



THE LAUNCHPAD



Are you ready to take your big idea to new heights? We're ready to launch it with you. With The LaunchPad, send in an elevator pitch of your big idea and we'll make sure it gets to the top floor.

Your application will be reviewed and scored by our experts and partners.

Please spare some of your valuable time in filling out the 34 questions below.

Name:		
Age:	Date of Birth:	
Home Phone:	Email:	
Work Phone:		
Mobile Phone:		
Home Address:	Company Address (if relevant):	

Present Occupation:

1. Elevator Pitch: In brief, what do you do, how are you different, and why does your product / service matter?
Be clear and concise in your answer. If the judges don't understand what you do after reading this they may not read the rest of your application!

2. OPTIONAL Upload a brief video introducing your business. (3 minutes max)
A video makes your application more attractive to the judges. Please provide a URL (e.g. YouTube, Vimeo link).
Tip: Do not password protect your video, you can make it non-public so that only those with a link can see it.
Paste YouTube or Vimeo URL Link (ex. www.youtube.com/foo)

3. Which business areas/industries do you focus on?

4. Which technical areas apply to your business? (3 choices max)

<input type="checkbox"/> Big Data & Predictive Analytics	<input type="checkbox"/> Artificial Intelligence & Machine Learning
<input type="checkbox"/> Wearables	<input type="checkbox"/> Internet of Things
<input type="checkbox"/> Virtual Assistance / Roboadvisory	<input type="checkbox"/> Mobility
<input type="checkbox"/> NFC	<input type="checkbox"/> Biometrics & Digital Identification
<input type="checkbox"/> Blockchain	<input type="checkbox"/> P2P & Crowdfunding
<input type="checkbox"/> Cyber Security	<input type="checkbox"/> Cloud Computing
<input type="checkbox"/> Social Media & Collaboration	<input type="checkbox"/> Infrastructure & Operations
<input type="checkbox"/> Robotics	<input type="checkbox"/> Natural Language Processing
<input type="checkbox"/> Payments & Digital Wallet	<input type="checkbox"/> Price-Comparison / Online Platform
<input type="checkbox"/> Telematics	<input type="checkbox"/> Other <input type="text"/>



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5. Why do you want to join the Launchpad Programme?

Tell us more about your proposition

6. Product Description: In detail, what do you do, how are you different, and why does your product / service matter?

7. Product Demo: Would you be able to show us your working product / service at this stage via video?

Yes

No

8. Value Proposition: How does your product / service reduce costs, increase revenues, or provide access to new business?

9. Commercial Model: How do you generate revenue?

10. Commercial Roadmap: How do you see your business developing in the next 24 months?

10a. What % share of business are you willing to give in exchange?

Tell us about your market opportunities and competition

11. Target Market: How do you reach your end-user? e.g. B2B, B2B2C, B2C.

12. Target Market: Who is your target customer? i.e. Types of consumers / companies / corporate divisions.



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13. Target Market: Who else will benefit from your product / service?

14. Market Competition: Who are your main competitors?

15. Market Differentiation: How is your product / service different than your competitors'?

16. Duplication: What are the barriers to entry for a competitor to replicate your product / service?

Tell us about your current business state

17. Provide details of any existing customers

18. Provide details of any previous, ongoing or scheduled sales discussions

Tell us about your team

19. Leadership Team: List your core team members / founders and their roles

Name	Position	Role
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		



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20. How do the core team members / founders know each other?

21. Team: How many people do you employ across which positions?

Specify full-time and part-time employees, including description of the employees' departments. e.g. Total of 20 employees; 10 in IT; 5 in Business Development; 5 in Administration.

22. List any employed positions or business obligations your core team members / founders are involved in outside of this venture

Tell us about your financial state

23. What is your business' current recurring revenue (in US\$)?

24. List current funding raised to date (if any)

Provide details on funding raised to date in US\$ amount (if any) e.g. None, Seed, Series A, Series B, Series C.

25. Who are your shareholders / owners?

26. How have you funded your business so far? (Select all that apply)

Grants

ICO

Revenue (e.g. Beta clients, POCs)

Family & Friends

Private Investors (e.g. Angel / VC / PE)

Others

Tell us about your legal structure

27. What is your ownership structure?



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28. What is the authorship and legal rights to your code / intellectual property?

29. Are you willing to sign a non-disclosure agreement with the participating stakeholder?

30. List any non-compete arrangements or intellectual property agreements that you already have, or are in the process of finalizing, which you may have to honour throughout the programme.

e.g. University-owned technology

Tell us about your availability to join the program

31. If shortlisted, will a member of your leadership team be able to pitch to our panel during 2018?

For those applying from outside Dubai, the pitch can take place over video conference.

A few closing questions

32. Aside from The Launchpad programme, is your company currently applying to, has previously participated in, or will participate in other accelerator / incubator programmes? (Select all that apply)

Yes

No

(If yes, please state)

33. Is there anything else you would like to tell us with regards to your application?

Feel free to provide links for any supporting documentation or material.

34. By submitting this application, you agree to Launchpad programme processing the information you provide hereby in accordance with its Terms of Use and Privacy Policy.

Please sign and print name below.

SIGN

PRINT NAME

We regret that Emirates NBD members of staff and their immediate families are not eligible to apply and all applicants must be 18 years or over.