



HUMANE SOCIETY INTERNATIONAL

INDIA

About HSI

Humane Society International India (HSI/India) is an affiliate of Humane Society International (HSI), which, along with the Humane Society of the United States, forms the world's largest animal protection organization advancing the welfare of animals in over 50 countries. Humane Society International is one of the few global animal protection organizations working promote the human-animal bond, rescue and protect dogs and cats, improve farm animal welfare, protect wildlife, promote animal-free testing and research, respond to natural disasters, and confront cruelty to animals in all its forms.

About the Humane Entrepreneurship Program

The Humane Entrepreneurship Program (HEP) is an intensive mentorship program for early-stage start-ups in the sectors of new plant- based, fermentation-based and cell-based proteins, next generation materials that replace animal, and non-animal testing methodologies. The Humane Entrepreneurship Program is one of the initiatives of HSI/India to achieve our goal of reducing the dependence on animal-based products through facilitation of viable alternatives. This program is strategically developed to focus on upskilling and network development through mentorship, coaching, and workshops. 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 before the 31st 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/Material/Non-Animal Testing)	
City of Operation	
Founding Date	
Company Registration (Y/N)	
Presence (Pan India/Specific City)	
Working hours for the business (full time/part time)	
Where do you hear about HEP? (LinkedIn/Instagram/Facebook/Twitter/Other)	

Vision

1. What was the core inspiration for you to start working on this business idea? What problem are you solving?
2. How does your product/service address the problem you are trying to solve? Describe what your company does.
3. What have you planned for the upcoming year?

Action

1. How are you currently generating revenues? What has been your sales strategy (if any) 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 their linked in profiles your team? Why do you believe you/your team is well-suited to solve this problem or run this startup?
2. List top 3 competitors in India
3. What are your top 3 inspirations in terms of other companies from India or around the world and why?
4. How do you expect your product/service to stand out amongst the competition? What is the competitive advantage your product/service has over the competitors?

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. How much money do you plan to raise in the next 2 years? What are your needs for this funding? What are your goals around how you intend to use this funding?
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 do you believe you will gain by being selected?
2. What are your top 3 goals you hope to achieve by participating in this program?

3. The program will require you to invest 3-4 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