



APPLICATION FORM

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 candidate.

The Cartier Women's Initiative (CWI) created the Diversity, Equity and Inclusion (DEI) Award to encourage entrepreneurial solutions designed to close gaps of access, outcome, or opportunities for communities that have been underrepresented or underserved. While the Cartier Women's Initiative's other regional and thematic awards focus on supporting women, this pilot award is **open to all genders**. Entrepreneurs across all sectors and geographies are encouraged to apply.

This document outlines the questions asked in the Diversity, Equity and Inclusion Award application form. We strongly recommend that you first write your answers in a separate draft document, then copy and paste them into the online form once you are finished.

Please note that if your business is shortlisted, you will be asked to provide additional supporting documentation. Unfortunately, due to high volume of applications **we are unable to provide individual feedback to non-finalists**.

NOTE: We accept only one application per business. Businesses that submit applications to multiple award categories will be disqualified. Please refer to [FAQ](#) to pick the category where your business fits the best.

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APPLICATION DATES & INSTRUCTIONS

Key dates:

- The application form will be open **from Wednesday, May 10, 2023 to Friday June 30, 2023.**
- The cut-off time on Friday, June 30, 2022 is **6pm Central European Summer Time (CEST).**
- Initial selection decisions will be sent out on August 1, 2023. All applicants will be notified by December 1, 2023.

Online application instructions:

- The application form must be completed online, while you are logged into your Submittable account. If you do not already have one, you will need to create a free Submittable account using a valid email or sign in with Google or Facebook credentials.
- We will communicate about your application by email. Please maintain your email address active and regularly check it. Also, please be sure to [safelist](#) notification emails from Submittable.
- You can [save a draft](#) of your work if you would like to finish filling out the form at a later date.
- If you need to revise the information submitted, please request to [edit the submission](#). This request may take up to 2 business days to be granted. **OR** If you filled out the wrong form, you can [withdraw](#) your submission and resubmit.
- If you are having technical difficulties accessing or navigating Submittable, please contact their [support team](#).
- Submittable works best on Google Chrome, Firefox, and Safari. Internet Explorer is not supported. Please make sure you are using a supported browser, and have updated to the most recent version of your browser.
- We highly recommend that you not wait until June 30, 2023 to submit your application in case of technical difficulties.
- You may still access your account once the deadline is past to check the status of your application and to download a PDF version of your application.

Types of questions:

- Questions featuring an asterisk (*) are mandatory. Questions with no asterisk 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 brackets.

ELIGIBILITY

1. Location of operations *

If your company is operating in several locations then please indicate the location in which your company is having the most social and/or environmental impact.

2. Was your business incorporated between June 2017 and June 2022? *

The business should have a proven business model and be in the initial phase of its development and growth (between 1 and 6 years of licensed/registered operations as of the date of application). You will be asked to submit your business registration documents.

3. Is your business for-profit? *

The business should be designed to generate sufficient revenue to support its operations and return some level of profit to its owners. Non-profit enterprises are not eligible. That said, the business does not have to be profitable at the time of application.

4. Select the entity type which best reflects the current state of your company: *

Your company must be an original creation, wholly conceived of by the team; a completely new concept, meaning it cannot be a spin-off or franchise of an existing concept.

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 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.*
 - Spin-off
 - Franchise
 - Independent business entity
 - Other (Please specify)

If independent business entity, is your business a sole proprietorship?

A sole proprietorship is an unincorporated business that is not a separate legal entity from the business owner. The business owner has unlimited liability (i.e. the business owner is personally liable for all the debts and losses of the sole proprietorship). It is also known as individual entrepreneurship, solo trader, or simply proprietorship.

5. Has your business been generating revenue since June 2022? *

The business should be generating revenue from the sales of its products and/or services for at least 1 year as of the date of application, with recurring revenue according to your business cycle. You will be asked to submit your monthly revenues since June 2022.

6. Has your business raised more than 2 million US dollars in dilutive funding? *

Dilutive funding is any kind of funding in exchange for ownership in your company. Please note that businesses that have not raised any external funding are also encouraged to apply.

7. Is the main purpose of your business to work towards closing gaps of access, outcome or opportunity for underserved or underrepresented communities? *

8. Are you (the applicant) part of this business' founding team? *

9. Do you fill one of the main leadership positions? *

The main leadership positions include, for example CEO, COO, CTO, General Manager, or Managing Director of the business.

10. Is the business majority owned by its founders and team members? *
11. Is your share of the business greater or equal to that of your co-founder(s)? *
12. Are you at least 18 years of age on the day of the application deadline (June 30, 2023)? *
13. Do you have good command of the English language? *
English proficiency is important because this is the common language for the Cartier Women's Initiative team, its partners, the jury members and the overall community. Being proficient will allow the fellow to fully participate in the community and in the fellowship. Applicants with disabilities are encouraged to apply, and every effort will be made to include them appropriately.

THE CANDIDATE

Please note that the applicant should be the author of the application.

1. First name *
Please provide the first name stated on your government-issued ID
2. Middle name *
Please provide the middle name stated on your government-issued ID. If you do not have a middle name, please mark N/A.
3. Last name *
Please provide the last name stated on your government-issued ID
4. If applicable, please list your first name in your local alphabet/writing system. *Ex: Chinese characters, Japanese kanji, Cyrillic alphabet, etc.*
5. If applicable, please list your last name in your local alphabet/writing system. *Ex: Chinese characters, Japanese kanji, Cyrillic alphabet, etc.*
6. Job title *
7. Date of birth (MM/DD/YYYY) *
The applicant must be 18 years of age on the day of the application deadline.
8. Preferred pronouns *
9. Nationality *
10. Second nationality (if applicable)
11. Residence location *
The residence location is the primary location where you are currently living. It is not to be confused with the place of origin, which is the country in which you were born or with the location of operations, which is the location in which your business is currently operating.
12. City of residence *
13. Telephone (mobile) *
14. Email *
15. LinkedIn profile URL
16. Please indicate your level of English proficiency: *
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.
 - A1: Beginner
 - A2: Elementary
 - B1: Intermediate
 - B2: Upper-Intermediate
 - C1: Advanced

- C2: Proficient

17. Where did you hear about the Cartier Women's Initiative? *

- In the media (please specify)
- Through Cartier staff (please specify)
- Through a friend/family member (please specify)
- Through a third-party organization (please specify)
- Facebook
- LinkedIn
- Twitter
- Instagram
- Google search
- Other (please specify)

18. Please list the top 3 most relevant entrepreneurship networks (incubators, accelerators, fellowships, entrepreneurship support programs, etc.) that you participated in and would recommend to others.

Program n°1:

- Name
- Website
- Year of participation

Add another program?

BUSINESS & PRODUCT

19. Company name *

20. Please describe your company in one sentence. (150 characters) *

21. Sector *

22. Date of creation (DD/MM/YYYY) *

The company should have a proven business model and be in the initial phase of its development and growth (between 1 and 6 years of licensed/registered operations). For the 2024 edition, we are looking for companies that have been incorporated between June 2017 and June 2022.

23. Please upload your company registration document *

24. Please describe your company's current ownership structure *

You will be required to submit your cap table ([capitalization table](#)) as part of due diligence process. If you have raised quasi-equity (e.g. [SAFE](#) and [Convertible Notes](#)), you will also be asked for a fully diluted cap table. So please indicate fully diluted percentages below.

% of total equity owned by founders

% of total equity owned by employees

% of total equity owned by others (e.g. institutional investors, board, etc.)

25. Company website *

26. Company social media accounts

- Facebook/Meta
- Twitter
- LinkedIn
- Instagram
- Other

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

VALUE PROPOSITION & DEI IMPACT

28. Please describe what problem you are solving for underserved or underrepresented communities. To what extent is this issue specific to your country or region of operation? **(1000 characters)** *

Describe which gaps in access, outcome or opportunities you are addressing and which historically marginalized groups you work with. Comment on whether the solution you are offering could be replicated in other geographies.

29. How is your solution uniquely closing gaps of access, outcome, or opportunities for these communities? What is the big picture and vision? **(1000 characters)** *

How do your product/service's features benefit and/or relieve the customer's pain points? Make sure you mention how your vision relates to the social and/or environmental impact you are trying to create.

30. Please upload your company's impact framework (Theory of Change), if available

Impact framework should lay out your company's inputs/activities, outputs and outcomes that contribute to its intended positive social and/or environmental impact.

31. To what extent does your business address the United Nations Sustainable Development Goals (SDGs) #10: Reduced Inequalities? **(1000 characters)***

The company should broadly be contributing to GOAL 10: Reduced Inequalities of the [United Nations Sustainable Development Goals \(SDGs\)](#), a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. GOAL 10 calls to reduce inequality within and among countries. It establishes different targets and indicators, among others Target 10.2. "By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status". Full list can be found [here](#).

32. Please list the top 3 metric(s) you use to measure the impact of your company.

Impact metrics are specific to each business model and might capture social or environmental positive impact; such as number of beneficiaries with new access, number of jobs created, etc.

Impact Metric n°1:

- Short description **(250 characters)**

- What are your results on this metric (e.g. since inception, in prior calendar year, etc.)? **(250 characters)**

Add another impact metric?

MARKET & ANALYSIS

33. What is your total addressable market in US Dollars? Please make sure you describe it and include the formula you used to calculate it. **(1000 characters)** *
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). In addition to indicating your total addressable market, please also share the formula you used to calculate it.

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

Watch an explanatory video [here](#). For more information please visit :

<https://corporatefinanceinstitute.com/resources/management/total-addressable-market-tam/>.

34. Please list up to 3 of your top competitors.*

Competitor n°1:

- Name
- Website

Add another competitor?

35. What is your competitive advantage? * **(500 characters)**

Competitive advantage refers to factors that allow a company to produce goods or services better or more cheaply than its rivals. These factors allow the productive entity to generate more sales or superior margins compared to its market rivals. Competitive advantages are attributed to a variety of factors including cost structure, branding, the quality of product offerings, the distribution network, intellectual property, and customer service. For more information please visit :

https://www.investopedia.com/terms/c/competitive_advantage.asp.

36. Please upload your company's competitive landscape, if available

Competitive landscape analysis should identify direct and indirect competitors and list their major strengths and weaknesses relative to your business.

37. Please describe your top 3 customer segments.*

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*

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

SUSTAINABLE BUSINESS & FINANCIAL MODEL

38. Please describe your business model. (1000 characters) *

Describe how your organization creates, delivers, and captures value. Please include a business model for each segment/revenue stream of your business.

39. Please list the top 2 risks associated with your business model. *

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

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

40. Please fill in the income statement below. If not applicable, please put N/A. All amounts should be converted to USD. (numerical data only) *

A few points to keep in mind :

- *Please make sure that all monetary amounts listed have been converted to USD.*
- *Please list all numbers in the following format: 1,000,000.00.*
- *Revenue should exclude any grants received.*
- *If you are not familiar with a term, please refer to following definitions:*
 - *Revenue is the income received from the sale of your products and/or services.*
 - *The cost of goods sold (COGS) is the variable costs associated with producing your products and / or services.*
 - *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 earnings before interest, taxes, depreciation, and amortization expenses are subtracted.*
 - *Net profit is the difference between revenue and all expenses (including COGS, SG&A, interest, taxes, depreciation, and amortization).*

Profit & Loss (USD)	2021 (Actual)*	2022 (Actual)*	2023 (Forecast)*	2024 (Forecast)*	2025 (Forecast)*	2026 (Forecast)*
Revenue						
COGS						
Gross profit						
Selling, General & Administrative Expense (SG&A)						
EBITDA						
Net Profit						

41. Please upload your financial statements for the most recent financial year (unaudited acceptable) *

FY 2022 i.e. ending Dec 31 2022 or March 31 2023 based on fiscal year. Watch an explanatory video [here](#).

42. Please share your monthly revenues, excluding grants, over the past 12 months *

43. What was your company's total earned revenue since inception (in USD)? Do not include any donations or grants in this amount. **(numerical data only)** *

44. How much non-dilutive money (grants, awards, donations) did your company receive from all outside sources? **(numerical data only)** *

- In the prior calendar year (in USD)
- Since inception (in USD)

45. How much dilutive money (equity) did your company obtain from all outside sources? **(numerical data only)** *

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.

- In the prior calendar year (in USD)
- Since inception (in USD)

46. How much debt did your company borrow from all outside sources? **(numerical data only)** *

Debt financing involves the borrowing of money and paying it back with interest. The most common form of debt financing is a loan.

- In the prior calendar year (in USD)
- Since inception (in USD)

STRATEGY & EXECUTION

47. Which key milestones have you reached to date? *

These can be related to product development, # of customers onboarded, geographies covered, etc.

Milestone n°1:

- Date
- Description

Add another milestone?

48. What are your top 3 milestones to achieve growth for the next 12 months? *

These can be key hires, closing a key customer, or scaling to a specific geography.

Milestone n°1:

- Date
- Description

Add another milestone?

49. What systems, tools and processes do you use for project and milestone management? (500 characters) *

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

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.

Watch an explanatory video [here](#). For more information please visit :

<https://www.metabeta.com/blog/burn-rate-runway-calculation/>.

- Monthly gross burn rate (in USD)
- Cash on hand (in USD)
- Runway (months)

LEADERSHIP & TEAM

51. Please, explain why you and your team are 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?

52. Please list the top three core members of your company's team (including yourself). *

Please make sure to list all co-founders first.

Team member n°1:

- Full name
- Last name
- Job title
- LinkedIn profile URL
- Founding member (Yes/No)
 - If yes, indicate % of equity shareholding in the company
- Preferred pronouns

Add a team member?

53. Do you have a board of directors? *

54. If yes, please list the top three members of your board.

Board member n°1:

- Full name
- Last name
- Job title
- Company
- LinkedIn profile URL
- Preferred pronouns

Add a board member?

55. Current number of full-time employees *

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 company's official payroll.

- Total number of full-time employees
- Total number of female full-time employees

56. Please include your organization chart (optional)

COMMITMENT TO CARTIER WOMEN'S INITIATIVE DEI COMMUNITY

57. What would being part of a DEI community mean for you and your company?

(1000 characters) *

Some questions to bear in mind:

- *What do you expect to be the benefits of getting this award to you personally and to your company?*
- *What can you contribute to a broader DEI community? How can you be a voice for a DEI community?*

58. How have you contributed so far to the vision and mission of Cartier Women's Initiative DEI Award? **(1000 characters) ***

Some questions to bear in mind:

- *Beyond composition of the team have you implemented activities to make your company more diverse, equitable and inclusive workplace?*
- *Describe any initiatives with respect to other stakeholders, such as suppliers, community, etc. to support diversity, equity and inclusion?*

ATTACHMENTS

Formats accepted by Submittable are listed on the following [page](#).

Mandatory :

- Your resume
- Your presentation deck: We would recommend that you refer to [these guidelines](#) to create your deck. At the very least, please include a short description of each member of the management team. The deck should be no longer than 15 pages.
- Please disclose relevant information and documentation regarding any past or ongoing litigations, disputes with any regulatory bodies, pending bankruptcy proceedings and/or any legal issues, involving:
 - o This business
 - o The applicant
 - o Other co-founder(s)
 - o Nothing to disclose
- 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 from/contribute to the DEI community?

Further instructions for video:

- 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.

Optional :

- 3 additional attachments of your choice that you think are highly relevant for Cartier to evaluate your business and its DEI lens: image of product, brochure, impact report, press, articles, research, compliance documents etc.

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

I have read and agree to the [Participation Terms and Conditions](#).