

ACT4Green II
Application Questionnaire

1	Name of your registered organization*	
2	If you use a different brand name from your registered organization name, please specify here -	
3	Please enter your full name	
5	Please enter the email address of the primary contact person*	
6	Contact Phone* Please enter the phone number of the primary contact person	
7	Country of Incorporation* option – UK, India	
8	In which of the below climate tech domains do you work? * (You can select more than one, if applicable; for definitions of each, please refer to our website) 1. Carbon emissions reduction, 2. Nature conservation, 3. Energy management	
9	Please describe your business model (include aspects of your revenue model and cost structure)*	300 words
10	Please confirm if you have a commercial product in the market?* Option - 1. Yes, we have a commercial product in the market 2. No, we do not have a commercial product in the market	
11	Tell us about your traction so far. Include information on number of paying customers, customer retention rate, customer acquisition cost, average revenue per customer. Feel free to provide more metrics so that we can better assess your company*	300 words
12	Describe specifically how Artificial Intelligence/Big Data is being used in your solution, and why it is unique in its approach.*	300 words
13	Do you own, have exclusive rights to, or have unfettered access to the IP that your product needs?* 1. Yes, we own the IP / it is open source 2. We have an exclusive license for a limited period of time 3. We have a non-exclusive license 4. No, we do not have unfettered access to IP	
14	Please describe your target market, including Geographies of interest (international and national), as well as Customer Segmentation.*	200 words
15	What is the size (in USD bn) of your Serviceable Addressable Market?*	

16	Describe your go-to-market strategy for your target market. Add details of your marketing-sales channels and resource deployment plan.*	200 words
17	What is your strategy for establishing product-market fit for the target expansion market? Please add details of how your systems for customer feedback (build-test-learn loop).*	200 words
18	What was your startup's annual revenue (in USD) in the last financial year?*	
19	What is your revenue growth rate (YoY)?*	
20	What types of funding have you previously raised? * Options - 1. Bootstrapped 2.Debt 3. Equity 4.Grant/Donation/Prize Money 4.Other	
21	Please indicate the current investment that you are seeking. In addition, outline the subsequent 2-3 rounds you are planning to raise in the next 5 yr period, and describe the metrics you would like to achieve at each of these stages.	200 words
22	Please define your climate impact assuming you capture 30% of your target market* (please define your per unit impact and then multiple by the scale of 30% of the target market). If your startup has GHG reduction potential please specify in MtCO2e, else you can mention non GHG impact such as water conservation (number of litters saved), land conservation (Sq km of land utilisation saved or Sq m of degraded land used) or biodiversity (species protected) etc.	200 words
23	How many jobs will your startup create over the next 2-3 years?*	100 words
24	Does your solution have a direct impact on women? If yes, please describe.*	200 words
25	Please enter the details of all the founders/co-founders Full name* Gender* Position/Role* Please describe his/her relevant tech/business expertise & qualification* Has he/she been an entrepreneur before? Has he/she played any senior leadership role(s) before? If yes, please provide details.* LinkedIn*	30 words
26	Describe the key management team (apart from founders/cofounders), along with relevant technical expertise & qualifications.*	100 words
27	Are any of the senior management women?* (Please specify Number of women employees in senior management/total number of employees)	
28	What are the top 5 areas you need help on from investors and mentors? Please tell us how you think this program can help you grow.*	200 words