CITRIS AND THE BANATAO INSTITUTE

CITRIS FOUNDRY

UNIVERSITY OF CALIFORNIA

SPRING 2021 APPLICATION GUIDE

Use this guide to prepare your application!

Reminders:
- ❏ We accept teams of 2 - 5 founders.
- ❏ We require at least ONE member of your team to have an affiliation with one of our University of California campuses: UC Berkeley, UC Davis, UC Merced, UC Santa Cruz, UC San Francisco, Lawrence Berkeley National Lab.

Application Questions	Items to Prepare

❏ Why are you applying?
❏ How do you want to grow in the next 6 months (with our help)?
❏ How long have you known each other? How did you meet?
❏ Tell us about one thing each founder has built or achieved that they are most proud of, other than this project.
❏ What (if any) other commitments does each founder have currently (e.g. classes, research, teaching, other employment or internship)?
❏ Describe your innovation or research. What is special about it?
❏ What technology sector(s) is your innovation in?
❏ What are your potential industry(ies) of application?
❏ What problem are you trying to solve? How do you know that this is something needed?
❏ How do people currently deal with the problem you've identified? Are there competitors/substitutes in use today?
❏ Who would you imagine your first customer to be? How are you planning to reach that user?
❏ What is the biggest challenge you see for your innovation in the next 6 months?
❏ Is your innovation based on University research?
❏ Does your innovation have IP related to it?
❏ Which best describes the stage of your innovation?
❏ What pathway to market would you envision pursuing? How do you plan to make an impact?
❏ Please write a one sentence value proposition statement. For ex: We help (X) do (Y) by doing (Z)
	❏ Team Information
	   ❏ Email
	   ❏ Affiliation
	❏ Company Name
	❏ LinkedIn Profile
	❏ Resume/CV