

# APP 2018 - Q3Q4 - Uncharted Chipotle Aluminaries Project

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Start of Block: Default Question Block

Welcome to the application questionnaire for the [Chipotle Aluminaries Project](#). You will see that we are looking for specific information about your venture and about your founding team. We ask that you respond carefully to each question so that the information you provide in this application is accurate.

We do not see it as a poor reflection on an early-stage venture if its current numbers – especially its financials – are lower than one might hope or expect. In fact, this is why accelerator programs like ours exist: to help promising entrepreneurs reach their full potential. Please keep this in mind as you complete this survey, knowing that “zero prior revenues” is the correct response if it is the correct response.

You can preview the questions that will be asked in this application by clicking [this link](#). Once you have submitted the information requested here, you will be able to view and download your answers for your records.

Let's begin.

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Page Break

**Contact & Venture Information:**

What is your first name?

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What is your last name?

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What is your phone number?

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What is your email address?

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What is your Skype username?

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What is the name of your venture?

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Currently, in which country is your venture's main operations?

▼ Afghanistan ... Zimbabwe



In what country is your venture headquartered?

▼ Afghanistan ... Zimbabwe

We are interested in the web presence of your venture. Does your venture currently have any of the following: (click all that apply)

- ☐ An active website?
- ☐ A Facebook page?
- ☐ A Twitter account?
- ☐ A LinkedIn group or page?

*Display This Question:*

*If We are interested in the web presence of your venture. Does your venture currently have any of the following: An active website?*

What is your web address (URL)?

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*Display This Question:*

*If We are interested in the web presence of your venture. Does your venture currently have any of the following: A Facebook page?*

What is the web address of your Facebook page?

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*Display This Question:*

*If We are interested in the web presence of your venture. Does your venture currently have any of th... = A Twitter account?*

What is your Twitter account name? ("@ \_\_\_\_\_")

\_\_\_\_\_

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*Display This Question:*

*If We are interested in the web presence of your venture. Does your venture currently have any of th... = A LinkedIn group or page?*

What is the web address of your LinkedIn group or page?

\_\_\_\_\_



In what year was your venture founded? (Please enter the full year using numbers only)

\_\_\_\_\_

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Is your venture a:

☐ Nonprofit

☐ For-profit company

☐ Undecided

☐ Other \_\_\_\_\_

What primary sector is being impacted by your venture's activities? (select one)

- ☐ Agriculture
  - ☐ Artisanal
  - ☐ Infrastructure/facilities development
  - ☐ Education
  - ☐ Energy
  - ☐ Environment
  - ☐ Financial services
  - ☐ Health
  - ☐ Housing development
  - ☐ Information and communication technologies
  - ☐ Tourism
  - ☐ Culture
  - ☐ Supply chain services
  - ☐ Technical assistance services
  - ☐ Water
  - ☐ Other \_\_\_\_\_
- 

What are the financial goals for your venture? (check one)

- ☐ Cover costs
  - ☐ Cover costs and earn some profit
-

*Display This Question:*

*If What are the financial goals for your venture? (check one) = Cover costs and earn some profit*

Do you have some specific profit margin in mind?

☐ Yes

☐ No

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*Display This Question:*

*If Do you have some specific profit margin in mind? = Yes*

What annual profit margin would you be happy achieving on average?

☐ 0% - 5%

☐ 6% - 10%

☐ 11% - 15%

☐ 16% - 20%

☐ More than 20%

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Individuals can also have non-financial motives for launching new ventures. Does your venture have the explicit intent of creating social or environmental impacts?

☐ Yes

☐ No



A mission statement is a concise message that expresses how your venture generates financial, social, and/or environmental value through its activities. Please write your current mission statement in the space below. If you do not currently have a mission statement, explain in 100 words or less how your enterprise generates financial, social, and/or environmental value.

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Page Break

Display This Question:

*If Individuals can also have non-financial motives for launching new ventures. Does your venture hav... = Yes*

### **Impacts & Metrics:**

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Display This Question:

*If Individuals can also have non-financial motives for launching new ventures. Does your venture hav... = Yes*





Which of the following impact objectives does your venture currently seek to address? (check up to three)

- ☐ Access to clean water
- ☐ Access to education
- ☐ Access to energy
- ☐ Access to financial services
- ☐ Access to information
- ☐ Affordable housing
- ☐ Agricultural productivity
- ☐ Biodiversity conservation
- ☐ Capacity-building
- ☐ Community development
- ☐ Conflict resolution
- ☐ Disease-specific prevention and mitigation
- ☐ Employment generation
- ☐ Energy and fuel efficiency
- ☐ Equality and empowerment
- ☐ Food security
- ☐ Generate funds for charitable giving
- ☐ Health improvement
- ☐ Human rights protection or expansion

- ☐ Income/productivity growth
- ☐ Natural resources conservation
- ☐ Pollution prevention and waste management
- ☐ Support for women and girls
- ☐ Sustainable energy
- ☐ Sustainable land use
- ☐ Water resources management
- ☐ Other \_\_\_\_\_

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*Display This Question:*

*If Individuals can also have non-financial motives for launching new ventures. Does your venture hav... = Yes*

What is the demographic group of the primary beneficiaries targeted by your venture's activities? (select one)

- ☐ Children and adolescents
- ☐ Disabled
- ☐ Minorities or previously-excluded
- ☐ Women
- ☐ Other \_\_\_\_\_
- ☐ None of the above

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*Display This Question:*

*If Individuals can also have non-financial motives for launching new ventures. Does your venture hav... = Yes*

Does your venture regularly track itself against any of the Impact Reporting Investment Standards (IRIS) impact measures?

☐ Yes

☐ No

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*Display This Question:*

*If Does your venture regularly track itself against any of the Impact Reporting Investment Standards...*  
= No

Please indicate why not:

☐ We have never heard of IRIS

☐ We are not interested in measuring our impacts

☐ We have no time to measure our impacts

☐ We are not fond of this measurement approach

☐ Other \_\_\_\_\_

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*Display This Question:*

*If Individuals can also have non-financial motives for launching new ventures. Does your venture hav... = Yes*

Has your venture ever taken a B Impact Assessment or Global Impact Investing Ratings System (GIIRS) Survey?

☐ Yes

☐ No

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*Display This Question:*

*If Has your venture ever taken a B Impact Assessment or Global Impact Investing Ratings System (GIIR... = No*

Please indicate why not:

- ☐ We have never heard of B Lab/GIIRS
- ☐ We are not interested in measuring our impacts
- ☐ We have no time to measure our impacts
- ☐ We are not fond of this measurement approach
- ☐ Other \_\_\_\_\_

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*Display This Question:*

*If Individuals can also have non-financial motives for launching new ventures. Does your venture hav... = Yes*

Does your venture regularly track its impacts using any other established measurement approaches?

- ☐ Yes
- ☐ No

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*Display This Question:*

*If Does your venture regularly track its impacts using any other established measurement approaches? = Yes*

What impact measurement approaches do you follow?

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How would you classify the current stage of your venture?

- ☐ PROBLEM IDENTIFICATION. You have identified a problem to be solved, but do not yet have an idea for how to tackle it.
- ☐ IDEA. You have formed an idea for how to tackle the problem, but you have not yet built a prototype or taken your product or service to market.
- ☐ PROTOTYPE OR PILOT. You have developed a prototype and have run a successful pilot to test your product/service in the market. Typically referred to as "seed stage."
- ☐ EARLY CUSTOMER TRACTION/EARLY REVENUES. You are getting your product out to small markets (beyond pilot programs), generating early revenues, and likely bringing on first hires. Typically referred to as "early stage."
- ☐ STARTING TO SEE STRONG REVENUE TRACTION. Your product or service sells consistently. You are generating revenues, making key hires, and beginning to become "established" as a company.
- ☐ SOLIDIFYING OPERATIONS. You are preparing for rapid growth by acquiring more customers and strengthening the core of your business. You are making key high-level hires and moving towards becoming cash flow positive.
- ☐ RAPID GROWTH. You are seeing strong, consistent customer demand, generating significant revenues, and becoming cash flow positive. Typically referred to as "growth stage."
- ☐ MATURE BUSINESS OR EXIT. You have significant revenues and a full team, your brand is well recognized, and your venture has scaled. The model has been proven, and you are now perfecting it.
- ☐ FAILED
- 

Is your venture still actively operating?

- ☐ Yes
- ☐ No
-



What are the top challenges your venture is struggling with right now? Please check only up to three.

- ☐ Branding
- ☐ Distribution & Supply Chain
- ☐ Finance & Accounting
- ☐ Fundraising
- ☐ Hiring & Firing
- ☐ HR & Human Systems
- ☐ Leadership / Managing a team
- ☐ Legal
- ☐ Marketing
- ☐ Operations & Logistics
- ☐ Partnerships & Sponsorships
- ☐ Pricing & Unit Economics
- ☐ Product Development / Launching a New Product
- ☐ Production & Quality Control
- ☐ Sales & Business Development
- ☐ Strategic Planning
- ☐ Systems
- ☐ Technical Knowledge
- ☐ Other \_\_\_\_\_

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How, specifically, could Uncharted help you address these challenges?

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We are interested in learning more about the specific impacts on food integrity that are created and tracked by your venture. Please list up to three specific quantitative metrics that your organization tracks regularly.

Sample metrics: Number of living-wage agricultural jobs created; the number of livestock with improved living conditions; percentage of product inputs sourced from local farms.

- ☐ Metric 1 

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- ☐ Metric 2 

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- ☐ Metric 3 

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To the best of your ability, please provide specific data for each of these metrics for the last calendar year, since your venture's founding (or since you began tracking), the units you measure them by and how specifically does your organization measure each of these impact metrics. Please be specific.

	Last calendar year (2017)	Since founding	Units	How your organization measure each of these impact metrics
	ex: "20000"	ex: "500000"	ex: "number of jobs"	ex: "We record the number of jobs created by conducting surveys"

**How many lives would you estimate your venture has positively affected since founding?**

We recognize that this figure will be a simplified estimate based on key assumptions. Please estimate as best you can using logical assumptions and focusing on beneficiaries (e.g. not benefits to future generations). Examples: A) If your venture sells solar lamps, you could use the following equation: Number of lamps sold x Average number of members per household = Estimated lives affected. B) If your venture employs artisan craftswomen, you could use the following equation: Number of women employed x Average number of members per household = Estimated lives affected. C) If your venture improves educational experiences for children, you could use the following equation: Number of classrooms reached x Average number of children per classroom = Estimated lives affected.

☐ Estimated Lives \_\_\_\_\_

Please tell us, very simply, the calculations you did to estimate the lives positively affected by your venture (as in the examples above).

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**Business Model:**

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What is the current operational model of your venture? (check all that apply)

- ☐ Production / Manufacturing
- ☐ Processing / Packaging
- ☐ Distribution
- ☐ Wholesale / Retail
- ☐ Services
- ☐ Financial Services
- ☐ Unsure

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Would you say that your venture is invention-based (i.e., a company that builds upon newly-created technology owned by the venture and/or its founders)?

☐ Yes

☐ No

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Whether assigned by an owner or obtained in some other way, does your venture have any of the following? (check all that apply)

☐ Patents

☐ Copyrights

☐ Trademarks

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*Display This Question:*

*If Whether assigned by an owner or obtained in some other way, does your venture have any of the fol... = Patents*



How many patents? (Please use numbers only)

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*Display This Question:*

*If Whether assigned by an owner or obtained in some other way, does your venture have any of the fol... = Copyrights*



How many copyrights? (Please use numbers only)

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Display This Question:

*If Whether assigned by an owner or obtained in some other way, does your venture have any of the fol... = Trademarks*



How many trademarks? (Please use numbers only)

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## **Venture Financing:**


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The following questions help us understand the current status of your venture from a financial perspective. It is very important to consider each question carefully and report the appropriate value for each of your responses. In cases where we are looking for specific numeric values (e.g., total revenues or number of employees), **the application survey assumes a default value of zero unless you report otherwise.** If you want to report a specific non-zero amount, **please enter only numbers.**


**Do not include commas, dollars signs or any other text and punctuation in your response.** For example, if you want to report a dollar amount of \$100,000, please enter this as 100000. Any response that includes text or punctuation will lead to a prompt asking you to re-enter your response.

Finally, please ensure that all responses that relate to a specific currency (e.g., revenue and investment numbers) are reported in [USD](#).


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 \$ 100,000.70

 100001

 150.000,70


 150001

 10000-20000

 15000

 10K

 10000

 none / ninguno

 0

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Please remember to report all currency values in **USD** and to report all numerical values using numbers only. For example, if you want to report a dollar amount of \$100,000, please enter this as 100000



What was your venture's total earned revenue:  
(please do not include any philanthropic investments or donations in this amount)

☐ in calendar year **2017**? **USD** \_\_\_\_\_

☐ since founding? **USD** \_\_\_\_\_



Profit is the business's income after all expenses and taxes have been deducted. Roughly speaking, what was your venture's profit margin (calculated as the net income or "profit" as a percentage of total investment) for calendar year **2017**?

☐ Negative (venture lost money in **2017**)

☐ 0% - 5%

☐ 6% - 10%

☐ 11% - 15%

☐ 16% - 20%

☐ More than 20%

☐ Unsure

☐ Not applicable (we are a nonprofit)



Not counting founders, on December 31, 2017, how many people worked for your venture?  
(please exclude contract workers who are not on the business's official payroll)

☐ Full-time employees \_\_\_\_\_

☐ Part-time employees \_\_\_\_\_



How much, if any, did your venture pay in wages, salaries, and benefits to full- and part-time employees in calendar year 2017?

(please do not include wages, salaries, and benefits to contract workers who are not on the business's official payroll)

☐ USD \_\_\_\_\_



In addition to these full-time and part-time employees, how many seasonal workers and volunteers did you employ in calendar year 2017?

☐ Seasonal employees \_\_\_\_\_

☐ Volunteers \_\_\_\_\_



How much of their own money did all of the founders put into the business?

(please do not include any money borrowed from others or credit cards) USD

☐ In calendar year 2017? \_\_\_\_\_

☐ Since founding? \_\_\_\_\_

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Please indicate whether your venture has received any of the following investments from outside sources since founding:

- ☐ Equity (equity investment is money received in return for some portion of ownership)
- ☐ Debt (not including any personal debt obtained on behalf of the business)
- ☐ Philanthropy (e.g., seed grants, awards, or donations)

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*Display This Question:*

*If Please indicate whether your venture has received any of the following investments from outside s... = Equity (equity investment is money received in return for some portion of ownership)*

From which sources has your venture received this outside equity?

- ☐ From banks
- ☐ From non-bank financial institutions
- ☐ From venture capitalists
- ☐ From angel investors
- ☐ From other companies
- ☐ From government agencies
- ☐ From foundations or other nonprofits
- ☐ From accelerators or fellowship programs
- ☐ From friends or family members
- ☐ From business plan competitions
- ☐ From crowd-fund campaigns
- ☐ From employees that are not owners
- ☐ From other individuals
- ☐ From another source \_\_\_\_\_

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*Display This Question:*

*If Please indicate whether your venture has received any of the following investments from outside s... = Equity (equity investment is money received in return for some portion of ownership)*



How much equity financing did your venture obtain from all outside sources:  
USD

☐ in calendar year 2017? USD

\_\_\_\_\_

☐ since founding? USD \_\_\_\_\_

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Page Break \_\_\_\_\_

*Display This Question:*

*If Please indicate whether your venture has received any of the following investments from outside s... = Debt (not including any personal debt obtained on behalf of the business)*

From which sources has your venture obtained borrowed funds (debt)?

- ☐ From banks
- ☐ From non-bank financial institutions
- ☐ From venture capitalists
- ☐ From angel investors
- ☐ From other companies
- ☐ From government agencies
- ☐ From foundations or other nonprofits
- ☐ From accelerators or fellowship programs
- ☐ From friends or family members
- ☐ From business plan competitions
- ☐ From crowd-fund campaigns
- ☐ From employees that are not owners
- ☐ From other individuals
- ☐ From another source \_\_\_\_\_

*Display This Question:*

*If Please indicate whether your venture has received any of the following investments from outside s... = Debt (not including any personal debt obtained on behalf of the business)*



How much did your venture borrow from all of these sources:  
USD

☐ in calendar year 2017? USD \_\_\_\_\_

☐ since founding? USD \_\_\_\_\_

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*Display This Question:*

*If Please indicate whether your venture has received any of the following investments from outside s... = Debt (not including any personal debt obtained on behalf of the business)*

Was any portion of this debt "convertible debt"?

☐ Yes

☐ No

☐ Unsure

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*Display This Question:*

*If Was any portion of this debt "convertible debt"? = Yes*



What percentage of this debt is convertible (into equity or cash)?

☐ In calendar year 2017? (%) \_\_\_\_\_

☐ Since founding? (%) \_\_\_\_\_

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Page Break \_\_\_\_\_

Display This Question:

If Please indicate whether your venture has received any of the following investments from outside s... = Philanthropy (e.g., seed grants, awards, or donations)

From which sources has your venture received donations (philanthropy)?

- ☐ From other companies
- ☐ From government agencies
- ☐ From foundations or other nonprofits
- ☐ From accelerators or fellowship programs
- ☐ From friends or family members
- ☐ From business plan competitions
- ☐ From crowd-fund campaigns
- ☐ From employees that are not owners
- ☐ From other individuals
- ☐ From another source \_\_\_\_\_

Display This Question:

If Please indicate whether your venture has received any of the following investments from outside s... = Philanthropy (e.g., seed grants, awards, or donations)



How much philanthropic support (e.g., seed grants, awards, or donations) did your venture receive from all outside sources:

USD

☐ in calendar year 2017? USD \_\_\_\_\_

☐ since founding? USD \_\_\_\_\_

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How much additional investment are you planning to secure for your venture:

	in the next 12 months	over the next 3 years
	USD	USD
Equity financing		
Debt financing		
Philanthropic support		

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## **Founders:**

In this section, we want to learn more about the people on your venture's founding team.

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Please name up to three individuals who are the primary members of your venture's founding team. 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/early days of the venture.

☐ Founder 1 \_\_\_\_\_

☐ Founder 2 \_\_\_\_\_

☐ Founder 3 \_\_\_\_\_

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How many additional people (not listed above) are also on the founding team?

\_\_\_\_\_

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Now, please provide the following information about each of the three founders listed above:

	Age	Gender
	(in years)	
<a href="#">\${fnnam/ChoiceTextEntryValue/1}</a>		▼ Male ... Female
<a href="#">\${fnnam/ChoiceTextEntryValue/2}</a>		▼ Male ... Female
<a href="#">\${fnnam/ChoiceTextEntryValue/3}</a>		▼ Male ... Female

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	Country of Birth	Country of Current Residence
<a href="#">\${fnnam/ChoiceTextEntryValue/1}</a>	▼ Afghanistan ... Zimbabwe	▼ Afghanistan ... Zimbabwe
<a href="#">\${fnnam/ChoiceTextEntryValue/2}</a>	▼ Afghanistan ... Zimbabwe	▼ Afghanistan ... Zimbabwe
<a href="#">\${fnnam/ChoiceTextEntryValue/3}</a>	▼ Afghanistan ... Zimbabwe	▼ Afghanistan ... Zimbabwe

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	Highest Level of Education Completed
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#{fnnam/ChoiceTextEntryValue/1}

#{fnnam/ChoiceTextEntryValue/2}

#{fnnam/ChoiceTextEntryValue/3}

▼ Primary school ... None

▼ Primary school ... None

▼ Primary school ... None

How many new organizations did each founder start before launching this venture?  
(Please use numbers only)

	For-Profits	Other Entities	Nonprofits
	(# Ventures)	(# Ventures)	(# Ventures)
#{fnnam/ChoiceTextEntryValue/1}			
#{fnnam/ChoiceTextEntryValue/2}			
#{fnnam/ChoiceTextEntryValue/3}			

We are interested in the career backgrounds of these founders. Please provide the following information about the two most recent paid full-time jobs held by each of the above founders before launching this venture.

	Organization Type?	What Role?

<code>\${fnnam/ChoiceTextEntryValue/1}</code> Job 1	▼ For-profit ... Other	▼ CEO/Executive Director ... Other
<code>\${fnnam/ChoiceTextEntryValue/1}</code> Job 2	▼ For-profit ... Other	▼ CEO/Executive Director ... Other
<code>\${fnnam/ChoiceTextEntryValue/2}</code> Job 1	▼ For-profit ... Other	▼ CEO/Executive Director ... Other
<code>\${fnnam/ChoiceTextEntryValue/2}</code> Job 2	▼ For-profit ... Other	▼ CEO/Executive Director ... Other
<code>\${fnnam/ChoiceTextEntryValue/3}</code> Job 1	▼ For-profit ... Other	▼ CEO/Executive Director ... Other
<code>\${fnnam/ChoiceTextEntryValue/3}</code> Job 2	▼ For-profit ... Other	▼ CEO/Executive Director ... Other

Please provide the following information about the two most recent paid full-time jobs held by each of the above founders before launching this venture.

	How Long?	Country
	(years)	



## **Entrepreneurial Accelerators**

Finally, we would like to learn a little bit more about your expectations and experiences with entrepreneurial accelerators.

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The following are some of the potential benefits that are typically associated with entrepreneurial accelerators. Please rank these benefits in terms of how important they are to your venture's development and success. (1 being the most important and 7 being the least important)

- \_\_\_\_\_ Network development (e.g., with potential partners and customers)
  - \_\_\_\_\_ Business skills development (e.g., finance and marketing skills)
  - \_\_\_\_\_ Mentorship from business experts
  - \_\_\_\_\_ Access and connections to potential investors/funders
  - \_\_\_\_\_ Securing direct venture funding (e.g., grants or investments)
  - \_\_\_\_\_ Gaining access to a group of like-minded entrepreneurs
  - \_\_\_\_\_ Awareness and credibility (e.g., association with a recognized program, press/media exposure)
- 

What other potential benefits would you look for from accelerator programs that are not included in the above list?

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We are interested in knowing your past acceleration experience. Could you tell us the latest three acceleration experiences of your founding team, if any?

	Which program?	Other Program not listed?	Which year?
			(e.g., 2005)
Accelerator Experience 1	▼ Accelerate 2030 ... 500 Startups		
Accelerator Experience 2	▼ Accelerate 2030 ... 500 Startups		
Accelerator Experience 3	▼ Accelerate 2030 ... 500 Startups		

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## **Database Consent & Contact for Follow-up**

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Congratulations for making it to the end of the questionnaire. We look forward to reviewing your information.

In the meantime, we are asking you to consider participating in a broader Entrepreneurship Database Program (EDP) that is being run by our partners at Emory University. The goal of this project is to establish a comprehensive database for the much-needed study of the issues and challenges faced by entrepreneurs around the world. By analyzing the data that are captured by programs like ours, we will be in a much better position to support our entrepreneurs in the years ahead. **To participate in this program, please check the "yes" box below, which gives us permission to include your information in this growing database.** When making this decision, know that all of your application information will be kept completely confidential. The studies and reports that are made public as part of the database program will never divulge any information that will make it possible to identify you or your venture. Moreover, all of the data will be kept in a secure location; and only affiliated researchers will have access to them. **We are committed supporters of this important database program; however, taking part is completely voluntary and will not affect your current or future relationship with Chipotle Aluminaries Project.** If you agree to submit your application data to the EDP, your name will automatically be entered to win one of four (4) unrestricted \$5,000 USD grants from Emory University. Applicants who complete this questionnaire between January 1st and June 30th will be entered into the July 15th drawing. Applicants who complete this questionnaire between July 1st and December 31st will be entered into the January 15th drawing of the following year.

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**I have read the above program description and consent to my information being submitted to the Entrepreneurship Database Program at Emory University.**

☐ Yes

☐ No

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*Display This Question:*

*If I have read the above program description and consent to my information being submitted to the En... = Yes*

The Entrepreneurship Database Program plans to reach out to you again to ask for some brief follow-up information on your venture's performance and impacts in the following year. **Please**



**insert the name and email address of the individual on your team who is best able to answer questions about your venture's performance and impacts.**

☐ Name \_\_\_\_\_

☐ Email Address \_\_\_\_\_

**End of Block: Default Question Block**

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