Bethesda Green
Innovation Lab: Program Application
Application Questions for F6S.com – August 2020

1. What is the name of your company?
2. What is the best email to reach you?
3. What is the best phone number to reach you?
4. In one sentence, tell us what your company does and what the products/services are that you offer.
6. Why do you want to participate in Bethesda Green’s Innovation Lab?
7. Have you formed as a legal business entity?
8. Where have you, or where do you plan to register your entity? (If in the United States, list City and State. Otherwise, list country.)
9. Is your venture a:
   a. For-Profit
   b. Nonprofit
   c. Undecided
   d. Other
10. Currently, in which country is your venture's main operations?
11. How long have you been working on this start-up?
12. Please include the names of all members of the founding team, including titles (if applicable).
13. Not counting founders, at the time of applying, how many people work for your venture?
14. How many employees are full-time (including yourself)?
15. Have you employed any seasonal workers or volunteers in 2020?
16. Please select the option that best describes the stage of development of your product or service.
   a. I do not have a physical product or prototype.
   b. I have a prototype or simple version that I can show customers.
   c. I have a market-ready product / service. I could sell it to customers.
   d. I have a market-ready product / service. I have sold it to customers.
17. What is the current operational model of your venture? (Check all that apply)
   a. Production / Manufacturing
   b. Processing / Packaging
   c. Distribution
   d. Wholesale / Retail
   e. Services
   f. Financial Services
   g. Unsure
18. Would you say that your venture is invention-based?
19. Whether assigned by an owner or obtained in some other way, does your venture have any of the following? (check all that apply)
   a. Patents
   b. Copyrights
   c. Trademarks
20. What primary sector is being impacted by your venture's activities? (Select one)
a. Agriculture
b. Artisanal
c. Infrastructure / Facilities Development
d. Education
e. Energy
f. Environment
g. Financial Services
h. Health
i. Housing Development
j. Information and Communication Technologies
k. Tourism
l. Culture
m. Supply Chain Services
n. Technical Assistance Services
o. Water
p. Other

21. What is your total earned revenue to date ($USD)?
22. What is your venture's earned revenue so far in calendar year 2020?
23. Profit is the business's income after all expenses and taxes have been deducted. Roughly speaking, what is your profit margin for 2020?
24. How much, if any, did your venture pay in wages, salaries, and benefits to full- and part-time employees so far in 2020?
25. How much of their own money have founders put into the business so far in 2020?
26. How much of their own money have founders put into the business since founding?
27. Please indicate whether your venture has received any of the following investments from outside sources since founding:
   a. Equity
   b. Debt
   c. Philanthropy
   d. The venture has not received any outside investments.
28. From which sources has your venture received funding? (Check all that apply)
   a. From other companies
   b. From government agencies
   c. From foundations or other nonprofits
   d. From accelerators or fellowship programs
   e. From friends or family members
   f. From business plan competitions
   g. From crowd-funded campaigns
   h. From employees that are not owners
   i. From other individuals
   j. From another source
29. Are you planning to secure additional investment for your venture in the next 12 months?
30. What are the financial goals for your venture? (Select one)
   a. Cover costs
   b. Cover costs and earn some profit
31. Individuals can also have non-financial motives for launching new ventures. Does your venture have the explicit intent of creating social or environmental impacts?

32. Which of the following impact objectives does your venture currently seek to address? (check up to three)
   a. Access to clean water
   b. Access to education
   c. Access to energy
   d. Access to financial services
   e. Access to information
   f. Affordable housing
   g. Agricultural productivity
   h. Biodiversity conservation
   i. Capacity building
   j. Community development
   k. Conflict resolution
   l. Disease-specific prevention and mitigation
   m. Employment generation
   n. Energy and fuel efficiency
   o. Equality and empowerment
   p. Food security
   q. Generate funds for charitable giving
   r. Health improvement
   s. Human rights protection or expansion
   t. Income / productivity growth
   u. Natural Resources conservation
   v. Pollution prevention and waste management
   w. Support for women and girls
   x. Sustainable energy
   y. Sustainable land use
   z. Water resources management
   aa. Other
   bb. The venture does not have an explicit intent to create social or environmental impacts.

33. What is the demographic group of the primary beneficiaries targeted by your venture's activities? (Select one)
   a. Children and adolescents
   b. Disabled
   c. Minorities or previously excluded
   d. Women
   e. Other
   f. None of the above

34. Besides funding, what are your top two most significant business challenges at this point and why?

35. Has your venture ever taken a B Impact Assessment or Global Impact Investment Ratings System (GIIRS) Survey?

36. If your venture has NOT taken a B Impact Assessment or GIIRS Survey, please indicate why not:
a. We have never heard of B Lab / GIIRS
b. We are not interested in measuring our impacts
c. We have no time to measure our impacts
d. We are not fond of this measurement approach
e. Other

37. Does your venture regularly track itself against any of the Impact Reporting Investment Standards (IRIS) impact measures?
38. If your venture does NOT regularly track itself against IRIS impact measures, please indicate why not:
   a. We have never heard of IRIS
   b. We are not interested in measuring our impacts
   c. We have no time to measure our impacts
   d. We are not fond of this measurement approach
   e. Other

39. Does your venture regularly track its impacts using any other established measurement approaches?
40. What is some of the best advice you've received since you've founded your business? Why?
41. How do you describe yourself as an entrepreneur?
42. Have you been, or are you currently a member of another incubator or accelerator program? If yes, which one(s)?
43. The following are some of the potential benefits that are typically associated with entrepreneurial accelerators. We are interested in learning how important they are to your venture's development and success. What is the MOST IMPORTANT benefit of an entrepreneurial support program to you?
   a. Network development (eg. With potential partners and customers)
   b. Business skills development (eg. Finance and marketing skills)
   c. Mentorship from business experts
   d. Access and connections to potential investors / funders
   e. Secure direct venture funding (eg grants or investments)
   f. Gaining access to a group of like-minded entrepreneurs
   g. Awareness and credibility (eg. Association with a recognized program, press / media exposure)
44. What is the 2nd most important benefit of an entrepreneurial support program to you?
45. What is the LEAST IMPORTANT benefit of an entrepreneurial support program to you?
46. What other potential benefits would you look for from entrepreneurial support program that are not listed in the questions above?
47. How did you hear about the Innovation Lab at Bethesda Green?
48. Please include a 2-page executive summary (preferred) or a short pitch deck that addresses the following questions (max file size, 30MB). Please send as PDF doc if possible. Note: We understand that you may not have all of the below ironed out; please be candid on what you're still working on. This is about understanding your idea, where you're at now, and how we can help you.
   a. Management Team—What strengths does your team bring in making this company a success?
b. Customer- What is your target customer segment? Who pays, benefits and uses your product/service?
c. Problem- What problem are you solving for your customers?
d. Solution – How does your product/service address the problem and create value?
e. Target market- What is the size and projected growth of your market?
f. Business Model – How will you generate revenue? What is your business model? Be specific, indicate your primary revenue streams, and describe your distribution channels.
g. Competition –Who are your primary direct and indirect competitors, as you view them? What is your competitive advantage?
h. Market Traction- What is your current progress or traction to date? Please include pilots, customers and/or users, market feedback, partnerships, revenue, and/or any other indicators of progress.