PLEASE NOTE:

Below are the questions that are listed on the Typeform application.

Please send your application through Typeform, NOT by emailing us this filled in form. Typeform does not allow you to save your form if you stop mid-way through, we suggest you use this to plan out/write up your answers then copy and paste them into Typeform. To submit your application on Typeform visit: <http://bit.ly/3d8wgM9>

Thank you for your interest in The Forge! Please take the time to answer each question thoroughly. There is no application fee. The Forge is seeking the most promising entrepreneurs and reviews all applications with care.

Questions? Please contact mariya(at)theforge.mcmaster.ca.

1. Which program are you applying to?

* Business Incubator
* Startup School
* Student Startup Competition

2. What is your full name?

3. What is your email address?

4. What is your phone number?

5. What is your startup's name?

6. Describe the problem you are addressing.

- Description of the problem.

- Who has the problem?

- Why do current solutions fail to address the problem?

- What is the value (created or saved) in solving the problem?

7. Describe your solution to the above problem.

- Describe your business idea in detail. Are you selling a project and/or service?

- What is the core technology?

- How does your solution address the customer pain points?

- What unique benefits do customers realize when they use your product/service? *(Benefits are not the same as features. Eg. "This car has airbags" = feature; "This car has the highest front-end safety rating in the market" = benefit)*

8. Describe your ideal target customer(s).

- Who suffers from the problem you are addressing?

- Are you selling to businesses (B2B), consumers (B2C), or both?

- If B2B, include details such as industry sector, company size, etc. If B2C, include demographic information.

- Why are these customers ideally suited to adopt your solution?

9. How have you validated your assumptions and insights about your problem, solution, and market?

- Have you done interviews with potential customers, partners, etc?

- What have customers told you about this problem? What challenges/obstacles were raised?

- What evidence do you have that the target market wants your product?

- What was their reaction when they saw or heard about your solution?

10. What is the size of the market opportunity?

- What is the current demand for this product?

- What is the market currently spending to solve this problem?

- If applicable, what would the new market potentially spend to solve this problem

- Does this product have potential for global expansion?

11. Describe your revenue model.

- How will you make money?

- Recurring revenue, repeat, or one-time sales?

- How much will you charge?

12. Describe your cost model.

- What development costs are you anticipating?

- What will it cost to acquire a customer?

- What one-time costs will you incur to deliver your product/service to a customer?

- What recurring costs will you incur delivering your product/service to a customer?

13. What channels will you use to access your target customer?

- How will your customers find out about your product?

- How will your customers buy your product?

- How will your customers make the journey from discovery to purchase?

14. Describe your competition and alternatives to your solution.

- What other companies are delivering a similar solution? Do you know who you are competing with?

- What manual or other work-arounds are used to deal with the problem?

15. What competitive advantage do you have (or plan to have)?

- Why is your solution hard to copy?

- What barriers would competitors face if they tried to compete?

16. Is your startup at idea stage, prototype, MVP, or finished product?

17. Do you have a company website and/or pitch deck?

- If yes, please share the link(s).

18. How have you funded your startup to date?

- Have you used your own savings, government grants, revenues, and/or private capital?

19. Are you working with other incubators/accelerators/innovation centres?

If yes, please list them.

20. List your team members, including yourself, along with job titles/roles.

- Indicate whether each team member is full-time or part-time on the business

- Indicate whether each team member is paid, holds equity, or volunteers.

21. Describe your team.

- Why is your team capable of delivering a solution to this problem?

- What relevant experience does your team have?

- How are you covering any skill or experience gaps?

- What team members or advisers do you anticipate adding to your team?

22. Why do you want to join The Forge?

- What support or assistance are you looking for?

- What are your goals and how can we help?

23. Tell us about yourself.

- Why are you motivated to solve this problem?

- What skills and/or experience do you have that will help you with your business?

- Have you ever started a business in the past?

24. What city do you live in?

25. Are you currently employed?

- If yes, are you full-time or part-time?

26. Are you a McMaster University student or graduate?

27. What degree(s) are you currently enrolled in, or have completed at McMaster University?

*Select all that apply (eg. "Alumni, graduated with undergraduate degree" and "Student, Masters")*

* Current Student, undergraduate bachelors degree
* Current Student, medical degree (MD)
* Current Student, Masters degree
* Current Student, PhD degree
* Current Student, Continuing Education diploma/certificate
* Alumni, graduated with undergraduate Bachelor's degree
* Alumni, graduated with medical degree (MD)
* Alumni, graduated with Masters degree
* Alumni, graduated with PhD degree
* Alumni, Continuing Education diploma/certificate

28. What is/was your McMaster University Faculty?

* Faculty of Engineering
* DeGroote School of Business
* Faculty of Science
* Faculty of Health Sciences
* Faculty of Humanities
* Faculty of Social Sciences

29. Please specify your degree(s) AND program(s) of study or specialization from McMaster.

- (Eg. B.Commerce, B.Tech-Automation Engineering Technology, B.Eng.Mgmt-Electrical Engineering, B.Eng.BME-iBioMed, B.HSc-Biomedical Discovery and Commercialization, B.Sc.-Kinesiology, B.A.-Psychology, MBA, M.Sc.-Chemistry, Ph.D.-Physics, etc.)

30. What is/was your year of graduation from McMaster?

31. How did you hear about The Forge?

Thank you for applying! You will receive a notification email confirming that your application has been received.