

Full Application Questions

Thank you for your interest in applying to the Climate & Energy Tech cohort of the mHUB Accelerator. The application period will be open until March 28th, and the program will officially begin June 2022 at mHUB in Chicago.

This document includes the full list of application questions to help you plan ahead before getting started. Gathering compelling responses for this application may take a few hours.

Before You Apply...

Before proceeding with this application, **will you be able to spend 6 months in Chicago to participate in the program?** If the answer is "yes", please complete all sections of this application in their entirety to be considered for participation in the mHUB Climate & Energy Tech Accelerator. Gathering compelling responses for this application may take a few hours. You can download a PDF outlining the full list of application questions to help you plan ahead before getting started.

You will not be able to advance through the application without adding content for the required fields in each section. **Once your application is submitted, you cannot go back in and change your application responses.** *Note:* if the application is started and the web session times out or the application window is accidentally closed, you will receive an email with a link to help you get back into your application. Make sure to click that link using the same web browser, with the same browser profile (if using Google Chrome), and the very same email address that was used when the application was started.

Application Checklist:

You will need:

1. Details about the problem your company/product solves
2. A picture of your product or prototype and link(s) to any multimedia that demonstrates your product or prototype (if available)
3. Data from your market research; including TAM, TTM, CAGR, and customer acquisition metrics
4. Bios, certificates & licenses of all team members
5. Details about value proposition, patents, product validation and scaling
6. A PDF file of your business plan (if available)
7. Revenue data from the last 3 years (if available)

8. Total funding raised to-date, including from grants, crowdfunding, pitch competitions, etc.
*Please include all funding rounds, terms, and dollars raised.
9. Details on debt load, monthly expense totals, and financial runway forecast
10. Summary of regulatory requirements related to your specific product (if any)

By starting this application and clicking submit, you are agreeing to our [Terms of Service](#) and [Privacy Policy](#). Once you have submitted your application, you will receive an email notice that mHUB has received your application. This confirmation email includes a timeline for the application process. You will be contacted about the status of your application. For any questions, contact team@mhubchicago.com. **Remember that applications will not be accepted after 11:59 pm CDT on 3/28/22.**

About our selection criteria:

Our selection committee will carefully review every application. The selection will follow different steps. In a first step the selection committee will review the application according to the criteria below. Next steps will include phone, video and/or on-site interviews.

1. **MARKET POTENTIAL** - Problem to be solved, market size, go-to-market and customer acquisition strategy
2. **PRODUCT SOLUTION** – Product description, novel and manufacturable solution, differentiators
3. **STRATEGIC APPROACH** – Business model, financial acumen, vision, regulatory (if any)
4. **STRUCTURE/GOVERNANCE** – Capital structure, risk management, board of directors/advisors (if any)
5. **TEAM POTENTIAL** – Experience, diversity, execution-focused, commitment, coachable

APPLICATION QUESTIONS ARE AS FOLLOWS :

Login

- First Name:
- Last Name:
- Email Address:
- Company Name:

Background

1. What is the name of your company?
2. What is your company's founding date?
3. Please provide a URL to your company website:
4. Please provide the best phone number to reach you at:
5. What is your current location?

Market Potential

- **PROBLEM:**
What problem does your company solve? How is this problem being solved today without you? Describe the importance and impact of your solution. **(max 150 words)**
- **MARKET:**
Describe your customer. What is the market size (include Total Addressable Market (TAM))? Why is now the time for your product? What's your anticipated time to market (TTM)? Is this a growing market (include Compound Annual Growth Rate (CAGR))? **(max 500 words)**
- **CUSTOMER ACQUISITION:**
What's your go-to-market strategy? How have you acquired customers to date? Please provide metrics. **(max 150 words)**

Product Solution

- **PRODUCT**
Please provide a brief product description. Provide an image and/or a link to any multimedia that demonstrates your product. What is the development status (design/prototype/product)? When will it be ready? What are the top 3 areas that you want help with?

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- [Multimedia link #1 *not required]
 - [Multimedia link #2 *not required]

 - **PRODUCT MARKET FIT**
What is your unique value proposition? Why do you believe your product is what your customers need? Provide examples and customer feedback. What are the most important metrics of success for your business? How do you track these metrics? **(max 200 words)**

 - **YOUR DIFFERENTIATOR**
Why will you win this market vs the competition? What insights do you have that others missed? How do you differentiate your solution from your top two competitors? Please name your competitors: **(max 300 words)**

 - **PATENTS**
Do you hold any patents, copyright, trademark, etc., related to your technology? Do you have any patents pending? If any patents, please provide reference and patent number. **(max 150 words)**

 - **PRODUCT SCALING**
Detail how you plan to scale the production of your product. **(max 150 words)**

 - **PRODUCT VALIDATION**
What testing have you done on the product? Please describe your findings. **(max 150 words)**

Strategic Approach

- **BUSINESS MODEL**
What best describes your business (B2C, B2B, B2B2C)? What is your business model? How will you make money? Do you need partners to make your solution work? If so, who? What are your anticipated barriers to market entry? **(max 200 words)**

- **VISION**
Where do you imagine your company to be in 5 years? **(max 100 words)**

- If applicable, please upload your business plan.

- **REVENUES**

What are your revenues in the last 3 years, if any? How many customers or pilots did you attract the last 3 years, if any? What is your growth rate? How did you come up with your pricing strategy? How does the price of your product(s) compare to your competitors? **(max 200 words)**

- **COSTS**

Detail your monthly expense(s).

Structure & Governance

- **LEGAL STRUCTURE**

Please describe your incorporation structure and where & when your business was incorporated. Specify C-corp vs. Flow-through entity. What has your company done to mitigate inherent risk? Please outline your board of advisors (names, titles), if any. **(max 200 words)**

- **ENTITY**

Is your company a US entity?

- **CAPITAL RAISED**

Detail your total funding raised to-date, including from grants, crowdfunding, pitch competitions, etc. Please include all funding rounds, terms, and dollars raised. How many months of runway do you have at this moment? Detail estimated funding requirements to achieve a sustainable business. **(max 200 words)**

- **EQUITY**

How is your equity divided up? Do you have debt? **(max 200 words)**

Team Potential

1. YOUR TEAM

Please provide name, role and bio for each member of your founding team. Provide any relevant experience, e.g. certifications, licenses. What is your team size? **(max 500 words)**

2. WHY YOUR TEAM

How is your team uniquely positioned for success? Why are you passionate about this? How did the co-founders meet? Have you previously worked together? Tell us about a proud moment in your personal life, a product you made, or something impressive. **(max 500 words)**

3. DIVERSITY

Share the diversity of your founding team. How does your company value and leverage diversity and inclusion overall? Please share as many specific examples as you can. What are key hires your team foresees in the near future? **(max 100 words)**

4. COMMITMENT

Is each member full-time, and if so, how long? If not, why not? What is the team's commitment to your business? Is your team committed to working for this startup for a year after the mHUB program? **(max 300 words)**

5. ADVICE

Please describe a recent example of advice provided by an advisor or mentor that you then implemented within your business or product. **(max 100 words)**

Program

- If accepted into the program, what do you plan to accomplish with the \$75,000? Do you anticipate any barriers to hitting these goals? **(max 200 words)**
- Will you be able to dedicate at least 6-months at mHUB in Chicago full-time?
- How did you first hear about Accelerated Incubation?
 - mHUB Email
 - Twitter
 - Facebook
 - Instagram
 - LinkedIn
 - Friend or Colleague
 - Direct Invite from mHUB Affiliate
 - Other
- Have you visited mHUB before?
- Is there anything else you'd like to tell us?