

APPLICATION FORM

I. DO YOU HAVE A BUSINESS PLAN?

YES NO

(While we are committed to equality and inclusion, and welcome and encourage all applications, Kudeta will only process applications with a Business Plan. Thank you for your interest!)

II. COMPANY INFORMATION

- A. *Company/Watch Brand Name*
- B. *Official Website (If any)*
- C. *Watch Brand Presentation URL (If any)*
- D. *Company Address and Contact No.*
- E. *Founder's Name*
- F. *Email Address and Phone No.*
- G. *Co-founders' Names*
- H. *Co-founders' Email Addresses*
- I. *Company Start Date*
- J. *Number of Employees*
- K. *How far along are you with your product (If any)?*
- L. *State your revenue (if any)*
- M. *Have you applied at other incubators/accelerators before? Which incubator/accelerator?*

III. BRAND STORY

- A. *How did your brand start? What inspired you?*
- B. *What relevant experience do you have in the watch industry?*
- C. *Who are your competitors?*
- D. *What has been your greatest undertaking?*
- E. *How much money do you think you will make?*

IV. BRAND VALUES AND ATTRIBUTES

- A. *Mission Statement*
- B. *Positioning Statement*
- C. *Benefits*
- D. *Value Proposition*
- E. *Brand Colors*
- F. *Red Flag Colors*
- G. *Target Audience*
- H. *Watch Attributes (Please tick one box in each row)*

<i>Masculine</i>	<i>Feminine</i>
<i>Simple</i>	<i>Intricate</i>
<i>Grey</i>	<i>Colorful</i>
<i>Conservative</i>	<i>Extravagant</i>
<i>Approachable</i>	<i>Authoritative</i>
<i>Necessity</i>	<i>Luxury</i>
<i>Fun</i>	<i>Serious</i>
<i>Professional</i>	<i>Casual</i>
<i>Modern</i>	<i>Classic</i>
<i>Sporty</i>	<i>Elegant</i>
<i>Extreme</i>	<i>Safe</i>

V. EQUITY

- A. *Have you incorporated? When?*
- B. *Have you taken any investment?*
- C. *How do you plan your equity with your co-founders?*

VI. LEGAL

- A. *Are any of your founders/co-founders covered by non-compete, non-disclosure and/or Intellectual Property agreements?*
YES NO
- B. *Is there anything else Kudeta needs to know about your company (e.g representation, affiliations)?*
- C. *Do any of the founders/co-founders represent or have any affiliation?*
YES NO

VII. WHAT NEW CUSTOMER EXPERIENCE CAN YOU OFFER THE HOROLOGY INDUSTRY?