

Guidance Document : Application Pitch

Section 1: Team

1. Team Size:

(Mention the number of people in your team now and forecasted for 1 year)

2. Key Team members and Roles:

(Highlight each member's name, role, and expertise)

Section 2: Startup Overview

1. Startup Name:

2. Brief Description of Your Startup (Elevator Pitch):

(300 words max)

3. What Problem Are You Solving?

(300 words max)

4. Target Audience or Customer Segment:

5. Current Stage of the Startup:

(Idea Stage, Prototype, MVP, Pre-Revenue, Early Revenue). Please qualify this

Section 3: Technology

1. Describe Your Core Technology or Innovation:

(300 words max)

2. Do You Own Any Intellectual Property (Patents, Trademarks, etc.)?

(Please provide details)

3. How Is Your Technology Different from Competitors?

(300 words max)

4. Links to Demos, GitHub Repositories, or Other Technical Proofs (if applicable):

Section 4: Market and Business Model

1. Who Are Your Competitors?

(300 words max)

2. What Is Your Go-to-Market Strategy?

(300 words max)

3. Describe Your Business Model (How Do/Would You Make Money?):

(300 words max)

4. What Is Your Total Addressable Market (TAM), and How Did You Estimate It?

(300 words max)

Section 5: Financials and Traction

1. Have You Raised Any Funding?

(Yes/No, with details on amount and sources)

2. **Revenue (if applicable):**
(e.g., \$0, Pre-Revenue, \$X/month)
3. **Customer/User Metrics:**
(e.g., Total users, active users, paid customers, etc.)
4. **What Are Your Key Milestones Achieved So Far?**
(300 words max)
5. **What Is Your Monthly Burn Rate (if applicable)?**

Section 6: Goals and Fit

1. **Why Do You Want to Join the StartupBay Accelerator?**
(300 words max)
2. **What Are Your Key Objectives for the Next 6–12 Months?**
(300 words max)
3. **What value add do you expect from StartupBay ?**
(300 words max)

Section 7: Additional Information

1. **Any Other Details You Would Like to Share?**