or pain point your idea addresses? *

Please describe in 150 words or less.

_____

_____

_____

_____

_____

37. Describe your product, service, or offering. What is the solution you're presenting to the problem outlined above? What is its unique value proposition to your audience? *

Please describe in 150 words or less.

_____

_____

_____

_____

38. Who is your target audience/customer/user? How many potential customers/users have you spoken to thus far? What have you learned from them? *

Please describe in 250 words or less.

_____

39. What makes your idea innovative? How have the successes and failures of others within the same sector, geography, or demographic informed your work? *

Please describe in 150 words or less.

_____

_____

_____

_____

40. How will your idea make money or financially sustain itself? *

Please describe in 100 words or less.

_____

_____

_____

_____

_____

41. 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. *

Please describe in 150 words or less.

_____

_____

_____

_____

_____

42. Please include a link to a 2-minute (max.) recorded Zoom pitch of the idea/project described in this application. *

We are not looking for production value—only substance. Please record your video via Zoom. You can present slides during the pitch if you'd like. PLEASE NOTE: we will not watch more than the first 2 minutes of anything submitted. If you prefer to upload a video, please type N/A in the answer field, and upload your video in the question below.

_____

43. If you prefer to upload your 2-minute (max) video pitch, please do so here. Please know, the maximum file size is 10MB.

Files submitted:

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

_____

_____

_____

_____

_____

45. What program are you applying to? *

_Mark only one oval._

( ) Launch Pad      _Skip to question 52_

( ) Accelerator

Accelerator-Specific Questions

46. Describe the traction you've achieved to date. *

Please describe in 200 words or less.

_____

_____

_____

_____

_____

47. [OPTIONAL] Attach any relevant evidence of your traction to date. If there's a link, include it in the description above. Please know, the maximum file size is 10MB.

Files submitted:

48. What are the key lessons you've learned as you've developed your idea? Please outline 1-3 of the most important lessons and how you learned them. *

Please describe in 200 words or less.

49. What are 2-3 project goals you're hoping to achieve through the Accelerator? *

Please describe in 100 words or less.

50. Has your team applied to the Accelerator before? If so, what has changed since your last application? *

Please describe in 100 words or less.

51. [OPTIONAL] This year, Tsai CITY will hire student specialists to assist Accelerator teams with clearly defined projects during the Fall semester. If you would be interested in working with a student specialist, please provide a brief project description below. Please make sure to include the skillset required to complete the project.

Please describe in 150 words or less

A Few Final Questions

52. 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. *

NOTE: This does not impact your eligibility to participate in the Accelerator.

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

*Mark only one oval.*

◯ Yes

◯ No

54. Are you applying with a Yale laboratory-based technology? *

*Mark only one oval.*

    ◯ Yes

    ◯ No

55. Is your venture directly dealing with minors (anyone under the age of 18)? *

*Mark only one oval.*

    ◯ Yes

    ◯ No

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

*Mark only one oval.*

    ◯ Yes

    ◯ No

57. Have you established your startup/venture/organization as a legal entity? *

*Mark only one oval.*

    ◯ Yes

    ◯ No

58.     If you are coming into the accelerator with a physical project, please check all of the following that work on your project will involve: *

If none, leave this question blank.

*Check all that apply.*

☐ Working with powerful portable and small benchtop tools (> ½ hp) (10-15 amps @ 120 V AC, 24V-36V portable, pneumatics, hydraulics), such as a circular saw, belt sander, framing nailer, ½ hp geared drill, reciprocating saw, > 24V cordless tools, chop / miter saws, routers, mini-lathe, angle grinders, printing presses (Vandercook)

☐ 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

59.     OPTIONAL: Is there anything else you would like us to know?

Please share in 50 words or less.

_____

_____

_____

_____

_____

Google Forms