



The 200Bn Club – what we ask you on the application

Section 1

Email address

First Name

Last Name

Company Name

Companies House Number

Postcode

Business Address

Section 2 – About your startup

1. Describe what your company does in 50 characters or less
2. What category best applies to your company. Please choose up to 2. (Check box)
3. Your Business Specialities (Keywords)
4. What stage is your company at? (Check box)
5. Do you already have users? if so, how many?
6. If post revenue, what are your revenue figures?
7. What valuation for your business do you have and what's the explanation? (Are you clear on this?)
8. Please upload your Pitch Deck. Ideally ensure your pitch deck follows our guidelines

Section 3 – What are you looking for?

What is your ask?

Have you already raised funds?

Send details of your cap table if so

Are you eligible for SEIS?

Are you eligible for EIS?

Section 4 – Tell us about you and your co-founders

1. Please provide the LinkedIn url for yourself and your co-founders
2. How long have you been working on your startup?
3. How much of it has been full time? Please explain
4. Why did you choose this idea to work on? Do you have domain expertise in this area?
5. How do you know people need what you're making? Have you done any product/market fit analysis or survey? Please explain
6. What's new about what you're making? What substitutes do people resort to because it doesn't exist yet or they don't know about it?
7. If you have already participated or committed to participate in an incubator, accelerator or pre-accelerator program, please tell us about it
8. Is there anything else you think we should know about your company?
9. How did you hear about The 200Bn Club Initiative? What convinced you to apply and what is the most important outcome you're aiming to achieve.
10. What's the best way for you to be contacted?