

We in Social Tech accelerator – application questions

(Please note: the questions in this document are for your information only. You will need to post the answers directly into an online application form on Zealous. Most questions require answers that are limited to 200 words or less. Please bear this in mind if you are copying and pasting your answers from another document – any text longer than the word limit will be automatically cut off.)

1. Why did you decide to start this business? (What problem are you trying to solve?)
2. Describe the social impact you are aiming to achieve.
3. Describe your product(s)/service(s)
4. Tell us about your target customers (and main target users, if different to your customers.)
5. Tell us about your two closest competitors and about your key competitive advantage?
6. Tell us about your business' history and the key achievements to date
7. What are the key milestones you aim to achieve in the next 12 months? What do you need to achieve them?
8. What are your biggest challenges in the next 12 months? What do you need to overcome them?
9. How is participating in the We in Social Tech programme going to help you grow your business?
10. What knowledge and/or skills would you be willing to share with other programme participants?
11. What was your last 12 months total turnover (sales), and P&L?
12. What is your current turnover per month? If you are not trading yet, when do you expect to get your first paying customers?
13. How many founders does your business have?
14. Links to business' website and founder(s)/ business' Social Media (LinkedIn)
15. Are the founders currently working in the business full time? (please provide details)
16. How many people does the business currently employ (not including the founders)?
17. How many founders will be participating in the accelerator?
18. Where is the business located (borough & town)?
19. Business start date, or expected start date (MM/YY)
20. Registered company number (enter N/A if not yet registered)
21. Where did you hear about us? (please specify which newsletter, social media post, website, blog, email, publication, etc)

Supported by

MADE for GOOD
The Deutsche Bank enterprise
programme for social good



+

