

Startup of the Year 2020 Application

Eligibility

Contact

Company

Team

Product

Social

Funding

Pitch

Source

Companies are eligible to apply if they meet ALL of the following criteria:

- Startups must be fewer than 6 years old at the time of application
- Startups must have no more than \$5MM USD funding (if funding is raised between application and the final competition, the Startup of the Year team reserves the right to determine company participation)
- Startups must have a live and viable product.

Is your startup fewer than 6 years old?

Yes No

Has your Startup raised less than \$5MM USD funding?

Yes No

Does your Startup have a live and viable product?

Yes No

Validate Eligibility

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Application Contact Info:

Who is filling out the application and fielding future communications with Startup of the Year?

Name *

First

Last

Title / Role *

Email *

Phone *

We may need to locate attending team members at our event. This number will only be used by the Startup of the Year team. Please add country code for International numbers.

Can you provide a back up contact?

Yes No

Name *

First

Last

Title / Role *

Email *

Phone *

We may need to locate attending team members at our event. This number will only be used by the Startup of the Year team. Please add country code for International numbers.

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Company Info:

Company Name *

Company Website *

Required format http://example.com

Date your company was founded *



Startups must be fewer than 6 years old.

Primary Location *

 

Company Description *

Response should be between 100 and 800 characters.

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Team:

Part of the judging criteria is based on the team, so don't leave any important details out. You will be able to include information on up to 4 team members which should include your founder(s).

Member 1

Name *

Title / Role *

Email *

Background *

Response should be between 50 and 800 characters.

Gender *

- Female
 Male
 Non-Binary
 Prefer not to say

Ethnicity *

- Asian
 Caucasian
 Native American
 Other
- Black/African
 Hispanic/Latinx
 Prefer not to say

Is this team member a founder? *

- Yes No

Is this founder a United States Veteran or qualifying Veteran Dependent? *

- Yes No

Qualifying U.S. Dependent includes: spouse/partner of active, reserve or veteran, or household dependent of active, veteran or reserves

Please select all that apply to this founder.

- Active or Reserves Military
 Military Veteran
 Spouse/Partner or a household dependent to an active Military member.
 Spouse/Partner or a household dependent to a Military Veteran.

Please select the branch(es) that apply to your Veteran and/or Veteran Dependent status.

- Air Force and Air Force Reserve
 Air National Guard
 Army and Army Reserve
 Army National Guard
 Coast Guard and Coast Guard Reserve
 Marine Corp and Marine Corp Reserves
 Navy and Navy Reserve
 Space Force

Your Veteran status qualifies you for the special .US Veteran Startup of the Year category within the overall competition. Our partner, .US will provide a \$10,000 cash prize to the best qualified Veteran founded company within the Startup of the Year competition.

Would you like to add another Team Member?

- Yes No

Member 2

Name *

Title / Role *

Email *

Background *

Response should be between 50 and 800 characters.

Gender *

- Female
 Male
 Non-Binary
 Prefer not to say

Ethnicity *

- Asian
 Caucasian
 Native American
 Other
- Black/African
 Hispanic/Latinx
 Prefer not to answer

Is this team member a founder? *

- Yes No

Is this founder a United States Veteran or qualifying Veteran Dependent? *

- Yes No

Qualifying U.S. Dependent includes: spouse/partner of active, reserve or veteran, or household dependent of active, veteran or reserves

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 Military Veteran
 Spouse/Partner or a household dependent to an active Military member.
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 Air National Guard
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 Army National Guard
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 Marine Corp and Marine Corp Reserves
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Would you like to add another Team Member?

- Yes No

Member 3

Name *

Title / Role *

Email *

Background *

Response should be between 50 and 800 characters.

Gender *

- Female
 Male
 Non-Binary
 Prefer not to say

Ethnicity *

- Asian
 Caucasian
 Native American
 Other
- Black/African
 Hispanic/Latinx
 Prefer not to answer

Is this team member a founder? *

- Yes No

Is this founder a United States Veteran or qualifying Veteran Dependent? *

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Would you like to add another Team Member?

- Yes No

Member 4

Name *

Title / Role *

Email *

Background *

Response should be between 50 and 800 characters.

Gender *

- Female
 Male
 Non-Binary
 Prefer not to say

Ethnicity *

- Asian
 Caucasian
 Native American
 Other
- Black/African
 Hispanic/Latinx
 Prefer not to answer

Is this team member a founder? *

- Yes No

Is this founder a United States Veteran or qualifying Veteran Dependent? *

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Qualifying U.S. Dependent includes: spouse/partner of active, reserve or veteran, or household dependent of active, veteran or reserves

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Product/Service Description (Competitors, Market Strategy):

Product Stage *

Functional Prototype

Alpha - Private

Alpha - Public

Beta - Private

Beta - Public

Full Release

What was the launch month and year of the current product and/or service you are pitching? *



What problem are you trying to solve with your product or service? What distinguishes you from other products and/or services on the market? *

Response should be between 100 and 800 characters.

Who are your top 3 competitors? *

Response should be between 1 and 800 characters

What is your unique competitive advantage? *

Response should be between 100 and 800 characters.

What is your go-to-market strategy? *

Response should be between 100 and 800 characters.

What are the most important metrics of success in your business model? *

Response should be between 100 and 800 characters.

Which Startup of the Year category would you like your company to be considered? *

- Ad Tech, Productivity, Logistics, Legal
- Artificial Intelligence & Robotics
- Augmented & Virtual Reality
- Consumer Health & Wellness
- EdTech
- Fintech & Security
- Lifestyle & Hospitality
- Medtech & Biotech
- Smart Cities, Transportation & Logistics
- Social Impact & Culture
- X-FACTOR Technologies

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Social Media

Please share as many company social profiles as you can to help us learn more about you. These profiles may be used to promote your inclusion in Startup of the Year.

Company Twitter Handle

Required format (@StartupofYear)

Twitter Pitch / Elevator Pitch *

Please keep your Twitter pitch to 260 characters or less. Your company or product name must be included in the pitch. This Twitter pitch may be shared with our readers.

Company Facebook URL

Required format (<https://www.facebook.com/pagename/>)

Company Instagram Handle

Required format (ie. startupofyear)

Company LinkedIn Page

Required format (<https://www.linkedin.com/company/pagename/>)

Logo *

Upload

or drag files here.

Please attach a 400x400 logo. Preferably a transparent png file.

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Funding Information

Level of Funding Secured to Date *

- Self-Funded/Bootstrapping
- Family and Friends
- AngelCrowd Funding (ex Kickstarter, Indiegogo, etc.)
- Incubator and/or Accelerator
- Programs
- Strategic Partners
- Institutional Venture Capital

Select all that apply.

Amount of Funding Secured to Date *

- \$0 - \$100K
- \$100K - \$500K
- \$500K - \$1.5MM
- \$1.5MM - \$5MM

Monthly Revenue *

- Pre Revenue
- \$5K or Under
- \$5K - \$10K
- \$10K - \$20K
- \$20K - \$30K
- \$30K+
- Not generating revenue, but have generated revenue in the past

Has your company generated any traction thus far? Or multiple big wins. Pilots? Customers? Notable achievements? *

Response should be between 20 and 800 characters.

If you have participated in an Accelerator Program, please tell us the name of the program and the date you participated.

Response should be between 1 and 800 characters.

Are you seeking (additional) funding? *

- Not Fundraising
- Considering Raising
- Actively Raising
- Active Term Sheet
- Prefer not to say

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Pitch Deck/Videos

Upload a pitch deck suitable for the general public. *

Upload

or drag files here.

Please include a pitch deck you are comfortable sharing with our approved committee of judges. Please do NOT include fundraising information.

Pitch Video

Required format (<https://example.com/>)

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How did you learn about the Startup of the Year competition? *

Have you applied for Startup of the Year before? *

Yes No

What other events have you attended where you showcased your product and/or service?

Response should be between 1 and 800 characters.

How many events are you applying for this year? *

1 2 3 4 5 6 7 8 9 10 or more

Select the top 2 reasons you are applying to Startup of the Year? *

- | | |
|--|---|
| <input type="checkbox"/> Prize Money | <input type="checkbox"/> Expand Network |
| <input type="checkbox"/> Meet Investors | <input type="checkbox"/> Launch a Product |
| <input type="checkbox"/> Recommended by Advisor to apply | <input type="checkbox"/> Mentoring |
| <input type="checkbox"/> Customer Acquisition | <input type="checkbox"/> Other <input type="text"/> |

(Select the top 2 reasons why you are applying)

Established is proud to invite you to join the Pledge 1% network of founders and CEOs who are integrating giving back into their company's values and culture. Pledge 1% is a movement that is creating a new normal for companies of all sizes to give 1% of either time, product, equity, or profit to any cause of their choice. Take the Pledge and gain access to resources and a community of like-minded leaders. *

- Yes, I want to join
- I'd like to learn more
- I'm already a 1% member
- No, I'm not interested

Is there anything else you would like to share with the Startup of the Year team?

Would you like to be included in our newsletter, the Daily Dealflow?

- I agree to having Startup of the Year share the information above via our newsletter and blog post on our website. You will have the option to make edits prior to the publication. Daily Dealflow helps engage startups with potential investors and partners.

Would you like to know about other opportunities for your company?

- I am interested in getting occasional communications from Startup of the Year (powered by Established) to learn about special opportunities with partners such as NASA iTech, AFWERX, American Airlines and more.

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