

APPLICATION FORM TEMPLATE

The Cartier Women's Initiative team, its partners and the jury will treat all business information submitted with utmost confidentiality. Aside from a brief summary (business name, brief description, field of industry) of the businesses selected, no individualized information will be made available to the public without the prior authorization of the Participant.

This document outlines the questions asked in the Cartier Women's Initiative application form. We strongly recommend that you first write your answers in a separate draft document, then copy and paste them into the form once you are finished.

- Questions featuring a star (*) are mandatory. Questions with no star are optional.
- Questions featuring the indication "numerical data only" may only contain positive integers (1, 2, 3), negative integers (-1, -2, -3), zero (0), decimals and non-numeric characters such as (+), (-), (.) and (,).
- The character limit for each question is indicated in red in parenthesis.

Please note that if your business is selected during the pre-selection phase, you may be asked to provide additional supporting documents.

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THE CANDIDATE

1. First name*
2. Last name*
3. Preferred gender*
 - Male
 - Female

4. Date of birth (MM/DD/YYYY format)*

The lead entrant must be 18 years of age on the day of the application deadline.

5. Nationality*
6. Second nationality (if applicable)
7. Country of residence*

The country of residence is the country in which your main residence is located meaning the one where you are currently living. It is not to be confused with the country of origin, which is the country in which you were born, and with the country of operations which is the country in which your business is operating.

8. City of residence*
9. Telephone (mobile)*
10. Email*
11. Are you the founder of the company?*

 - Yes
 - No

The founder needs to be a woman and she must be the largest shareholder of founder equity in the company or own a share at least equal to that of her cofounder(s) at the time of application.

12. What is your current occupation/job in the company?*

 - CEO
 - General Manager
 - Director
 - COO
 - CTO
 - Other (please specify)

The main leadership position must be filled by a woman. Ex: Director, General Manager or CEO.

13. LinkedIn profile URL
14. Please indicate your level of English proficiency:*

 - A1: Beginner
 - A2: Elementary
 - B1: Intermediate

- B2: Upper-Intermediate
- C1: Advanced
- C2: Proficient

If you are unsure of your level of English language proficiency, please refer to the Common European Framework of Reference for Languages (CEFR) [self-assessment grid](#), which presents 34 scales of listening, reading, spoken interaction, spoken production and writing skills.

BUSINESS & PRODUCT

The Business

15. Company name*

16. Describe your business in one sentence. (150 characters)*

17. Country of operations*

If your business is operating in several countries then please indicate the country in which your business is having the most social and/or environmental impact.

18. Date of creation (DD/MM/YYYY format)*

The business should have a proven business model and be in the initial phase of its development and growth (between 1 and 5 years of licensed/registered operations). For the 2021 edition, we are looking for businesses that have been incorporated between August 2015 and August 2019.

19. Is your company for-profit?*

- Yes
- No
- Unsure (please specify)

The business should be designed to generate sufficient revenues to support its operations and return some level of profit to its owners. Non-profit enterprises are not accepted.

20. Is your venture, a spin-off or subsidiary of an existing business? A sole proprietorship? A franchise?*

- Yes
- No
- Unsure (please specify)

Spin-offs, subsidiaries, sole proprietorships and franchises do not qualify for the Cartier Women's Initiative Regional Awards. Please read the following definitions if you are unsure:

- Spin-offs are divisions of companies or organizations that then become independent businesses with assets, employees, intellectual property, technology, or existing products that are taken from the parent company.*
- A subsidiary is a company that is owned or controlled by another company, which is called the parent company, parent, or holding company.*
- A sole proprietorship, also known as the sole trader, individual entrepreneurship or proprietorship is a type of enterprise that is owned and run by one person and in which there is no legal distinction between the owner and the business entity.*
- A franchise is a type of license that a party (franchisee) acquires to allow them to have access to a business's (franchisor) proprietary knowledge, processes, and trademarks in order to allow the party to sell a product or provide a service under the business's name.*

21. Please list all shareholders (including founders, employees and investors) of the company that own at least 5% equity, including their title, gender and percentage of equity owned.*

	FIRST NAME	LAST NAME	% OF EQUITY OWNED	TITLE	COMPANY	GENDER
<i>Example</i>	<i>Jane</i>	<i>Doe</i>	<i>60</i>	<i>CEO</i>	<i>ABC Inc.</i>	<i>Female</i>
SHAREHOLDER N° 1						
SHAREHOLDER N° 2						
SHAREHOLDER N° 3						

We are focused on companies that are majority owned by founders and employees at the time of application. The lead entrant must be the largest shareholder of founder equity in the company or own a share at least equal to that of her cofounder(s).

22. Website*

23. Company social media accounts

- Facebook
- Twitter
- LinkedIn
- Instagram

The Product

24. Please describe your product and/or service. (1000 characters)*

25. Is your product and/or service patentable?*

- Yes
- No

Within the context of a national or multilateral body of law, an invention is patentable if it meets the relevant legal conditions to be granted a patent. Patent laws usually require that, for an invention to be patentable, it must refer to a subject matter eligible for patent protection and be novel, non-obvious and useful.

26. Please indicate the status of your patent(s).*

- Patent pending
- Beta test
- Patented
- Finalized

VALUE PROPOSITION & SOCIAL IMPACT

27. Please describe your company and the problem you are solving. (1000 characters)*

Describe the job the customer is trying to get done and the pain points the customer experiences in getting the job done.

28. How is your solution uniquely addressing this problem? (1000 characters)*

How do your product/service's features benefit and or relieve the customer's pain points?

29. How will your company change the world? What is the big picture and vision? (500 characters)*

Make sure you mention how your vision relates to the social impact you are trying to create.

30. Please select the top most relevant United Nations Sustainable Development Goals (SDGs).*

- GOAL 1: No Poverty
- GOAL 2: Zero Hunger
- GOAL 3: Good Health and Well-being
- GOAL 4: Quality Education
- GOAL 5: Gender Equality
- GOAL 6: Clean Water and Sanitation
- GOAL 7: Affordable and Clean Energy
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequality
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production
- GOAL 13: Climate Action
- GOAL 14: Life Below Water
- GOAL 15: Life on Land
- GOAL 16: Peace, Justice and Strong Institutions
- GOAL 17: Partnerships to achieve the Goal
- Not Applicable

The business should meet at least one of the [United Nations Sustainable Development Goals \(SDGs\)](#). The SDGs are a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. The SDGs are a call for action by all countries to promote prosperity while protecting the environment. They cover a series of social, economic, and environmental development issues.

31. How many individuals will be positively impacted by your business? Please include suppliers, clients and distributors. (500 characters)*

32. Please list the top three metric(s) you use to measure your Impact Theme(s).*

	IMPACT METRIC	IRIS+ IMPACT THEME	INITIAL RESULTS FOR LAST 12 MONTHS	INITIAL RESULTS SINCE INCEPTION
<i>Example</i>	<i>School Enrollment: Female (PI1081)</i>	<i>Education</i>	<i>1200</i>	<i>2000</i>
METRIC N° 1				
METRIC N° 2 (if applicable)				
METRIC N° 3 (if applicable)				

The business should meet at least one of the [IRIS+ Impact Categories](#). IRIS+ is the generally accepted system for measuring, managing, and optimizing impact. IRIS+ makes it easier for founders to translate their impact intentions into impact results.

If the IRIS Impact Categories are not applicable to your business, please select 'Not Applicable' for the 'IRIS+ Impact Category' column.

In any case, please ensure you specify the metric that you use to measure your impact. If an IRIS+ metric is used, please include the IRIS+ metric reference number for identification. Ex: School Enrollment, Female (PI1081). A complete list of the IRIS+ metrics are available on the [IRIS+ website](#).

MARKET & ANALYSIS

33. What is your total addressable market in USD\$?*

- Short description of total addressable market (150 characters)
- Total addressable market in USD (numerical data only)

Total addressable market (TAM) = total number of customers in each market multiplied by the average annual revenue of a customer in that market. Ex: Let us say your company sold software suitable for companies with 100 to 500 employees at a flat rate of \$1,000 per year. If your annual contract value (ACV) is \$1,000 and you determine there are 5,000 possible accounts (total number of companies with 100 to 500 employees), your total addressable market would be \$5,000,000 (\$1,000 x 5,000).

34. Please list your top three key assumptions. (500 characters)*

Ex: 5000 companies with 100- 500 employees, ACV of \$1000.

35. Please list the name, website, and market share of your top two competitors. Please note we will also expect you to include your competitive landscape in the pitch deck to be uploaded in the "Attachments" section of the application. (500 characters)*

	NAME	WEBSITE	MARKET SHARE (%)
<i>Example</i>	<i>ABC Inc.</i>	<i>www.abc.com</i>	<i>40</i>
COMPETITOR N° 1			
COMPETITOR N° 2			

Market share is the percent of total sales in an industry generated by a particular company. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period.

36. Please describe your top three customer segments.*

- Customer segment n° 1 (250 characters)
- Customer segment n° 2 (250 characters)
- Customer segment n° 3 (250 characters)

Customer segmentation consists in dividing a broad consumer market into sub-groups of consumers (known as segments) based on some type of shared characteristics.

Ex:

- *Customer segment n° 1: companies with 100-500 employees in Paris*
- *Customer segment n° 2: companies with 100-500 employees in New York*
- *Customer segment n° 3: companies with 100-500 employees in Tokyo*

SUSTAINABLE BUSINESS & FINANCIAL MODEL

37. Describe your business model. (1000 characters)*

Describe how your organization creates, delivers, and captures value. We would recommend using the nine components listed on the [business model canvas](#). Please note that you may include a business model for each segment of your business.

38. Please list the top two risks associated with your business model.*

- Risk n° 1 (500 characters)
- Risk n° 2 (500 characters)

Key risks are usually assumptions that your business model is most sensitive to, or can affect your business model the most.

39. What are your top three revenue streams?*

- Revenue stream n° 1 (250 characters)
- Revenue stream n° 2 if applicable (250 characters)
- Revenue stream n° 3 if applicable (250 characters)

A revenue stream is a source of revenue of a company or organization. In business, a revenue stream is generally made up of either recurring revenue, transaction-based revenue, project revenue, or service revenue.
 Ex:
 - Revenue stream n° 1: B2C monthly standard plan subscription to e-learning platform (30 USD/month)
 - Revenue stream n° 2: B2C monthly premium plan subscription to e-learning platform (50 USD/month)
 - Revenue stream n° 3: B2B yearly contract with employer (1000 USD/year/employer)

40. What is the pricing model and margin per product/service? (500-1500 characters)*

	DESCRIPTION	PRICING MODEL	CURRENT MARGIN PER PRODUCT/SERVICE	EXPECTED MARGIN PER PRODUCT/SERVICE
Example	Self-esteem focused e-learning platform	Subscription based	30%	60%
PRODUCT/SERVICE N° 1				
PRODUCT/SERVICE N° 2 (if applicable)				
PRODUCT/SERVICE N° 3 (if applicable)				

To obtain the product/service margin, divide the gross profit margin by the selling price. Product/service margin= (selling price - cost of product/service) / selling price. The product/service margin is to be expressed in terms of percentages.
 If the current product/service margin is not the true representation of what the business can achieve, then please share the ideal/steady state margin that you look to achieve in the next 3 to 5 years.

41. Please fill in the income statement below. Please note that columns 6-7 are optional, as we only require your forecast for 2020-2022. If not applicable, please put N/A. All amounts should be converted to USD. (numerical data only)*

Profit & Loss (USD)	2018 (Actual)*	2019 (Actual)*	2020 (Forecast)*	2021 (Forecast)*	2022 (Forecast)*	2023 (Forecast)	2024 (Forecast)
Revenue							
Expenses							
Gross profit							
Gross margin %							
Selling, General & Administrative Expense (SG&A)							
EBITDA							
Net Profit							

Please refer to following definitions:

- Revenue is the income received from the sale of your products and/or services.
- Expenses is the total expenses, and should include cost of goods sold (COGS), selling, general and administrative expenses (SG&A), depreciation, interest, tax and amortization expenses.
- Net profit is the difference between revenue and expenses.
- Gross profit is calculated by subtracting the cost of goods sold (COGS) from revenue (sales).
- Selling, General & Administrative Expense (SG&A) includes all the costs not directly tied to making your product or performing your service. It is the sum of all direct and indirect selling expenses and all general and administrative expenses (G&A) of a company.
- EBITDA is your company's revenue before interest, taxes, depreciation, and amortization are subtracted.

42. Please note key assumptions for forecast numbers. (1000 characters)*

If your forecasts are too complex for the space allowed, please include the assumptions as one of the optional attachments in the end of the application.

Ex:

- Revenue assumes 1k customers, with 20% year on year growth, price at \$50 per customer.
- Expenses assume headcount at 10 for 2019, and growing at rate of two per year.

STRATEGY & EXECUTION

Traction

43. Please provide your top three key performance indicators (KPIs) or metrics (can be based on revenue/customer/user growth etc.). Include totals and quarter-over-quarter growth for the last year. **(800 characters)***

	DESCRIPTION	TOTAL GROWTH (LAST 12 MONTHS)	QUARTER-OVER-QUARTER GROWTH (LAST 12 MONTHS)
<i>Example</i>	<i>Revenue growth</i>	<i>20%</i>	<i>Q1: 11% Q2: 20% Q3: 8% Q4: 25%</i>
METRIC N° 1			
METRIC N° 2			
METRIC N° 3			

We are looking for evidence of your products or services being adopted by the market. Evidences can be in the form of Letter of Interest (LOIs)/ Memorandum of Understandings (MOUs), which are legal contracts that formalize product/services sale conversations. Alternatively, waitlist sign-ups are another example.

For example:

- B2C channel key performance indicator: In 2018, monthly reoccurring revenues were at \$10k, monthly active users 2k, and monthly subscribers 1k. This means that the month-on-month subscriber and revenue growth is 20% for 2018. Currently, you have 5k on your email distribution list, which you hope to convert to monthly active users, then to paid subscribers.*
- B2B channel key performance indicator: In 2018, your business won four enterprise customers, valued at \$25k annual revenue each. You expect revenue to grow 20% quarter-over-quarter. Your current top six letters of interest are from ABC Inc. (\$25k), XYZ Ltd. (\$10k), EFG Inc. (\$50k), etc.*

44. How do you plan to acquire customers/users? **(1000 characters)***

We would like to understand your customer acquisition/sales strategy. Describe your sales process (how and where it occurs).

45. How long is your average sales cycle?*

- Length **(numerical data only)**
- Time unit (days, weeks, months, etc.)

A sales cycle is the timeframe that your company undertakes when selling a product or service to a customer. It encompasses all activities associated with closing a sale. For example, if it takes 6 months from initially meeting a prospect to converting that prospect into a customer, your sales cycle is 6 months.

Funding & Runway

46. What was your venture's total earned revenue? Do not include any philanthropic donations or grants in this amount. **(numerical data only)***

- In the prior calendar year (in USD)
- During the last 12 months (in USD)

- Since inception (in USD)

47. How much philanthropic support (e.g., seed grants, awards, or donations) did your venture receive from all outside sources? **(numerical data only)***

- In the prior calendar year (in USD)
- During the last 12 months (in USD)
- Since inception (in USD)

48. How much equity financing did your venture obtain from all outside sources? **(numerical data only)***

- In the prior calendar year (in USD)
- During the last 12 months (in USD)
- Since inception (in USD)

Equity financing is the process of raising capital through the sale of shares in a company. With equity financing comes an ownership interest for shareholders.

49. How much did your venture borrow from all outside sources? **(numerical data only)***

- In the prior calendar year (in USD)
- During the last 12 months (in USD)
- Since inception (in USD)

When a firm raises money for capital by selling debt instruments to investors, it is known as debt financing. In return for lending the money, the individuals or institutions become creditors and receive a promise that the principal and interest on the debt will be repaid on a regular schedule.

50. What is your monthly gross burn rate (USD) and how much runway in months do you have? **(numerical data only)***

- Monthly gross burn rate
- Runway (months)

*We are trying to assess the amount of time your company has before it runs out of cash. Gross burn rate is the total amount of spending each month on average. Runway (in months) is cash on hand divided by monthly gross burn rate.
Ex: If you have \$500,000 in cash in the bank, and your monthly burn rate is \$50,000, you have a 10-month runway.*

51. What is your net working capital? **(numerical data only)***

Working capital	USD
Cash-in-bank	
Accounts Receivable	
Inventory	
Current Assets	
Current Liabilities	
Net working capital	

We are trying to assess other current assets and current liabilities to gain an understanding of the liquidity status of the company. This helps us understand the near-term financial sustainability of the business.

Current assets is made up of Cash-in-bank, Accounts receivable (money owed to the business), inventory (stock on hand). Current liabilities is made up of accounts payable (money owed to creditors by the business). Net working capital is Current Assets - Current Liabilities.

LEADERSHIP & TEAM

52. Please explain why your team is uniquely qualified to solve this problem. (1000 characters)*

Some questions to bear in mind for this section:

- Who is the team composed of?
- What do they do and what are their qualifications?
- Is there currently a gap in your team? What is it and are you planning to recruit someone?
- How long have you been working together and how did the co-founders meet?

53. Please list the name, age, gender, title and LinkedIn profiles of the top three core members of your venture's team. (1200 characters)*

	FIRST NAME	LAST NAME	TITLE	LINKEDIN PROFILE URL	FOUNDING MEMBER	AGE	GENDER
<i>Example</i>	<i>John</i>	<i>Doe</i>	<i>CTO</i>	<i>https://www.linkedin.com/in/john-doe/</i>	<i>Yes</i>	<i>38</i>	<i>Male</i>
TEAM MEMBER N° 1							
TEAM MEMBER N° 2 (if applicable)							
TEAM MEMBER N° 3 (if applicable)							

54. Current number of full-time employees. (numerical data only)*

- Total number of full-time employees
- Total number of female full time employees
- Total value of wages since inception (USD)

Two part-time workers should be counted as one full-time worker for the purpose of this question. Please exclude founders and contract workers who are not on the business's official payroll.

55. What does being part of the Cartier Women's Initiative programme mean for you and your business? (1000 characters)*

Some questions to bear in mind:

- What can being part of the Cartier Women's Initiative community bring to you personally and to your business?
- What can you contribute to the Cartier Women's Initiative community?

56. Please list the top three most relevant programs (incubators, accelerators, entrepreneurship support programs, etc.) that you have participated in. (600 characters)*

	NAME	WEBSITE	YEAR OF PARTICIPATION
PROGRAM N° 1			
PROGRAM N° 2			
PROGRAM N° 3			

ADDITIONAL INFORMATION

Your answers to the following questions will be used exclusively for classification and research purposes and do not count towards the Cartier Women's Initiative's selection process. We therefore kindly ask you to provide us with a truthful and accurate representation of your business's sector of operations and stage of development.

57. What sector, according to the MSCI Global Industry Classification Standards, does your business operate in?*

- Energy
- Materials
- Industrials (Capital Goods; Commercial & Professional Services; Transportation)
- Consumer Discretionary (Automobiles & Components; Consumer Durables & Apparel; Consumer Services; Retailing)
- Consumer Staples (Food & Staples Retailing; Food, Beverage & Tobacco; Household & Personal Products)
- Healthcare (Health Care Equipment & Services; Pharmaceuticals, Biotechnology & Life Sciences)
- Financials (Banks; Diversified Financials; Insurance)
- Information Technology (Software & Services; Technology Hardware & Equipment; Semiconductors & Semiconductor Equipment)
- Communication Services (Telecommunication Services; Media & Entertainment)
- Utilities
- Real Estate

The self-assessment methodology, pioneered by [Village Capital](#), is called [VIRAL](#) for "Venture Investment Readiness and Awareness Levels." Using this framework will enable you to (1) track your progress by identifying milestones critical to growth (2) have productive conversations with investors, mentors and your team by using a common standardized language. The VIRAL assessment will walk you through eight business categories so you can pinpoint how far along you are. We leverage this framework to understand which stage of development your business has reached.

58. We would like to know more about the team you are building. Please select the level that best reflects your stage of development.

- Level 1: We have 2+ team members with differentiated skills sets.
- Level 2: Our team has personally experienced the problem.
- Level 3: Our team can build the product & understand the value chain.
- Level 4: We understand how our market operates & have strong industry contacts.
- Level 5: We have a clear strategy and understanding of sales.
- Level 6: Our management, product, & sales teams are ready for growth.
- Level 7: We have an executive team that can lead the company through growth.
- Level 8: Our team is recognized as market leaders in the industry.

- Level 9: Our team is prepared to navigate a merger, acquisition, or IPO.

59. Tell us about the problem you are tackling and your vision for solving it. Please select the level that best reflects your stage of development.

- Level 1: We have identified a specific, important, and large problem.
- Level 2: We have a vision for how to solve the problem and can execute on it.
- Level 3: We can articulate why our vision offers a superior value proposition.
- Level 4: We can explain how this solution will transform the industry.
- Level 5: We have evidence that we are solving our customers' problem.
- Level 6: Our vision is being realized with early adopters and gaining ground.
- Level 7: Our vision is proving attainable in a major market.
- Level 8: We are beginning to have systems-level change in solving our problem.
- Level 9: We are a global leader in solving this problem.

60. How much validation do you have that your product is valuable to customers? Please select the level that best reflects your stage of development.

- Level 1: We have a hypothesis for how we will solve this problem.
- Level 2: Potential customers validate that our solution will solve a key point.
- Level 3: We have evidence that customers will pay our target price.
- Level 4: Customer feedback shows that our solution is better than others.
- Level 5: Our initial target customers love the product and keep using it.
- Level 6: We are selling beyond our initial target customers.
- Level 7: The majority of our sales in our initial market are inbound.
- Level 8: Customers are renewing or repurchasing without much sales effort.
- Level 9: We are recognized as the top solution to this problem.

61. How mature are your product and feedback loops? Please select the level that best reflects your stage of development.

- Level 1: We have the ability to develop a low-fi prototype.
- Level 2: We have built a low-fidelity prototype.
- Level 3: We have built a working prototype and have a product roadmap.
- Level 4: Our team understands product management and associated costs.
- Level 5: Our product is almost ready for broad commercial distribution.
- Level 6: Our core product is complete, in the market, and gathering feedback.
- Level 7: Our product is built for scale & new offerings are in progress.
- Level 8: Our product is successfully handling dramatic growth.

- Level 9: Our product is recognized as the top in the industry.

62. How much evidence do you have that a large market of customers experiences this problem? Please select the level that best reflects your stage of development.

- Level 1: We know our total addressable market size and target market share.
- Level 2: We understand applicable regulations & have a strategy for compliance.
- Level 3: Initial sales provide evidence that we can capture our target market.
- Level 4: We have evidence that our total addressable market is significant in size.
- Level 5: Large partners are talking with us about distribution, marketing, etc.
- Level 6: Our suppliers & distributors see meaningful benefits from our success.
- Level 7: Our sales cycle meets or beats the industry standard.
- Level 8: We have hard-to-beat partnerships for distribution, marketing, growth.
- Level 9: We have a clear line of sight to industry dominance.

63. How much evidence do you have that your business model will work? Please select the level that best reflects your stage of development.

- Level 1: We have an outline of a revenue model.
- Level 2: Existing pricing and business models support our revenue model.
- Level 3: We can articulate the cost structure & unit economics in our industry.
- Level 4: We have projected revenues and costs and have a strategy to hit them.
- Level 5: Our actual revenues & costs support future positive unit economics.
- Level 6: Our customer acquisition costs are going down & pricing is going up.
- Level 7: We have validated our business model. We have strong unit economics.
- Level 8: We are rapidly growing each month and we have a path to profitability.
- Level 9: Our revenue has met or exceeded investors' targets for multiple years.

64. What scale are you operating at? Please select the level that best reflects your stage of development.

- Level 1: We have identified multiple possible markets or customer segments.
- Level 2: We have evidence that multiple markets experience this problem.
- Level 3: We have a clear strategy to scale to multiple markets.
- Level 4: Customers in multiple markets find value in our solution.

- Level 5: Our unit economics are tipping to positive in at least two markets.
- Level 6: We have cleared regulatory challenges and have a clear IP strategy.
- Level 7: Our unit economics are positive in multiple markets.
- Level 8: Growth in our customer base is accelerating month-on-month.
- Level 9: Unit economics are strong for multiple markets or customer segments.

65. Do you wish to raise external capital for your business?

- Yes
- No
- Unsure (please specify)

66. How much evidence do you have that you can provide liquidity to your investors?
Please select the level that best reflects your stage of development.

- Level 1: We know what an exit is and understand its importance to investors.
- Level 2: We have a vision of how to ultimately deliver liquidity to investors.
- Level 3: Evidence suggests our value proposition is of interest to acquirers.
- Level 4: Serious companies have made serious investments in our industry.
- Level 5: We are seeing inbound interest from large potential acquirers.
- Level 6: We have identified specific acquirers or other exit options.
- Level 7: We have strong relationships with multiple potential acquirers.
- Level 8: We have turned down an acquisition offer already.
- Level 9: We are on the cusp of an exit and reaching the finish line.

ATTACHMENTS

Accepted formats are .pdf, .jpg, .jpeg, .png, .gif, .doc, .xls, .ppt, .odt, .ods, .odp (maximum 10 Megabytes per file).

Please attach:

- Your resume
- Your business registration document
- Your presentation deck: We would recommend that you refer to [these guidelines](#) to create your deck. At the very least, please include your competitive landscape and a short description of each member of the management team. The deck should be no longer than 15 pages.
- Your headshot
- Three additional attachments (optional): image of product, brochure, press, articles, research, etc.

Please upload a 1-minute video of yourself in which you answer the following questions:

- What is your motivation behind solving the problem that you have identified?
- What is the impact you wish to create through your solution?
- What do you wish to gain/contribute to the Cartier Women's Initiative community?

Further instructions:

- Please make sure your video does not go over 1 minute.
- Videos recorded via a webcam/mobile camera are acceptable. Voice clarity is the most important feature we are looking for.

Other official and legal documents will be requested at a later stage if your business is preselected.

ADDITIONAL INSTRUCTIONS

- The application form will be open **from June 4, 2020 until July 31, 2020**.
- The application form cannot be downloaded; it must be completed while you are logged in.
- To use the form, you must create a personal account with a valid email and password. Please maintain this email address active throughout the call for applications.
- The information you enter can be saved at any time. Once saved and submitted, you can log back into the portal and edit your form up until the application deadline of **July 31, 2020 - 2PM Paris time (CEST)**.
- **We highly recommend that you not wait until July 31, 2020 to submit your application in case of technical difficulties.**
- You will not be granted access to your account and application form past the deadline.