

# Start-Up Chile

## Application Question

Note: this document is for your preparation purposes only. You must submit your application using the online form. No printed applications will be accepted.

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### Startup Information

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Startup Name

Public Description

Will be published upon acceptance to the Program. 50 words.

Industry

- Consulting
- E-commerce
- Education
- Energy & Clean Tech
- Finance
- Gaming
- Healthcare & Biotechnology
- IT & Enterprise Software
- Import/Export
- Mobile & Wireless
- Natural Resources - mining, food, lumber, etc,
- Media and Advertising
- Social Enterprise
- Social Media/Social Network
- Tourism
- Other

If 'Other', please specify here:

Industry Subcategories

Select in case your product/service is also related to any of these industry subcategories or if it acts in more than one industry category. You can select up to 3 industry subcategories.

- List of 56 subcategories ...

Product Type

- Physical Product (Hardware)
- Physical Product (Non-Hardware)
- Software
- Service

Is your company a consulting or import/export company?

- Yes
- No

Country

Please select the country where this startup is currently based in.

Startup URL

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Angel List Startup URL	Please provide the link to your Angel List startup profile. Optional
Online video pitch, please put URL here	<p>Pitch us in 3 min or less. Please answer 3 questions:</p> <ul style="list-style-type: none"> <li>• Why are you the perfect team to lead this startup?</li> <li>• What problem are you solving?</li> <li>• How will you socially impact Chile?</li> </ul> <p>Provide the YouTube or Vimeo link and NO password protection please. The video should be in English and please present the founding team in person on the video. REQUIRED.</p>
What phase of development is your startup in?	<ul style="list-style-type: none"> <li>• Concept</li> <li>• Working prototype in Development</li> <li>• Functional Product with Users</li> <li>• Scaling Sales</li> </ul>
Are you Incorporated?	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>
How many people are working full time on this startup?	1-10+
How long have you been working full time on this startup?	<ul style="list-style-type: none"> <li>• Less than 6 months</li> <li>• 6-12 months</li> <li>• 12-24 months</li> <li>• More than 2 years</li> </ul>
<b>Executive Summary</b>	
What is the problem you are solving?	100 words
What is your product or service?	Please describe what you are offering. What is new/revolutionary about what you are doing? How do you create value for your costumers? How do you capture value? Is there any relevant Intellectual Property? 200 words.
How far are you from having an MVP (minimum viable product)?	<ul style="list-style-type: none"> <li>• MVP is Done</li> <li>• 1 month</li> <li>• 3 months</li> <li>• 6 months</li> <li>• 1 year</li> <li>• 2 years</li> </ul>
If you have an MVP please provide a link here	
Or you can provide an screenshot or diagram of your MVP here	
Who are you selling your product/service to?	Who are your first customers? Do you already have any traction? Anyone who is already using your service and giving you validation and/or feedback? If not, who will be your customers and target market? What is the estimated size of your target market? 200 words.
Who are your competitors and how are you different?	Or who might become your competitors? What is your competitive advantage? Do you have any strategic partnerships or assets that would give you an advantage? 200 words.

How does or will your startup make money? How would your revenue model scale?

What is your revenue model? Subscription? Freemium? Direct sales? What are your revenue streams? What are your costs? What is your profit forecast? What are your upcoming capital needs, if any? 100 words.

Why are you and your team members the perfect team to lead this startup?

What skill set does each team member bring to the startup? Have any of you launched a product together as a team in the past? How long have the founders known one another and how did you meet? 100 words.

Have you already raised any private capital?

- No – we're bootstrapped
- Yes – Less than \$50,000 USD
- Yes – Between \$50,000 and \$100,000 USD
- Yes – Between \$100,001 and \$ 500,000 USD
- Yes – Between \$500,001 and \$1 million USD
- More than 1 Million USD

If so, who are your investors?

Please list the investors or investing organizations. Also you can provide the LinkedIn profile.

If you have raised funds from other non-private sources, please specify here:

Do you have any mentors, advisory board members or consultants?

Yes, No

If so, who are they?

Who is supporting your team? You can provide the LinkedIn profile.

What are the main uncertainties associated with your startup?

100 words

Which of the statements are you most in agreement with?

- The main uncertainty is whether the product or service can be developed
- The main uncertainty is whether the market is large enough
- My startup faces no uncertainties

What was the Primary source of the idea for the product or service leading to your current startup?

- Doing university related research
  - Other, personal research
  - In class
  - Graduate thesis
  - Informal discussions with students or faculty
  - Professional literature
  - Working in the industry
  - Working in the military or government
  - Research Conference
  - Discussions with social / professional acquaintance (s)
  - Other, Please specify
- (Select 1)

What was the Secondary source of the idea for the product or service leading to your current startup?

- Doing university related research
  - Other, personal research
  - In class
  - Graduate thesis
  - Informal discussions with students or faculty
  - Professional literature
  - Working in the industry
  - Working in the military or government
  - Research Conference
  - Discussions with social / professional acquaintance (s)
  - Other, Please specify
- (Select as many as apply)

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For how long ago has your idea been feasible (technically and commercially)?	<ul style="list-style-type: none"> <li>• Its still not feasible</li> <li>• Less than a year ago</li> <li>• One year ago</li> <li>• Two years ago</li> <li>• Three years ago</li> <li>• Four years ago</li> <li>• Five or more years ago</li> </ul>
What kind of change caused the emergence of the opportunity?	<ul style="list-style-type: none"> <li>• A technological change in the inputs that enable your product or solution</li> <li>• A change in the market needs</li> <li>• Both of the above</li> <li>• It is not clear, the opportunity existed a long time ago</li> </ul>

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Which is the first main market that you plan to launch your startup to?	Select from Country list
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Which is the first industry that you plan to serve with your startup?	<ul style="list-style-type: none"> <li>• Consulting</li> <li>• E-commerce</li> <li>• Education</li> <li>• Energy &amp; Clean Tech</li> <li>• Finance</li> <li>• Healthcare &amp; Biotechnology</li> <li>• IT &amp; Enterprise Software</li> <li>• Import/Export</li> <li>• Mobile &amp; Wireless</li> <li>• Natural Resources - mining, food, lumber, etc,</li> <li>• Media</li> <li>• Social Enterprise</li> <li>• Social Media/Social Network</li> <li>• Tourism</li> <li>• Other, please specify</li> </ul>
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In which country does the main strategic resource of your startup reside?	Select from Country list
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In what industry does the main strategic resource of your startup reside?	<ul style="list-style-type: none"> <li>• Consulting</li> <li>• E-commerce</li> <li>• Education</li> <li>• Energy &amp; Clean Tech</li> <li>• Finance</li> <li>• Healthcare &amp; Biotechnology</li> <li>• IT &amp; Enterprise Software</li> <li>• Import/Export</li> <li>• Mobile &amp; Wireless</li> <li>• Natural Resources - mining, food, lumber, etc,</li> <li>• Media</li> <li>• Social Enterprise</li> <li>• Social Media/Social Network</li> <li>• Tourism</li> <li>• Other, please specify</li> </ul>
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In how many countries do you believe your startup will have offices in 5 more years?	<ul style="list-style-type: none"> <li>• Only one country</li> <li>• Two countries</li> <li>• Three countries</li> <li>• Four countries</li> <li>• Five or more countries</li> </ul>
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At the time of founding the startup, how similar was your idea to something that already existed?	<ul style="list-style-type: none"> <li>• Not similar at all (close to 0%).</li> <li>• A little similar (close to 25%).</li> <li>• Moderately similar (close to 50%).</li> <li>• Very similar (close to 75%).</li> <li>• Exactly the same (close to 100%)</li> </ul>
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Are you re applying?	<ul style="list-style-type: none"> <li>• Yes; I'm reapplying with the same idea</li> <li>• Yes; I'm reapplying with a different idea</li> <li>• No</li> </ul>
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What did you change from your last application that would make us select you?	80 words
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## Eligibility

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Have you read and understood the Terms and Conditions?

- Yes
- No

Is the founder going to work exclusively in the startup in Chile throughout the entire duration of the program (6 months)??

- Yes
- No

Hint: If you live in Chile and you will work exclusively on your startup during your time in the Start Up Chile program you should answer yes.

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Will your startup reach more than just the Chilean market in the long run?

- Yes, we will go global.
- No, we plan only to operate and sell within Chile.

Have you received funding from any Chilean government entity?

- Yes
  - No
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If the answer is Yes, which Chilean government entity?

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Have you participated in another startup financed by Start-Up Chile either as a beneficiary or as a team member?

- Yes
- No

How did you hear about Start-Up Chile?

- Start-Up Chile staff member (SM) (please specify who).
  - Start-Up Chile entrepreneur (SE) (please tell us who)
  - Social media (SME) (any specific?)
  - Social Network (SN)
  - YouNoodle (YN)
  - Traditional media (TM) (any specific?)
  - Digital online media (DOM)
  - Word of mouth (WM)
  - Other (specify)
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Which date would you like to start the Program?

- October 27th, 2014
- November 17<sup>th</sup>, 2014

Please note that these dates are only estimated dates.

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## Personal Information

Every team member will be asked to provide the following information.

Max 3 team members

We are interested in recruiting founders and we expect the applicant to be the startup founder, and thereby the beneficiary of the project award.

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First Name

Please enter your name EXACTLY as it appears on your passport or CI if you are Chilean. NO nicknames, short names, or any other unofficial names will be accepted.

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Last Name	Please enter your name EXACTLY as it appears on your passport or CI if you are Chilean. NO nicknames, short names, or any other unofficial names will be accepted.
Gender	Female Male
Mobile phone number (with country Code)	
Skype	
Nationality	Please select the country that issued your identification
Other than your country of origin, in how many countries have you lived for at least three months?	0,1,2,3,4,5,6+
In which country have you worked the most during the last 3 years?	Select from Country list
What is the highest level of education you have completed?	Less than High School High School 2-Year College Degree 4-Year College Degree MBA Master's Ph.D
University Name	
Area of Study	
LinkedIn URL	Please provide the link to your public profile. Optional
Angel List Personal URL	Please provide the link to your Angel List personal profile.
Tell us about your experience to date and how it is relevant to this startup?	100 words.
What is your most significant accomplishment? How did you achieve this?	100 words.
Tell us about a time that you hacked a system (computer or non) or a time that you defied conventional rules to do something great and why you are proud of this?	100 words.
How will you wow the Start-Up Chile community?	Please describe how your personal networks will benefit the Chilean Entrepreneurial environment? 150 words.
How many startups have you worked on (either as an employee or the founder)?	0, 1, 2, 3, 4, 5+  Note: please include your current startup in the count

Of the startups that you worked on, how many were you a founder of?	0, 1, 2, 3, 4, 5+  Note: please include your current startup in the count
In how many different industries have you worked at?	1,2,3,4,5+
In which industry do you have the most experience?	<ul style="list-style-type: none"> <li>• Consulting</li> <li>• E-commerce</li> <li>• Education</li> <li>• Energy &amp; Clean Tech</li> <li>• Finance</li> <li>• Healthcare &amp; Biotechnology</li> <li>• IT &amp; Enterprise Software</li> <li>• Import/Export</li> <li>• Mobile &amp; Wireless</li> <li>• Natural Resources - mining, food, lumber, etc,</li> <li>• Media</li> <li>• Social Enterprise</li> <li>• Social Media/Social Network</li> <li>• Tourism</li> <li>• Other</li> </ul> (Select 1)
Which of the following best describes your role at your current startup?	Operations, Finance, Technology, Sales and Marketing
Please upload your passport, Chilean CI or Chilean ID card for foreigners	Please only scan the photo page and any page that proves that the passport/CI is valid, and make sure it is readable. Take in consideration that is not a requirement for the application process to submit the passports. But it certainly is for the contract to be made. In this sense, if you get selected all the members in the application must facilitate their passports. So, if you have them, is better to submit them now. If not, you can submit them when requested, but is a must for you to deliver it. Without this, the project could never be legal in Start Up Chile. File size limit 10MB
Passport/ Chilean CI number	Only Chilean CI cards and International or Chilean passports are accepted as identification
Passport/ Chilean CI Date of Expiry	Only Chilean CI cards and International or Chilean passports are accepted as identification
Date of birth	
Is this person coming to Chile?	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>
I hereby apply for admission to Start-Up Chile and certify that the information I have provided in my application is complete, accurate and my own work. I have submitted only one application to this round of Start-Up Chile.	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>

## Recommender

You should only provide the email for the recommender and the YouNoodle system will then send an email and unique invite link to that Recommender

The recommender will login, and answer the questions below. The recommender will be able to see the application but NOT edit it. The applicant will NOT be able to see the recommender responses.

An application can NOT be submitted until the recommendation has been filled out. There will be a max of 3 recommendations and everything must be filled out before the application can be submitted

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Name

Title

What is your position at your current organization

Organization

Company/Organization name

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How do you know this team?

Why do you support them?

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Do you think this team will be able to successfully execute this idea? Why?

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For more information, please visit our [website](#) or email us at [stgo@startupchile.org](mailto:stgo@startupchile.org).