

SheBoot Application Questions

Please find the questions below that are included in the application. The application can be completed [here](#) through Survey Monkey Applied. For ease of completion, Survey Monkey will ask you to create an account prior to completing the application. This will allow you to save your progress should you wish to exit the application prior to completion.

Applications will be evaluated on the following criteria:

1. **The market opportunity** (Is this an innovative idea addressing a big problem?)
2. **Validation / traction** (Is the problem validated? Is there evidence the solution may work?)
3. **Market knowledge** (Do you understand the market and have relevant experience?)
4. **Investment Opportunity** (Is this an opportunity to scale?)

Application Questions

Company Information

Company Name:

1. Select which category applies most to your company.
 - For-profit corporation
 - Not-for-profit corporation
 - Social enterprise
 - I don't know
2. Select your company industry:
 - Software
 - Hardware & Advanced Manufacturing
 - Health Tech & Life Sciences
 - Cleantech
 - Cybersecurity
 - Other
3. Is your company incorporated?
 - Date of incorporation
 - Business Number as registered with the Canada Revenue Agency
4. Complete mailing address:
5. Primary contact name:
6. Primary contact email:
7. Primary contact phone number:
8. Company website:
9. How did you hear about us?

10. Have you participated in an Accelerator or Bootcamp program (I.e. Invest Ottawa programming, L-spark, etc). If so, please provide the name.
11. Please provide a breakdown of ownership (%) of the company and their role (*ex: Jane Doe, co-founder and CEO, 50% ownership, etc.*):
12. How many people are on your team? Please provide a breakdown of the top 3 key roles.

Problem-Solution and Market Opportunity

13. What is your elevator pitch? (150 word limit)
14. What problem are you solving for your target customer? (250 word limit)
15. Describe your target customer and market opportunity (250 word limit)
16. What is your go-to-market strategy? (250 words)
17. Who are your key competitors and how are you different? (250 words)
18. Select the stage of development is your product:
 - Idea
 - Prototype Designed
 - Prototype Built
 - Prototype Tested by End-User
 - Product Ready for Sales (no sales to date)
 - Full Product with Sales
 - Other, please specify...
19. If you do have traction/sales, describe the type of traction, and with whom. (i.e. beta users, paid or unpaid customers, etc) (150 word limit)

Finances and Operations

20. Tell us more about your Intellectual Property (patents, trademarks, etc) as of today and your plans for the future.
21. If you have revenue, please answer the following questions:
 - Please provide us with more information on your revenue breakdown to date.
 - What is your anticipated (dollar amount) revenue for 2022?
22. Funding to date:
 - Have you received any non-dilutive funding (e.g. loans, grants) ? If so, by whom and how much? (80 word limit)

- Have you received any dilutive funding (i.e. friends/family or angel round of investment)? If so, by whom and how much? (80 word limit)
23. What is the biggest challenge you are facing? (250 word limit)
 24. What do you envision for your venture? What are your objectives for the next 3 months/6 months/12 months? (250 word limit)
 25. Please let us know what interests you about the SheBoot Program. (150 word limit)
 26. What skills or areas of your business do you need most assistance with (i.e. financials, legal, pitch deck, pitch practice, etc.)? (100 word limit)