

## 2021 GS Beyond Energy Innovation Challenge Application

Thank you very much for your interest in the GS Beyond Energy Innovation Challenge!

[To enter the competition, submit complete answers to the below application questions and a copy of your investor deck here.](#)

1. What is the name of your startup?
2. Where is your startup based? (Please use this format: City, State or Province, Country)
3. Where can we find your startup's website?
4. What is your name?
5. What is your role (title) in the company?
6. What is your email address?
7. What is your phone number?
8. Which of the competition categories apply to your startup?
  - a. Digitization of Energy
  - b. eMobility in Cities
  - c. New Fuels
  - d. Other
9. Please upload a PDF of your startup's investor deck.
10. Please describe your startup in a 3-4 sentence elevator pitch. (500 Character Limit)
11. Which of the following milestones has your startup reached?
  - a. Core business concept defined.
  - b. Company registered/incorporated.
  - c. Prototype/MVP built.
  - d. First external users of product.
  - e. First customer has paid.
  - f. Many customers have paid.
  - g. External funding raised.
  - h. Applied for patent(s).
  - i. Patent(s) issued.
  - j. Other
12. Please describe what your product or technology does and how. (500 Character Limit)
13. Please describe your startup's business model. (How does your business make money?) (500 Character Limit)
14. Please describe the customer traction your startup has achieved to date. (500 Character Limit)
15. Please list each core team member, their role, and LinkedIn profile. (e.g. Craig Lawrence, Head of Marketing - <https://www.linkedin.com/in/craigmlawrence/>)
16. Please tell us what is novel or interesting about your approach? (500 Character Limit)
17. Is there anything else we should know?
18. Optional: Share a 1-minute video of your company elevator pitch and Share a 1-minute video demo of your product in action.

