**Female Founders Program**

**Draft Application**

* **Full name** of the founder? This question is required.
* Which **email address** should we use?
* Can we also get your best **contact number**?
* What is your **LinkedIn profile URL**?
* What is the location of your **primary place of residence**?
* Newcastle City LGA
* Lake Macquarie LGA
* Maitland LGA
* Port Stephens LGA
* Cessnock LGA
* Central Coast LGA
* Other
* How did you **hear about** the Female Founders Program?
* Social media
* Newspaper article
* Word-of-mouth
* I2N e-newsletter
* I2N Slack community
* Display screens on campus
* University website
* Other
* Do you identify as **Aboriginal and/or Torres Strait Islander**?
* Yes
* No
* Are you a first-generation **immigrant or refugee**?
* Yes
* No
* What is your **current** **affiliation** to the University of Newcastle?
* Undergraduate student
* Postgraduate student
* Academic/researcher
* Professional staff member
* Alumni
* No direct affiliation
* If you are an **alumni** of the University of Newcastle, please state the **degree** that is listed on your testamur and the year that you graduated.
* What is your student number?
* What is your staff number?
* What was your **student number** (if you can recall) or the full name that appeared on your **testamur at graduation**?
* Which **degree** did you complete?
* In **which year did you graduate** your degree?
* What was your **name** printed on your **testamur**?
* What is your **company or idea name**?
* What is your **company or idea website**?
* What is your full company **mailing address**?
* How long has your **company operated**?
* Less than a year
* 1-2 years
* More than 3 years
* How many **people are on your team and what are their roles**?
* What **industry** **sector** does your company primarily fall under?
* Creative and cultural
* Communications and transport
* Education and governance
* Finance and accounting
* Green and energy
* Health and fitness
* Materials and manufacturing
* Retail and ecommerce
* Other
* Please select which **customer model** applies to your business
* Business to business (B2B)
* Business to consumer (B2C)
* B2B2C
* Other
* Briefly describe the **problem** your product/service is solving.
* Have you validated that people are willing to **pay money** to solve this problem? If yes, please explain.
* Briefly describe the **solution** you have in mind to address the problem.
* Do you have a **minimum viable product** (prototype) of the solution?
* What is the Technology Readiness Level of your idea/innovation? For more information on TRLs, go [here](https://en.wikipedia.org/wiki/Technology_readiness_level).
* If you have an **online demo** please provide the URL.
* Briefly describe the **end-users/customers** that have this problem.
* What is your **market size** (TAM, SAM, SOM)?

*Be brief, a number and segment description is enough*

* Has your company or idea **generated any traction** to date?
* How have you **funded your company** **or idea** to date?
* What **motivated** your team to **make an application to Female Founders Program** and what do you/your team hope to achieve by participating?
* What are the **top 3 things you need help** with right now?
* Please upload your **3 minute recording** below

*This can be a rough recording of your responses to the application. It* ***does not*** *have to be perfect. Please address the following:*

- Who you are

- What is the problem you are solving

- What is the potential solution you have in mind

- Who are the end users or beneficiaries

- Why you and your team are the best to solve it

*If your video file size is too big, please email* [*i2n@newcastle.edu.au*](mailto:i2n@newcastle.edu.au) *with a URL to your video (Drive, Dropbox, YouTube, Vimeo etc).*