

ARC Launch

Application Form Template

[Long-Answer Questions Only]

Your idea

This is a chance for us to learn more about your project idea. We would like to know what stage you are at, who your project's stakeholders are, how you imagine your project could have impact at scale and what you would like to gain from the programme.

We are not looking for specific answers or types of ideas! You also don't need to know all the details yet as the programme is designed to help you figure those out. In fact, it is likely that your idea and your plan on how to progress the idea to the next stage will change during the programme.

Our definitions

- **Beneficiaries:** Anyone whose quality of life is improved by your product or service, whether or not they are aware they are benefitting
- **Users:** Anyone who actively 'uses' your product or service to achieve some benefit to themselves or another
- **Customer:** Anyone who transacts or exchanges value with you to obtain your product or service

NB: These three groups might overlap.

What is your project/venture proposal? [max. 150 words]

Who are the various stakeholders of your project? Please outline the (potential) beneficiaries, users and customers.

List all three groups as a heading below and add your description next to it. Keep your answer as succinct as possible. [max. 20 words for each]

What is your idea for increasing the scale or sustainability of your project's impact? [max. 150 words]

What are you looking to gain from the ARC Launch programme? [max. 100 words]