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**Application Form**

Please complete the following form. After submission we ask that you send us a 90 second video explaining your business concept and introducing us to your team. Please email the video to [applications@costarter.ca](mailto:nwoinnovation.ca)

**Primary Contact Name:**

**Business Name:**

**Email:**

**Phone:**

**Description of Start-up:**

**Target Markets:**

**Website/LinkedIn/Twitter/Website:**

**Founded Date:**

**List Founders/Employees:**

**List Advisors:**

**List Investors and Amount Invested:**

**Raising Funds:**

**Amount Raising:**

**Where do plan to locate the start-up after the program?**

**How long have all founders worked together as a team?**

**How many developers/engineers/ product creators are there on the team?**

**Supply links to anything interesting this team has built together in the past:**

**Can all founders attend the entire program full-time and in person?**

**If not all founders can attend the program in full, please explain:**

**How did you meet your co-founders?**

**Provide Founder background information:**

**How many approximate number of years of full time work experience do you and your team have in a product development or R&D role:**

**Explain all the applicable prior startup experience you have had:**

**If accepted, will you work full time on this startup with no other external obligations?**

**If you cannot commit full time on this startup, please explain:**

**Tell us something impressive you have achieved:**

**What are you selling/do you plan to sell in the next year?**

**Who are you selling to/do you plan to sell to in the next year?**

**What monetization models are you using/do you plan to test in the next year?**

**Explain how you intend to (or already do) find customers?**

**Who are your competitors? What differentiates you?**

**What is the most recent product or traction milestone of the business?**

**What is your next milestone for this business? How long will it take you to reach it?**

**Where are you incorporated (if applicable)?**

**Enter the approximate # of months to team has worked on this startup:**

**What is the total amount of cash invested to date in this startup?**

**What is the current monthly cash required to pay all founders, employees and expenses (gross burn rate)?**

**How are you dividing equity amongst founders, and if you have other shareholders, how much do they own?**

**How much total revenue has your startup had in its lifetime?**

**How much revenue has your startup had in the last month?**

**Do you plan to raise money in the future? If so how much and when?**