

Movement51 Founder Lab Application

Thanks for your interest in the Founder Lab! Through this ten-week program, you'll gain the tools and knowledge required to become investment ready.

We're so excited to get to know you and your company! If you have any questions, please reach out to: emily@the51.io.

Key Dates:

March 22, 2024 - Applications Close

April 23, 2024 - Kick-Off

Full Name

Only Founders or co-founders can fill out this application.

Title

Email

LinkedIn

Company Name

Company Website

Years of Incorporation

If your company is not incorporated, please put N/A.

Company HQ Province or Territory

Can you commit to traveling to Calgary for 2 in real life sessions?

During the program Founders will be required to travel to Calgary for a session kick-off and closing.

Which of the following ethnic groups do you/did your ancestors belong:

- White
- South Asian
- Black/African American Asian
- Middle Eastern
- Hispanic or Latina/o
- Pacific Islander
- Native or Indigenous
- Multi-Racial
- Prefer not to say
- The group(s) I identify with are not listed
- LO

What is your gender identification?

Company Description

Please keep the description to 2-3 sentences.

If you have one, please upload your pitch deck

*In webform.

What problem does your company solve?

Who are your customers?

What industry do you operate in?

What is your customer type?

B2B

B2C

Both

Company Size

Less than 5 employees

6-10 employees

11-20 employees

20+ employees

What is your current revenue stage?

Pre-Revenue

Generating Revenue

If you are generating revenue, how much have you generated to date?

\$0-\$500,000

\$500,000-\$1,000,000

\$1,000,000+

How much Non Dilutive Funding have you raised to date?

Type in the amount as well as the provider.

How much External Equity have you raised to date?

Type in the amount, as well as the vehicle (SAFE, Convertible Note, Debt)

If you have raised, what was the valuation?

Do you currently have an open round?

Yes

No

What external programs have you participated in?

Accelerators, incubators, pitch competitions etc

How confident would you say you feel about investment readiness?

Investment readiness is defined as the ability for a company to have validated their hypothesis about the key elements of their business (sales, marketing, business model, legal, IP, financial, and product) and are ready for investment.

How confident would you say you feel about your understanding of the different funding options available for your business?

Funding options include the ability to examine the places to look for funding including retained earnings, raising debt capital, or raising equity capital.

How confident would you say you feel about your financial acumen?

Financial acumen includes the ability to understand and interpret financial statements, apply financial concepts to better support judgment and decision making, and evaluate alternative investment and budgeting scenarios.

Can you take a moment to share with us why you are interested in Movement51's Founder Lab?

What are you hoping to gain over the program?

How did you hear about the Movement51 Founder Lab?

Do you currently have any advisors? If yes, name them below.

Feel free to include their LinkedIn.

We're finally at the end! Is there anything else we should know?