



# HUMANE SOCIETY INTERNATIONAL

INDIA

## About HSI

Humane Society International/ India (HSI/India) a registered not-for-profit Indian animal protection organization which works through education, policy change and hands on programs. HSI/India is an affiliate of Humane Society International (HSI), which, along with Humane Society of the United States, forms the world's largest animal protection organization with presence in over 50 countries, Humane Society International is one of the few global animal protection organizations working to help all animals—including animals in laboratories, animals on farms, companion animals and wildlife.

## About the Humane Entrepreneurship Program

HSI/India's Humane Entrepreneurship Program (HEP) is a 6-month intensive mentoring program for chosen early start-ups who are innovating in the way we eat, what we wear and how we conduct biomedical research to create a sustainable and humane impact on the planet. This program will be a one stop shop for humane entrepreneurs. This program is strategically developed to focus on upskilling and network development through mentorship, coaching, workshops, and networking. It will empower eligible entrepreneurs to scale their business ideas by providing an ecosystem of mentors, expert advisors, allied stakeholders, and investors.

## Instructions

- Please answer all questions in not more than 3-4 bullet points.
- All answers should be within 100 words.
- Please email the completed form along with the pitch deck to [hep@hsi.org](mailto:hep@hsi.org) before the 31<sup>st</sup> of July.

## Additional Information

1. [Pitch Deck](#)
2. [Privacy Policy](#)

## Introduction

Full Name	
Age	
Phone number	
Email Address	
LinkedIn Profile	
Name of your startup/company	
Stage (Early/Prototype)	
Type of Prototype (Physical Product/Software and a Service)	
Website	

Sector (Food/Fibre/Scientific Research)	
City of Operation	
Founding Date	
Company Registration (Y/N)	
Presence (Pan India/Specific City)	
Working hours for the business (full time/part time)	

## Vision

1. What problem are you solving?
2. Describe what your company does. How does your product/service address the problem you are trying to solve?
3. What is the competitive advantage your product/service has over the competitors?
4. What have you planned for the upcoming year?

## Action

1. How are you currently generating revenues? What has been your sales strategy up till this point? (Eg: Through online stores, physical retail stores, businesses etc.)
2. Who is your target customer? Describe your target market. (Eg: Vegans, flexitarians, environmentally conscious)

3. What has been the traction you have gotten in the market so far? Have you received any awards, recognitions, ratings or reviews?

## Ecosystem

1. Give a brief of your founding team members along with reasons you believe they are well suited to solve this problem? (Please specify their LinkedIn profiles )
2. List your top 3 competitors in India
3. Who are your top 3 inspirations in terms of other companies from India or around the world and why?

## Gaps

1. Have you done any customer surveys? If yes when and what has been the feedback you have gotten from your customers?
2. What are the top 3 challenges your business is facing today?
3. What are your fundraising targets over the next 2 years? How do you intend to use these funds?
4. Is there anything else you would like to share with us about you or your company?

Motivation

1. Why are you applying for the Humane Entrepreneurship Program? What are your top 3 requirements/expectations from this program?
  
  
  
  
  
  
  
  
  
  
2. The program will require you to invest 4-5 hours on a weekly basis. How will you intend to manage your company and invest in growing and scaling your business idea under the program?

I agree to have my application reviewed by the Humane Society International/India's team and a select group of external experts, who will endeavor to keep confidential the information submitted by the applicant.

*Further, I understand that this is a competitive selection process and the submission of my application in no way guarantees my selection to the program, as Humane Society International/India reserves the right to not select any applicant and/or to vary the number of applications selected.*

I have read and agreed to the Privacy Policy

Place, date .....

Signature .....