

This is a preview of the application form for GMC Calibrator. This is for reference purpose only.

Learning more about you

Name of your organization *

Website of your organization *

Primary contact person: First & last name *

Primary contact person: Designation in the organization *

Email address for communication *

Type of organization *

For-profit

Not-for-profit

NGO

Other

If 'Other', please provide further details

Founding year *

Do you have a digital solution? *

Yes

No

If yes, when was your digital solution launched? *

Link to access/download your digital solution (where available) *

Operating system (OS) that your digital platform is available in (select all that apply) *

Android OS

iOS

Other

If 'Other', please provide further details *

Total digital reach (Number of downloads/customers)

Total company revenue in INR (where applicable)

Total revenue from digital solution in INR (where applicable)

Name of founder & role in the organization *

Full-time or part-time? *

Do you have a dedicated technology team? *

Yes

No

If 'No', please provide details on how you currently do product development *

Are you already part of an accelerator/incubator or currently funded by any investor?*

Yes

No

If 'Yes', please provide further details (e.g. name of the accelerator, duration of the program, key expectations, etc.) *

How did you learn about us? *

GMC website

Facebook

LinkedIn

Twitter

Referral from your network

Other

If 'Other', please provide additional details *

Problem statement & your addressable target market

What is the problem you are trying to address?

*Example: We trying to remove the fear of Math from children and improve Math learning outcome for K8 children **

Who are your customers (consider factors such as demographics, gender, income levels, etc.)? *

How do you currently reach your customers? *

What is the average annual household income of your target customers?

< \$1,800 per annum

\$1,800 - \$4,000 per annum

>\$4,000 per annum

Please cite any reports and sources that you used to come to this market size

What do you see as barriers to entry or scale in your target market?

Example: Government regulation, pricing, customer behaviour change, etc.

Have you managed to address these barriers?

Yes

No

If 'Yes', how have you addressed these barriers? *

How many lives do you plan to impact in the next one year? *

How many women and girls do you plan to reach in the next one year? *

Do you have a Voice-based solution/support in your digital platform? *

Yes

No

Your solution

Describe your solution *

What triggered the idea for your product? *

How does your solution directly address the problem identified above?

*Example: Our regional language, gamified math chatbot helps to improve math learning outcome for K8 children **

What role does your solution play in improving learning and employability? *

Under what mobile platform is your solution available? (Select all that apply) *

App-based platform (available on app stores)

Progressive Web App (PWA)

Browser-based App

Other

N/A

If 'Other', please provide additional details.

App based platform (select one) *

Mobile phone only app

Tablet only app

Mobile phone + tablet app

Other

N/A

If 'Other', please provide further details *

Which type of phone is your product available on? (Select all that apply) *

Smartphones
Feature phones

What is the size of your mobile app? *

< 10 MB 10 - 25 MB
25 - 40 MB
40 MB

In what language(s) is your solution available? (Select all that apply) *

English
Vernacular

If available in vernacular, please list all the languages it is available in

Rate the level of ease of use of your mobile app? *

Basic: like a messaging or video app
Intermediate: like a payment transaction app
Complex: like a stock market app

How are you currently tracking your customer data? What tools are you using to track them? *

Does your product need any regulatory approval? *

Yes
No

If 'Yes', please provide further details *

Maturity index

Where are you on your digital product journey? *

Idea stage
Prototype stage
Launch Growth

Who are your main competitors? *

Give us two reasons why your customer would opt for your solution over competitors*

Have you done any customer research? *

Yes
No

If applicable, please include actions you have taken based on the customer insights and their application to your product/service offering

Your business model

What is your revenue strategy? *

What is your business model in terms of your direct customers? *

B2B

B2C

B2B2C

Other

B2B: Please explain further *

B2C: Please explain further *

B2B2C: Please explain further *

Other: Please explain further *

What is the pricing of your product(s)? *

Do you enable in-app purchases? *

Yes

No

If 'Yes', please provide further details *

Your team composition

Please provide the names of the company founders and a brief description of their background and experience *

Please list any expertise gaps that have you identified in your team (if any).

How much time are you willing to commit to product changes?

*Example: 50% of your time or 20 hours a week, etc. **

If you have any mentors, please provide their names and a brief description of their background and experience

Your scaling plans

What are your short-term (0-3 years), medium-term (5-10 years), and long-term (10+ years) goals? *

How many customers do you expect to reach in the next 3 years? *

Your challenges

What are the main problems your product is facing -- in order of priority? *

How do you think the program can support you? *

Additional information you want to share

Upload pitch deck.

Please include info on the following: Number of downloads, Number of registered users, Average number of paying customers per month, Average number of returning users per month, Time spent on the app, Total revenue generated to date, Any other metrics you track *

Please include any additional information that you would like to share with us (optional)

Terms & Conditions

[Terms and Conditions](#) *

I have read and agree to the terms and conditions.

Submit