

dentsu

Female Foundry

Mentor Application Form

* = mandatory question

Founder Information:

Name* _____

Email* _____

Phone* _____

Address* _____

What percentage of the company does this founder own?*

If person one is NOT a majority shareholder in the company, please list the names and percentages of ownership of other partners. Please note a share of the company must be owned by women.

How much time do you as a founder commit to the company each week? *

_____.

Company Information

Company Name * _____

Company Website, if any _____

What does service(s) or product(s) does your company provide?

_____.

Where is your company based? *

_____.

When was your company founded? *

What milestones has your company recently achieved? *

What are your next business goal(s) and when do you expect to reach them? *

What is your vision for the company over the next 2-3 years? *

Product / Market

Please describe your product / solution in more detail (max.100 words) * (short paragraph)

What category does your product / service fall into? * (drop down)

- Clothing and accessories
- IT, computing, coding
- Food, beverages, catering
- Household cleaning products/ services
- Weddings, occasions
- Interior design
- Mobile apps
- Music
- Books, publishing
- Movies, Video, photography
- Online games, devices or accessories
- Cosmetics, personal care
- Car, driving services
- Appliances, Electronics

- Travel, hospitality
- Mother and baby products, child services, toys
- Homeware, Furniture, furnishings
- Flowers and gifts
- Sporting goods
- Office supplies, stationaries
- Other (please specify)

What problem does your product or service solve? *

Who is your target audience? *

Describe what processes and tools, including technology, partnerships, communication strategies, etc., you use to find new customers *

Describe what processes and tools, including technology, partnerships, loyalty programs, etc., you use to retain your current customers *

What new products are you currently developing or considering to develop? Why? *

Do you own any patents? *

Company Status

Is your company registered? * Please provide company registration details.

How much was the initial investment into the company? *

How much revenue does the company make per year?

What is your monthly revenue growth rate?

3% or less

3-5%

5-10%

More than 10%

How many people work at the company? *

Please list the technologies you are currently using and provide examples of how they are critical to your business success and/or have enabled your business growth (for example: advertising on Google, Facebook, offering forms of cashless pay) *

In what ways do you see technology that you are not currently using benefitting your business? Which technologies would these be? *

Motivations for application

Why have you chosen to apply to the Female Foundry Programme? *

In which of the following areas do you believe you need the most help? * List all that apply.

- Sales and marketing
- Strategic planning
- Leadership
- Management
- Accounting/Financials
- New product development
- Other (please specify)

What types of mentors are you looking for? *

Can you commit fully to the two-day boot camp? *

Check this box if you have taken part in any other accelerator / incubator / growth / mentoring programme in the past? *. If yes, please state their names.

Where did you hear about this programme?

- Female Foundry website
- Global Entrepreneurship Network marketing
- Social Media
- Press Coverage
- Events
- Word of Mouth
- Friend/Family
- Other

Please contact Kate for all Female Foundry related inquiries:

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