

MassChallenge 2012 Application Form Questions **[Tentative]**

Note: MassChallenge will start accepting applications online for the 2012 accelerator program on March 1, 2012. The deadline for application submissions is April 11, 2012 12:00 Noon EST. Below is a preview of the anticipated online application form, so that you can start working on your application content early if you so choose. Some minor changes may occur in the final online application, but we do not anticipate any major changes.

Also note that all character counts are inclusive of spaces and carriage returns.

Eligibility: <http://www.masschallenge.org/accelerator/eligibility>

1. Elevator Pitch

- Tweetable elevator pitch (*max 110 characters*)
- Full elevator pitch (*max 500 characters*)
- *Optional* - Video Elevator Pitch (*Embed link; no length limit but for effectiveness you should limit videos to 3 min maximum.*)
- *Optional* - Website (URL)

2. Customer Pain and Solution

- Problem - Please describe what problem (customer pain point) you are trying to solve. (*max 500 characters*)
- Solution – What is your solution? What is innovative about your solution? Technology, Business model, etc? (*max 500 characters*)

3. Overall Impact

- Define the 1 year and 5 year impact that you hope to accomplish? *Use whatever metrics are most appropriate for you (e.g., revenue, profit, jobs, societal benefits)* (*max 500 characters*)

4. Customer Needs and Acquisition

- How would you define your potential market and what is the addressable market size? *Use whatever metrics are most appropriate for you (e.g., dollars, people, devices)* (*max 250 characters*)
- What traction have you made to date with market validation? (e.g., users, paying customers, lab/trial data)? (*max 250 characters*)
- Marketing – What will be your messaging to users & customers and how do you plan to spread that message? (*max 250 characters*)
- Sales and Distribution – How will you reach your customers? Via which channels will you likely reach your customers/users? (e.g., online, retail locations, inside sales, partnerships, direct sales, Value added resellers, franchise, licensing) (*max 250 characters*)

5. Industry and Competitors

- Which organizations compete with your value offering now, and who might do so in the future? (*max 250 characters*)
- Which organizations complement your offering in the market? Do you know of or anticipate any value chain partners? (*max 250 characters*)
- What are your primary advantages relative to existing or potential competitors? i.e., Why will you win? (*max 250 characters*)

6. Business Model/ Financials

- What are the key drivers of business economics (Price points, margins, etc)? i.e., what do you anticipate as the primary costs/revenue streams? (*max 500 characters*)

7. Regulation and IP

- What IP or regulatory requirements exist for your business or in your industry? Who owns your IP currently? Do you foresee IP as a competitive advantage? (*max 500 Characters*)

8. Founding Team and Advisors/Investors

- Please share some background information on your team members, and tell us what makes your team special. (*max 500 characters*)
- Please tell us about current or anticipated advisors and investors. (*max 250 characters*)

9. MassChallenge

- Please describe one or 2 specific things MassChallenge could do to accelerate the growth of your company. (*max 250 characters*)
- What can you contribute to the MassChallenge community? (*max 250 characters*)

10. Other

- Is there anything else you would like to tell us? (*max 250 characters*)
- Confirm that you can be available in Massachusetts for at least one day between May 9-10 or May 14-17 for in-person judging if selected. (*~20 min pitch but requires 2 hour commitment to facilitate scheduling*). **If you cannot be here during those dates, please specify why? (Video Skype may be an option) (250 characters)**
- Please confirm that your company will actively participate in the accelerator program if your team is selected as a Finalist. Note that this requires physical presence and engagement in the MassChallenge Boston office from June 25 through October 26. We do expect active, consistent engagement. Failure to engage actively in the accelerator may result in disqualification from the competition. **If you cannot actively participate, please specify the reasons. (250 characters)**

References (Optional)

Please note that references are optional. Please use them only if you think they will provide additional data on your application. Ideal reference writers are recognized experts who know you and your company well and can provide genuine insight about your potential.

Please provide the names and email addresses of references for your application. We will contact these individuals on your behalf and ask for their simple input. References are optional but provide additional data points to evaluate the application.

Reference 1: Name, Title, Company, Email Address, Relation to Your Company, Phone (optional)

Reference 2: Name, Title, Company, Email Address, Relation to Your Company, Phone (optional)

Questions that we may ask your References

- Confirm that you are willing to be a reference
- On a scale of 1-7 how would you rate the impact of this company for society if it succeeds in achieving it's goals? Rate the company relative to peers in it's industry.
- On a scale of 1-7 how would you rate the likelihood of this company to succeed in achieving it's goals? Rate the company relative to peers in it's industry and at it's stage of development.
- Comments (250 characters)

For MassChallenge Alumni

Ineligible to apply

- Past MassChallenge cash winners.
- Companies that have been through the accelerator program (June-October) **twice**

Eligible to apply

- Companies that have been through the accelerator program **once** (June-October).
Please answer the following additional question:
 - Why do you want to participate in MassChallenge the second time? What do you hope to get out of it? What has changed since the first time at MassChallenge? (250 characters)