

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

Before selecting your desired program and applying, please be sure to thoroughly review each program's criteria at: <https://city.yale.edu/programs>.

For all 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.

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Each application will be reviewed by a committee of Venture Advisors, past program participants, Tsai CITY staff, and/or external mentors. Both the Accelerator applications and Summer Fellowship applications will go through 2 rounds of review. Teams selected to participate in the 2nd round review for the Accelerator will be invited for a 10-minute interview. Teams selected to participate in the 2nd round review for the Summer Fellowship will be invited to a live (Zoom) pitch.

Interview and pitch dates are listed below.

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; while we do not want you to exceed them, you certainly do not have to meet them. The idea is to be as succinct and concise as possible.

**For questions regarding the application please contact [zoe.hunter@yale.edu](mailto:zoe.hunter@yale.edu).**

#### APPLICATION TIMELINE

Application Deadline: Sunday, February 14 @ 11:59 PM ET

Accelerator Interview Dates: February 22 - 24

Launch Pad & Accelerator Applicants Notified: Monday, March 1

Launch Pad & Accelerator Start Date: Friday, March 12

Summer Fellowship Pitch Dates: March 17 - 26

Summer Fellowship Applicants Notified: Friday, April 2

Summer Fellowship Start Date: Tuesday, June 1

This document is only to be used as an aid to prepare your answers. To complete and submit the real application, please [click here](#).

## LAUNCH PAD APPLICATION

### **ABOUT YOUR TEAM**

What is the name of your idea or team? (Open ended)

Team Member Name

Team Member Email

Team Member NetID

Team Member School at Yale

Team Member Discipline

Team Member Graduation Year

Team Member Gender

Team Member Racial Identity

Team Member Other Identities

List team members who are NOT able to participate in the program, but who are involved in the idea/venture. (Open ended)

One by one, describe each team member's role in the organization. What unique skills do they bring to the venture? What unique perspectives can each team member bring to Tsai CITY? (Open ended – 300 words or less)

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? (Open ended – 150 words or less)

### **ABOUT YOUR IDEA**

Which best describes the current stage of your idea?

- I have an idea. I haven't started building it, but I have some design ideas.
- My idea is well-developed, and I have a first prototype and/or have done some customer discovery
- I have a well-developed plan for my idea and a team of co-founders, contractors, and/or advisors. I've completed customer discovery and am in the process of iterating my prototype
- My idea is now up and running and available to users. At least some customers/users are engaging with it.

What is your venture/idea category?

- For profit
- Non profit
- Hybrid

- Initiative/program/event
- I don't know yet

In 50 words or less, describe your idea. (Open ended)

What is the unmet need or pain point your idea addresses? (Open ended – 150 words or less)

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? (Open ended – 150 words or less)

Who is your target audience/customer/user? How many potential customers/users have you spoken to thus far? What have you learned from them? (Open ended – 250 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? (Open ended – 150 words or less)

How will your idea make money or financially sustain itself? (Open ended – 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. (Open ended – 150 words or less)

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

*If you prefer to upload your 2-minute (max) video pitch, a space will be provided to do so.*

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

### **A FEW FINAL QUESTIONS**

Has your team participated in any other Tsai CITY cohort-based program? (check all that apply)

- Yes – an intensive
- Yes – the Launch Pad
- Yes – the Accelerator
- No – I've never applied
- No – I applied but didn't get accepted

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.

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

- Yes
- No

Are you applying with a Yale laboratory-based technology?

- Yes
- No

Is your venture directly dealing with minors (anyone 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 startup/venture/organization as a legal entity?

- Yes
- No

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

- 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

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