

# The Women Entrepreneurs (TWE) Program Application Questionnaire: April 23 - May 28 2020



Welcome to the TWE 2020 Program application - We're thrilled to have you apply! This is a questionnaire for your TWE Application. Once prepared, you can apply here.

Application Due: 18 March 2020

Program Fee (*for shortlisted candidates only*): \$225

**IMPORTANT: You must be based in Victoria and commit to attending all weekly workshop sessions in person. You must present your pitch in-person at the finale competition.**

\* Required

**1. Email address \***

This should be the one that you'd like to use for correspondence with us.

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**2. First Name \***

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**3. Last Name \***

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**4. Country of Origin/Cultural background \***

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**5. Your Postal Address \***

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**6. Your LinkedIn Profile or Personal Website (if any)**

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**7. Stage of Entrepreneurship Journey\***

Please tell us at what stage you are with your entrepreneurship journey. Don't see an exact fit? Pick the closest one.

- I have always thought about it, but don't have a specific idea. [Go to Part B](#)
  - Early Concept Stage (I have an idea that I have thought out in some detail) [Go to Part C](#)
  - Seed/Bootstrap Stage (I have developed my idea into a product, and I am ready to go) [Go to Part D](#)
  - Growth Stage (My product is already in the market and I am now looking to expand) [Go to Part D](#)
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## PART B

1. Give us a 150-word outline of your educational background and working career \*

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2. What is your motivation for applying to this program? \*

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3. What type of business would you like to start? \*

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4. Have you attended/completed any other Entrepreneurship training programs before?

Yes [ ] No [ ]

If yes, please provide details. \*

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5. Can you provide a two-minute video (optional) pitch as to why you should be included in the program? Upload Here

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Please proceed to Part E

## PART C

1. Describe your company, product, or idea. \*

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2. How long have you been working on your concept? \*

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3. When do you plan to have a beta product? \*

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4. What is unique about your approach to the market? What makes you different from the competition? \*

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5. Which companies do you see as competitors?

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6. Tell us what's remarkable about your idea/product/company. \*

Do you have a competitive advantage? Do you have IP, key strategic relationships or a huge traction(s)?

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7. Can you provide a two-minute video (optional) pitch as to why you should be included in the program? Upload Here

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Please proceed to Part E

## PART D

1. Describe your product and your company. \*

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2. How long have you been in the market? \*

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3. Tell us what's remarkable about your product/company. \*

Do you have a competitive advantage? Do you have IP, key strategic relationships or a huge traction(s)?

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4. What is unique about your approach to the market? What makes you different from the competition? \*

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5. What companies do you see as competitors?

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6. Describe the **structure** of your management team. \*

Please provide names, roles and expertise.

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7. How is your company funded? \*

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8. How much capital does your business need for the next phase? What do you plan to do with any capital raised?

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10. What are your annual gross sales? \*

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11. Can you provide a two-minute video (optional) pitch as to why you should be included in the program? Upload Here

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Please proceed to Part E

## **PART E**

**Can you commit to attending all the workshop training and mentoring sessions and presenting in-person at the finale competition in Melbourne? \***

**Yes [ ]**

**No [ ]**

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**Payment for Application Fee: \$225**

Payment instructions will be provided to shortlisted applications on 4th April 2020.

**A copy of your responses will be emailed to the address you have provided.**