

# Tsai CITY Venture Development Programs Application

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

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.

[Here is a Google Doc version of the application.](#)

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## **LAUNCH PAD**

Launch Pad operates on a rolling admission policy, which means applications will be reviewed until March 17, 2023. Applicants are notified on a rolling basis.

## **ACCELERATOR**

Each application and applicant will be reviewed in real-time by a committee of venture advisors, past program participants, Tsai CITY staff, and/or external mentors on Tuesday, January 31, 2023. Applicants need to sign up for a meeting time for that day. You will be emailed a link to sign up.

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

For questions regarding the application, please contact [sade.owoye@yale.edu](mailto:sade.owoye@yale.edu).

## **APPLICATION TIMELINE:**

Deadline: Sunday, January 29th at 11:59 PM EST

Accelerator Interview Date: Tuesday, January 31st

Accelerator Applicants Notified: Thursday, February 2nd

Accelerator Start Date: Friday, February 10th

## **SUMMER FELLOWSHIP**

There are two separate application periods for the Summer Fellowship.

The early admissions period is the same timeline as the Accelerator application timeline. If you are not accepted into the Summer Fellowship in the first timeline, you will be given feedback on what to improve and given an opportunity to interview again in the second period. There is no harm in applying early.

Each application and applicant will be reviewed in real-time by a committee of venture advisors, past program participants, Tsai CITY staff, and/or external mentors. The first interviews will be on Tuesday, January 31, 2023 and the second interviews will be on Friday, March 3rd, 2023. Applicants need to sign up for a meeting time for that day. You will be emailed a link to sign up.

For any questions regarding the Summer Fellowship, please contact [matthew.gira@yale.edu](mailto:matthew.gira@yale.edu)

#### APPLICATION TIMELINE:

**First Deadline: Sunday, January 29th at 11:59 PM EST**

Summer Fellowship 1st Interview Date: Tuesday, January 31st

1st Summer Fellowship Applicants Notified: Thursday, February 2nd

**Second Deadline: Sunday, February 19th at 11:59 PM EST**

Summer Fellowship 2nd Interview Date: Friday, March 3rd

2nd Summer Fellowship Applicants Notified: Monday, March 6th

Program Dates: Tuesday, May 30th - Friday, August 4th

- In-Person: May 30-June 16th, July 24th-August 4th
- Remote: June 17th-August 23rd

## Team Information

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 program.

## Note on Demographic Data

Here at 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 complete the questions below about you and your team, and note that the demographic questions are optional.

**This information is asked for 3 team members:**

- **First Name**
- **Last Name**
- **Email Address**
- **Net ID**
- **Headshot**
- **School at Yale**
- **Major/Department**
- **Graduation Year**
- **What is your gender?**
- **What racial and/or ethnic group(s) do you identify with?**
- **Team Lead: 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

### **For all programs:**

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

**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? (300 words max)**

**What key skill sets is your team missing or could improve upon? In other words, who is not on your team? What is your plan to address those gaps? (150 words max)**

## **Team Name**

### **OPTIONAL: Team Logo**

This will only be used for marketing purposes.

### **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. 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/or 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 up and running, and available to users. At least some users/customers are actively engaging with it.

### **Please select the pathway(s) that your team best identifies with**

Descriptions of each pathway are included below. Please note you can identify with more than one pathway.

**Entrepreneur** - An entrepreneur is someone who wants to create a venture

**Intrapreneur** - An intrapreneur is someone who is interested in innovating from within an established business or organization.

**Explorer** - An explorer is curious about new ways of identifying and solving real-world problems. An explorer may not currently be developing an idea but is still eager to engage in an innovation and entrepreneurship ecosystem.

**Civic Innovator** - A civic innovator is someone who sees opportunities for innovation to improve lives, deepen knowledge, and amplify the voices of community members at all levels of civil society from local to global.

**Creative** - A creative is an artist and practitioner who stretches the boundaries of their creative discipline in a new and innovative way.

### **What is your venture/idea type?**

- For-profit
- Non-profit
- Hybrid
- Initiative/Program/Event
- I don't know yet

**Into what categories does your venture/idea best fit?**

- |                                |                           |
|--------------------------------|---------------------------|
| • AI & Machine Learning        | • Music                   |
| • Agriculture                  | • New Haven               |
| • Augmented & Virtual Reality  | • No-Code Software        |
| • Blockchain                   | • Operations              |
| • Content Creation             | • Quality of Life         |
| • Creator Economy              | • Religion                |
| • Data                         | • Research                |
| • Finance & Banking            | • Robotics                |
| • Economic Inequality          | • Security                |
| • Education                    | • Smart Cities & Homes    |
| • Food & Food Tech             | • Social & Standard Media |
| • Government & Politics        | • Social Justice          |
| • Hardware & Physical Products | • Socialization           |
| • Health & Wellness            | • Software                |
| • Housing                      | • Space                   |
| • Manufacturing                | • Sports & Fitness        |
| • Marketing                    | • Supply Chain            |
| • Material Sciences            | • Sustainability          |
| • Mobility                     | • Visual Arts             |

**Describe your venture/idea in one sentence.**

Please describe in 240 characters or less.

**What is your elevator pitch? What are the 3 most important things you want someone to know about your venture?**

Please describe in 250 words or less.

**What is the unmet need or pain point your venture/idea addresses?**

Please describe in 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?**

Please describe in 150 words or less.

**What makes your venture/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.

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

Please describe in 100 words or less.

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

**What are 2-3 goals you're hoping to achieve through the program?**

Please describe in 100 words or less.

**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
- Yes - Summer Fellowship
- Yes - RAMP//UP
- No - I never applied to one prior to this
- No- I applied to one but was not accepted

**Where else (at Yale or beyond) are you getting funding for this venture/idea?**

**Please list both pending and secured funding sources, as well as the amounts of each.**

This does not impact your eligibility to participate in a program.

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

Please share in 50 words or less.

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

- Yes
- No

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

- Yes
- No

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

- Yes
- No

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

- Yes
- No

**If you are coming into a program 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 / mi
- 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
- NA

**OPTIONAL: Where did you hear about us?**

- Tsai CITY social media
- Tsai CITY website
- Word of mouth
- Faculty/class
- Student club
- Other social media (including Slack, WhatsApp, and GroupMe)
- Other
- None of the above

**Accelerator & Summer Fellowship**

**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.

**What will the impact of your venture/idea 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.

**Please include a link to a 2-minute (maximum) recorded Zoom pitch of the venture/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.

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

Traction can be defined as current and/or potential customers; pilots, products, or services launched; works copyrighted or patents filed; relevant media coverage; an account for attendance at events, exhibits, or shows; and significant website traffic, comments, likes, or follows. (Please limit response to 150 words, and use the next question to provide any supplemental evidence of traction.)

**OPTIONAL: Link to any relevant evidence of your traction to date.**

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

Please describe in 100 words or less.

## **Summer Fellowship**

**Why would the Summer Fellowship be catalytic to your venture?**

Please describe in 100 words or less.



**The Summer Fellowship is a full-time, hybrid program. Below are the dates.**

- Tuesday, May 30th - Friday, August 4th
  - In-Person: May 30-June 16th, July 24th-August 4th
  - Remote: June 17th-August 23rd

During the entire period of the Summer Fellowship, you would have dedicated space in the Tsai CITY building to work and store items if needed.

**Can you attend the entire program?**

- Yes
- No