

# App Quest

## Our Programs

- **Build:** Up to 1 year of development, 10 Million CLP in grant (around 13k USD), at least 50% of selected startups will have female founders. Around 40-50 startups will be selected.
- **Ignite:** Up to 3 years of development, 25 million CLP in grant (around 32k USD). Around 30-40 startups will be selected.
- **Growth:** Startups selling between CLP \$80M - \$800M, 75 Million CLP in grant (around 97k USD). Around 15-20 startups will be selected.

1. Which program(s) are you applying to? \*

*You can select as many as you want. If you meet the requirements for more than one program, we strongly recommend you to select all that apply. If your application has a good evaluation, Start-Up Chile's committee will decide in which program you'll be accepted.*

*Learn the benefits and requirements of each program [here](https://charly-files.s3.us-east-2.amazonaws.com/clients/startup_chile/big/2021_big3/Brochure+Start-Up+Chile+2021+(ENG)+(2).pdf) (https://charly-files.s3.us-east-2.amazonaws.com/clients/startup\_chile/big/2021\_big3/Brochure+Start-Up+Chile+2021+(ENG)+(2).pdf). Don't forget to check the [Terms and conditions](https://www.startupchile.org/terms-and-conditions/) (https://www.startupchile.org/terms-and-conditions/) of the program.*

- ☐ Build
- ☐ Ignite
- ☐ Growth

## General Information

Welcome to Start-Up Chile's application form. You will notice that we are looking for specific information about your startup and your founding team. All of this information is extremely important as we prepare the program and make decisions about which entrepreneurs are best to participate. Respond carefully to each question so we can base our decisions on the most accurate information. Please be precise and concise with your answers, go straight to the point.

When your entire application is submitted, all information will be transferred to our evaluation department and you will become an official candidate to participate in Start-Up Chile Program.

Let's begin!

2. In which language are you applying? \*

*Be consistent with the language in the entire application, You won't get a better evaluation if it is in English or Spanish.*

- ☐ English
- ☐ Spanish

3. Email \*

*Provide an email where you accept to receive notifications of the application process.*

Confirm the email \*

4. Startup name \*

*This name will become the official name in the contract with CORFO and can NOT be formally changed.*

5. Is this company incorporated in Chile? \*

*If you have a Chilean company you HAVE to apply with your legal entity (answer yes, if not you won't be able to account expenses with that company), if you Don't, you will apply as a natural person.*

- ☐ Yes
- ☐ No

6. Is your company incorporated in another country? \*

*(Excluding Chile), remember this company won't be the beneficiary of the program, it will be the team leader as a natural person or a chilean company (therefore you can not account expenses made by the international company).*

- ☐ Yes
- ☐ No

7. How did you hear about this application process? \*

*Select the main source*

- ☐ Word of Mouth
- ☐ Start-Up Chile Events or visits
- ☐ Through another acceleration program
- ☐ Search engines (Google, Yahoo, Bing, etc)
- ☐ News (Digital or Traditional Media)
- ☐ Social Media (Facebook)
- ☐ Social Media (Linkedin)
- ☐ Social Media (Instagram)
- ☐ Social Media (Twitter)
- ☐ Social Media (YouTube)
- ☐ Other (specify)

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## Eligibility

1. Terms and Conditions \*

Read the [Terms and Conditions](https://www.startupchile.org/terms-and-conditions/) (https://www.startupchile.org/terms-and-conditions/)

☐ I have read and understood the Terms and Conditions

2. Will the team leader have exclusive dedication to the project? \*

*By exclusive dedication, we mean that the team leader dedicates 100% of their professional time to the startup.*

☐ Yes

☐ No

3. Will the team leader live in Chile for the entire duration of the project? \*

*(For Build and Ignite at least 5 months, and Growth 12 months)*

☐ Yes

☐ No

4. Has the startup already been awarded a CORFO fund? \*

☐ Yes

☐ No

5. Has Team Leader, any of the Team Members or co-founders already been awarded a CORFO Fund? \*

☐ Yes

☐ No

6. Are you re-applying? \*

☐ Yes; I'm reapplying with the same idea

☐ Yes; I'm reapplying with a different idea

☐ No

7. Is your project a consulting company? \*

*A consulting company is a professional service firm that provides expert advice for a fee.*

☐ Yes

☐ No

8. Is your project a franchise of an existing company? \*

*A franchise company is an enterprise that have the licenses from another party (known as a franchisor) to sell its products, goods, or services under its brand name.*

☐ Yes

☐ No

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## Startup Info

1. Pitch your Startup in 7 words \*

*Avoid slogans / Use Keywords. E.g. (based on Slack:) "Team communication tool with persistent chat rooms."*

2. Public Description \*

*Will be published upon acceptance to the Program.*

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3. In which industry does your business operate? (Main category) \*

Industry

4. In which other industry does your business operate? (Secondary category) (Optional)

Industry

5. Product Type \*

- ☐ Software
- ☐ Physical Product (Hardware)
- ☐ Physical Product (non-Hardware)
- ☐ Service

6. What type of business model are you seeking? \*

- ☐ Business-to-Business (B2B)
- ☐ Business-to-Consumer (B2C)
- ☐ Business-to-Government (B2G)
- ☐ Consumer-to-Business (C2B)
- ☐ Consumer-to-Consumer (C2C)
- ☐ Business-to-Business -to-Costumer (B2B2C)

7. How long ago did you start the commercial development of your product/service? \*

*Consider the time when you started validating your solution in the market, tests, pilots with potential users/clients, surveys, sales, etc.*

**Hint:** *If you have not already started the commercial development of your product/service just put the current date.*

*Date format: dd/MM/yyyy*

8. Is there an R&D phase involved in the development of your product/service? \*

*Research and Development includes activities that the founders undertake to innovate and introduce new products/services (eg. Lab tests, patentable products, hardware development, etc.)*

- ☐ Yes
- ☐ No

9. Where are your startup headquarters? \*

10. Is your startup currently operating in any country? \*

*To be considered as "operating in a country" you must meet at least one of these criteria: +500 users, +\$1000 USD revenue, employees or commercial office in a specific country.*

- ☐ Yes  
☐ No

11. What phase of development is your startup in? \*

- ☐ Concept  
☐ Developing the prototype  
☐ Functional prototype with no users/clients  
☐ Pivoting prototype with users/clients  
☐ Functional product with users/clients  
☐ Scaling sales

12. Online Presence. Does your startup currently have any of the following? \*

- ☐ An active website  
☐ A Facebook page  
☐ An Instagram account  
☐ A Crunchbase account  
☐ A LinkedIn group or page  
☐ Other  
☐ None

13. Online video pitch (90 seconds video) \*

*Provide a valid public link (YouTube, VIMEO, etc), **with NO password protection, please.** You can make the video in English or Spanish (please be consistent with the language you are applying with). We are more interested in a clear message than a professionally-produced video. Pitch your startup in 90 seconds or less, answering the following questions:*

- *What problem are you solving?*
- *What is your solution?*
- *Why is this unique/innovative?*
- *Does it have local, regional, and/or global potential? Why?*
- *Who is the team behind the project?*

*We would like to see you and your team in the video, no animations, please.*

14. Prior Accelerator Participation \*

*Has your startup participated in any accelerator program?*

- ☐ Yes  
☐ No

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# Startup Description

1. What problem are you solving? \*

*Why is this an opportunity? Is this a global problem or a local one?*

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2. What is your product or service and how does it solve the problem you described? \*

*Please describe what you are offering. What is new/innovative about what you are doing? How do you create value for your customers?*

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3. What is the technology behind your product/service? and how does it make your business scalable? \*

*How could it help you to scale?*

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4. Do you have an MVP (minimum viable product)? \*

*A minimum viable product (MVP) is the simplest version of a product/service with sufficient features to satisfy the first potential customer or user.*

- ☐ Yes
- ☐ No

5. If you have already your product, MVP, or prototype, please share it with us (link).

*Provide us with something we can see! if theres an access give us the password, it can also be a Photo, video, website, document, etc.*

6. Intellectual Property \*

Whether assigned by an owner or obtained in some other way, does your venture have any intellectual property? Describe.

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7. Have you already raised any capital for this startup? \*

Yes

No

Expectations of the Start-Up Chile program

8. What benefits are you looking for through Start-Up Chile? \*

Please select the top three benefits that you are most interested in. (You can choose up to three).

**Hints:** Corporate connections (e.g., with potential partners and customers), Access to international partners (e.g., accelerators, softlanding programs, etc), Business skills development (e.g., finance, legal, marketing, and other skills), Awareness and credibility (e.g., association with a recognized program, press/media exposure), Perks and company benefits (e.g., cloud, management tools, legal & accounting, etc)

Corporate connections

Connections with potential investors

Mentorship from business experts

Access to international partners

Gaining access to a group of like-minded entrepreneurs

Business skills development

Hiring/New talent for my team

Awareness and credibility

Perks and company benefits

Access and understanding of the Chilean/Latam market

Equity-free grant

Other

Máximo de opciones permitidos: 3

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# Market & Business

1. What is your revenue model? \*

*How does or will your startup make money? What are your revenue streams?*

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2. What is your target market? \*

*Who are you selling your product/service to? What is the estimated size of your target market?*

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3. Describe the traction or validation that your startup has had \*

*Sales, number of users or customers, pilots, MVP validation, any remarkable partner or client, or activities you've done to validate your product/service with potential users/clients, etc. Globally and in Chile.*

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4. Provide the updated value of your main metrics (Unit economics) (Optional)

*Hint: Value of CAC, LTV, ARR, MRR, Burn rate, etc)*

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5. Does your business already have sales? \*

- ☐ Yes
- ☐ No

6. Who are your competitors or substitutes? \*

*Describe the types of businesses that you have identified as your main competitors and where they are located.*

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7. Why are you different/better than your competitors? \*

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8. How did the context of the pandemic affect your business? \*

*What's your plan to expand to other territories, markets, industries? Did you pivot or switch anything in 2020/2021.*

[illegible]

9. What are the main uncertainties associated with your startup? \*

*Market? Business Model? Technology?*

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# General Impact

1. Why the Chilean market is relevant for the development of your startup? \*

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2. What do you expect to achieve by the end of the Start-Up Chile program? \*

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3. How do you plan to expand your business globally? \*  
*Describe the growth strategy of your startup in terms of customers, markets, employees, and other key elements.*

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4. How/Where will you get the money fot the % of co-financing of the grant? \*  
*Depending for which program you get selected, the co-financing % will be; 10% for build, 10% for female founders for Ignite (20% for male founders), 50% for growth)*

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5. Would you like to establish your startup in Chile? \*

- ☐ I'm already established in Chile

- ☐ Yes
- ☐ No
- ☐ I don't know yet

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# Collaborators & Team Leader

1. How many founders does the startup have? \*

*A founder is a person who is actively involved in the start of the venture and/or has had a financial stake in the venture from the start.*

▼

2. How many employees does your startup have, excluding founders? \*

*Average number of full and part time workers in the last 12 months. This doesn't include outsourcing services.*

3. Why is you team capable of achieving success with your startup? \*

*Tell us about the complementary abilities of the founder team and employees behind the startup, and what are the main capabilities to reach the success of your enterprise.*

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4. How much equity of your startup does the founding team own? (in percentage) \*

*If you haven't formalized your business and if there is any other person that will have equity in your startup, just put 100%.*

%

5. Do you have any mentors, advisory board members or consultants? \*

- ☐ Yes
- ☐ No

## Team Leader

This will be the person responsible to attend the mandatory activities of the program, and cannot be changed after the application is submitted. It must be a founder of the startup or own more than 10% of the company shares.

6. First Name (Team Leader) \*

*Please enter the name EXACTLY as it appears on the passport or Chilean ID, including your middle name (if any). NO nicknames, short names, or any other unofficial names will be accepted.*

7. Last Names (Team Leader) \*

*Please enter the name EXACTLY as it appears on the passport or Chilean ID, including your middle name (if any). NO nicknames, short names, or any other unofficial names will be accepted.*

8. Which gender does Team Leader identify with? (Team Leader) \*

- ☐ Female
- ☐ Male

9. Date of Birth (Team Leader) \*

\_\_\_\_\_ 

10. Address (Team Leader) \*

Street \*

Number \*

Office/Apt/House

11. Email Address (Team Leader) \*

12. Mobile phone number (Team Leader) \*

**IMPORTANT:** you must enter the phone number following the international standard format without whitespaces: + [Country Code][Area Code][Phone Number] (e.g. +123123123456789)

\_\_\_\_\_

13. LinkedIn URL (Team Leader) \*

Please provide the link to the Team Leader's public profile

(e.g.: <https://www.linkedin.com/in/...>)

14. Country of Birth (Team Leader) \*

*Please select the country that issued the Team Leader's birth certificate.*

[illegible]

15. Country of Residence (Team Leader) \*

16. City (Team Leader) \*

*Please specify the city where the Team Leader resides.*

17. What is the highest level of education that the Team Leader has completed? \*

*Please specify the most recent university that the Team Leader attended and specify the name of the institution below.*

\_\_\_\_\_

18. Institution Name (Team Leader) \*

19. Area of Study (Team Leader) \*

20. Tell us about the Team Leader's experience to date and how that experience is relevant to this startup.

\*

*Think about a case where your experience brings a unique contribution to the potential success of your startup.*

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*We recommend you to use the STAR methodology (explain briefly the Situation, the Task, the Activities that you did, and the main Results).*



## Cofounders

You can register up to 4 co-founders, who will be part of the execution of the project. Team members cannot be changed after the application is submitted.

1. Do you need to add a Co-founder? \*

- ☒ Yes  
☐ No

### Co-founder 1

2. First Name (Co-founder 1) \*

*Please enter the name EXACTLY as it appears on the passport or Chilean ID, including your middle name (if any). NO nicknames, short names, or any other unofficial names will be accepted.*

3. Last Names (Co-founder 1) \*

*Please enter the name EXACTLY as it appears on the passport or Chilean ID, including your middle name (if any). NO nicknames, short names, or any other unofficial names will be accepted.*

4. Which gender does the Co-founder identify with? (Co-founder 1) \*

- ☐ Female  
☐ Male

5. Date of Birth (Co-founder 1) \*

6. Email Address (Co-founder 1) \*

7. Mobile phone number (Co-founder 1) \*

*IMPORTANT: you must enter the phone number following the international standard format without whitespaces: + [Country Code][Area Code][Phone Number] (e.g. +123123123456789)*

8. LinkedIn URL (Co-founder 1) \*

*Please provide the link to the Co-founder's public profile (e.g.: https://www.linkedin.com/in/...)*

9. Country of Birth (Co-founder 1) \*

10. Country of Residence (Co-founder 1) \*

11. City (Co-founder 1) \*

*Please specify the city where the Co-founder resides.*

12. What is the highest level of education that the Co-founder has completed? (Co-founder 1) \*  
*Please specify the most recent university that the Co-founder attended and specify the name of the institution below.*

▼

13. Institution Name (Co-founder 1) \*

14. Area of Study (Co-founder 1) \*

▼

15. Tell us about the Co-founder's experience to date and how that experience is relevant to this startup. (Co-founder 1) \*  
*Think about a case where the Co-founder's experience brings a unique contribution to the potential success of the startup.*

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16. Describe the most significant accomplishment of the Co-founder (Co-founder 1) \*  
*We recommend you to use the STAR methodology (explain briefly the Situation, the Task, the Activities that you did, and the main Results).*

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17. In which industry does the Co-founder have the most experience? (Co-founder 1) \*

Industry

▼

18. Please specify (In which industry does the Co-founder have the most experience? - Other)(Co-founder 1)  
*Only if you has selected "Other" in the previous question.*

19. How many years of professional experience does the Co-founder have? (Co-founder 1) \*  
*Only numbers*

20. Has the Co-founder founded or co-founded any other startups in the past? (Co-founder 1) \*

- ☐ Yes
- ☐ No

21. Which of the following best describes the Co-founder's role in this startup? (Co-founder 1) \*

- ☐ CEO
- ☐ Operations

- ☐ Finance
- ☐ Technology
- ☐ Sales
- ☐ Marketing
- ☐ Other (specify)

22. Is the Co-founder going to live in Chile during the program? (Co-founder 1) \*

- ☐ Yes
- ☐ No

23. Does the Co-founder have a Chilean ID? (Co-founder 1) \*

- ☐ Yes
- ☐ No

24. What languages does the Co-founder speak? (Co-founder 1) \*

- ☐ English
- ☐ Spanish
- ☐ Other

25. How much time does the Co-founder invest working in this startup? (Co-founder 1) \*

26. Does the Co-founder own equity of this startup? (Co-founder 1) \*

*If the company has not been created yet, put "Yes" in this question.*

- ☐ Yes
- ☐ No

27. Do you need to add a co-founder? \*

- ☐ Yes
- ☐ No

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## Recommendation

1. Recommender's Full Name \*

2. Organization \*

*Company/Organization name*

3. Title \*

*What is your recommender's position at his/her current organization*

4. Recommender's Email \*

5. Recommender's LinkedIn URL \*

*(e.g.: https://www.linkedin.com/in/...)*

6. Upload a recommendation letter describing why the recommender supports you? \*

*Why does this recommender think you are able to successfully execute your idea at Start-Up Chile?*

Tamaño máximo de archivo: **2 MB**

Formatos de archivo permitidos: **.pdf, .PDF**

Adjunta

*O suelta archivo acá*

7. Declaration I \*

☐ I certify that my answers are true and complete to the best of my knowledge.

8. Declaration II \*

☐ I have submitted only one application to this round of Start-Up Chile.

9. Declaration III \*

☐ I Agree to receive the application results via Email to the address submitted in the general information section (regarding the Law N° 19.890, article 30, letter a) and article 19 1st item).

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