

Volta Cohort Application Questions - Fall 2021

Thank you for your interest in applying to Volta Cohort. If you have any questions, reach out to cohort@voltaeffect.com.

Please note that companies selected for Volta Cohort will be required to attend up to six workshops over the course of the one-year residency, and submit bi-monthly company updates as a requirement of the program. In addition, it is important to note that the \$25 000 companies receive is an investment (convertible note), and not a grant. Successful recipients will be expected to complete a full due diligence process prior to any funds being transferred.

Personal Profile

1. What is your first and last name?
2. What is your position/role in the company?
3. Are you legally able to work in Canada?
4. What is your email?
5. What is your phone number?
6. Volta is always looking at ways to increase representation within the startup ecosystem. If you are a member of an underrepresented group, and are comfortable doing so, please self-identify using the space below.

Company Profile

1. What is your company's name?
2. Please share your company's website URL (if applicable).
3. Where is the company located? Please include the city and province. **Please note, only companies based in Atlantic Canada are eligible to apply. The Volta Cohort Pitch Competition is also planned to be an in-person event in Halifax. Those travelling from outside Halifax are responsible for covering all travel costs at their own expense.*
4. Do you make any of the following?
 - a. Hardware
 - b. Software
 - c. Both, hardware and software
 - d. Digital content
 - e. Other
5. What stage is your business?

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- a. Idea/Concept (Identified problem/solution, no product built, self-funding/bootstrapping, founding team)
 - b. Discovery (Conducting market research, collecting feedback from potential customers, outlining MVP, self-funding/bootstrapping)
 - c. Prototype (Basic MVP built, internal user testing, accessing grants)
 - d. Validation (Initial traction, have customers using/testing MVP, early sales, early-stage venture capital)
 - e. Launch (Paying customers, business angels, venture capital, growing team)
6. Please provide a clear description of your business (maximum 250 words).
 7. Is your business incorporated?
 8. Please provide a clear description of your technology (maximum 250 words).
 9. What is your estimated market size?
 10. Who are your target customers?
 11. Please outline intended revenue streams for the business.
 12. Please list any competitors you're aware of, as well as identify your competitive advantage.
 13. Has your company received investment to-date? If yes, please list the amount and source(s). Please note companies applying for Volta Cohort must be pre-investment. Exceptions may be made on a case by case basis.
 14. Is your company pre-revenue? If no, please outline any revenue your company has received. Please note companies applying for Volta Cohort must be pre-revenue. Exceptions may be made on a case by case basis.

Team Profile

1. Who is on your team? Please share the names and positions of all team members.
2. Please list the name(s) of all founders.
3. Please indicate how many founders identify as women (if any). Please note this question is for internal data collection purposes only.
4. If accepted into the Volta Cohort program, how often will you and your team be working on your business?

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- a. Less than 10 hours/week
 - b. 10-20 hours/week
 - c. 20-40 hours/week
 - d. 40+ hours/week
5. Have you or anyone on your team worked on a startup before?
- a. Yes
 - b. No
6. If yes, please share the name(s) of previous startups, who has worked at them, as well as other relevant startup experience.

Additional Information

We have a few more questions to assist us with selecting the best candidates for Volta Cohort.

1. How would \$25,000 help your company?
2. Please provide links to your executive team's LinkedIn pages.
3. Please provide the social media handles for your company.
4. Please list up to two references, including their name, email and phone number.
5. Is there anything else you would like to share with us? (optional)

Pitching Information

Have you previously pitched at Volta Cohort? If yes, which cohort(s) and what have you done since to improve your business? Please indicate any other important updates we should be aware of.

Agreements

Please read the following carefully before submitting your Volta Cohort application.

1. Use of Content - Please note that select pitch participants will be asked to submit their company logo, a team/Founder(s) photo and one-liner about the business. Volta reserves the right to edit and update your company description based on its style guide for clarity. Company photos and logos will be used for Volta's marketing purposes, such as social media, if you are selected to pitch at the Cohort event.
 - a. Yes, I agree to Volta's terms for use of content
 - b. No, I do not agree to Volta's terms for use of content

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2. Companies selected for Volta Cohort will be required to attend six workshops over the course of the one-year tenancy, as a part of the program. Failure to agree to attending the workshops may make you ineligible for the Volta Cohort.
 - a. Yes, I agree to attend the required six workshops over the one-year tenancy period
 - b. No, I do not agree to attend the required six workshops over the one-year period