



Application Overview for Bethesda Green's Innovation Lab

(Updated January 2023)

Through this Innovation Lab application process, we will ask for information about your business and your founding team. By submitting this information, you are giving it to Bethesda Green to use internally at its discretion. The information collected in this application is considered confidential and will not be shared beyond the Bethesda Green Innovation Lab team, our trusted network of mentors and advisors, and the board of directors without your permission.

We ask that you carefully respond to each question so that the information you provide in the application is accurate. We do not see it as a poor reflection on an early-stage venture if its current numbers – especially its financials – are lower than one might hope or expect. In fact, we feel this is why entrepreneurial programs like ours exist: to help promising entrepreneurs reach their full potential.

Application Deadline:

- **Incubator:** Rolling applications
- **Accelerator – Spring 2023 Cohort:** - Applications open until February 15, 2023
- **Amplifier:** Rolling applications

Step #1: Prepare to Submit Your Application

1. We encourage you to prepare a 2-page (max) executive summary before beginning the application process. *(For early-stage companies, we understand that you may not have all of the details ironed out, and that's okay. 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 from, 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.

2. Review the Application questions and gather the requested information. Application questions can be found here: <https://bethesdagreen.org/wp-content/uploads/2022/03/questions-for-innovation-lab-application.pdf>

Step #2: Submit your Application

3. Once you're ready to move forward to begin the application, you'll be prompted to log in or create an account on F6S.com when you click on the appropriate application link:
 - **Incubator:** <https://www.f6s.com/bethesdagreeninnovationlabincubator/apply>
 - **Accelerator – Spring 2023 Cohort:** <https://www.f6s.com/bethesda-green-accelerator-cohort-6/apply>
 - **Amplifier:** <https://www.f6s.com/bethesdagreeninnovationlabamplifier/apply>
4. Complete the questions. You may save your responses and return to complete the application.
5. After you complete the questions through F6S, click on "CONNECT WITH EMILY" and SUBMIT YOUR APPLICATION.

Step #3: Review Process

6. Bethesda Green's Innovation Lab team will review applications on a rolling basis. Incubator and Amplifier applicants can expect to hear from the Innovation Lab team within two weeks of submitting their application about next steps. Accelerator applications must be submitted before a cohort's application deadline to be considered.
7. Select candidates will be asked to participate in a preliminary phone interview and a video Zoom interview, which may include a short presentation of your company.
8. Incubator and Amplifier members will be considered as space is available for each program. Entrepreneurs selected for an upcoming Accelerator Cohort will receive offer letters in December.