

THECITYFIX LABS: ACCELERATING INNOVATION: WATER | WASTE | ENERGY

Guide to Application

Welcome to the guide to the application for TheCityFix Labs India, a pan-India initiative by WRI, sponsored by Citi Foundation under the Financing Sustainable Cities Initiative (FSCI).

Please be sure to fill out all fields. Note that some questions incorporate word limits on responses. You will have an opportunity to upload/share additional resources in the last section of the application.

We do not require proof of eligibility at this stage. We do assume that the submission of an application constitutes self-certification of eligibility for the Lab.

Please visit the Eligibility and Selection Criteria and Terms and Conditions for additional information about the challenge.

BASIC INFORMATION

- Please fill all mandatory fields as required in the f6s registration form

Is your product/service/innovation patented under the Patents Act, 1970?

- Please select Y/N as per the status of your product/service/innovation under the Patents Act, 1970.

Which category does your solution best fit under?

- Please select the category/categories under which you intend to apply, from the options listed.

Elevator Pitch [How has your product/service/innovation been transformational? Why should we consider your project for the Lab? Provide a succinct and persuasive description of the product/service/innovation.]

Provide a succinct and persuasive description of the product/service/ innovation to quickly distil and convey what is exciting and important. You will also have a chance to elaborate upon some of the key details of the product in the full application, but this is the chance to make a strong first impression. As you craft your elevator pitch, aim to:

- Capture your project in a short, simple and clear way.
- Be specific.
- Use language that is engaging, but not filled with jargon
- Convey the impact and importance of the product, again using succinct, clear, and compelling language.

Keep your response at or below 1500 characters.

BUSINESS MODEL

What is your business and revenue model?

Describe in brief your business model detailing the target customer base, value proposition, and how it intends to generate the value. Also explain the revenue model with details on its allocation and reuse. Keep your response at or below 1500 characters.

Who are your competitors and how are you different?

Give a brief profile of your competitors and detail the unique selling point (USP) of your product / Solution that makes it stand out in comparison to other solutions available in the market. Keep your response at or below 1000 characters.

Who and how much is your current market? How do you anticipate its growth in the next 2 years?

Give information on your current market share/ presence and how do you plan to grow the same in the next two years. If available, also share the growth plan. Keep your response at or below 1000 characters.

Where have you deployed your product/service? Specify number of units, year of implementation and typical customer profile.

Detail the number of units, locations, year of implementation and typical customer profile. Keep your response at or below 1500 characters.

What is the potential to scale your product/solution? What hurdles are you facing in scaling up?

We seek to understand the potential your product/solution has for scaling up. What has been your strategy to achieve the same and how successful do you rate yourself in terms of scaling up. What are the hurdles you are facing in scaling up of your product/solutions?

Keep your response at or below 1000 characters.

IMPACT

How sustainable is your solution/product?

TheCityFix Labs seeks to promote solutions with a demonstrated impact and a potential for sustainable transformation. Please explain, as specifically as possible, why and how the project impact is sustainable and will be sustained and/or amplified over time. In providing evidence of impact, we are interested in both quantitative and qualitative indicators for social, economic and environmental impact that give a sense of the nature and scale of the project's impact. Please provide specific measures and illustrations. We have not established a minimum threshold of impact for any given project to be considered "transformative", but those that have created deeper, more extensive change will be more competitive than others.

For example, your project might have directly resulted in the development of 10,000 new housing units that are accessible to public transportation, including 4,000 units that are designated as affordable housing. This would be the direct impact. A subsequent partnership between the city, community-based organizations, and developers to extend an existing urban greenway to connect to these new housing units would be considered a leverage investment. The impacts of this leverage investment, for example if the greenway extension includes 25 community gardens, ensuring that half of the plots available are prioritized for low-income residents, would be an indirect impact

Keep your response at or below 1000 characters.

Does your model incorporate collaboration/participation of other stakeholders?

Explain how the project has provided opportunities for various types of stakeholders to engage and provide input. What mechanisms are used to enable access to information and encourage stakeholder engagement with the project? Also explain the measures as incorporated to use a collective decision-making approach. Please describe these opportunities, mechanisms and measures, and include discussion of the different stakeholders involved and information shared.

Keep your response at or below 1000 characters.

LAB

Have you ever participated in any such challenge before? If yes, give the details of the same.

Give details of any such challenge/program that you may have participated previously. Keep your response at or below 1000 characters.

Why do you want to participate in this program? What would you like to achieve through this lab?

Give reasons of your participation in the program and your intent to achieve out of this engagement. Keep your response at or below 1000 characters.

Is there any additional information you would like us to consider?

Please provide any additional Information you want us to consider. Keep your response at or below 1000 characters.

IMPORTANT DATES

- TheCityFix Labs Important Dates:
 - Launch Date – 8th October, 2018
 - In-city Touchpoint workshops – Oct-Nov 2018
 - Close of applications – 4th November, 2018
 - Shortlist announcement – 17th December 2018
 - Accelerator – January -April 2019
 - Capstone event/Pitch Day – April 2019
 - Pilots – May – June 2019

ADDITIONAL INFORMATION

Please upload, provide links to, or expand upon any relevant supporting information.

TERMS AND CONDITIONS

By selecting "Yes," I certify: 1. That I have the authority to make this application; 2. That I have read and agree to the FSCI Lab (Challenge) Terms and Conditions; and 3. That the information I have submitted and will submit is true and correct in all respects.