QBE AcceliCITY Resilience Challenge
<u>Frequently Asked Questions</u>

APPLICATION:

Q. Is there an application fee?
A. No, this year's AcceliCITY program is generously supported by QBE and as such, all application fees have been waived.

Q: Who is judging my application?
A: Leading Cities leverages its diverse network of global experts to review applications. Each application is reviewed independently by three separate judges. All judges are required to confirm that they do not have an existing conflict of interest with any of the companies they have been assigned to review.

Q: What are the criteria for judging my application?
A: Applications are judged primarily on the extent of the impact that the solution will have on society, the seriousness of the challenge it solves, and the innovative nature of the solution. Additional considerations are made regarding traditional startup evaluation areas such as the general business model and market opportunity.

Q: If I apply for the Smart Challenge Track, can I still win the General Track?
A: Yes, all applicants are automatically included in the General Track. It is possible that one solution provider can win both a specific track and the General Track, or the winners may be different.

Q: What is the difference between AcceliCITY West and AcceliCITY East?

All applicants are given a choice between applying for AcceliCITY West or AcceliCITY East divisions. The main difference between those two divisions comes down to scheduling online curriculum during the semi-finals. AcceliCITY West curriculum will typically be hosted on Tuesdays and Thursdays between 10:00 am and 11:00 am Boston Time, while AcceliCITY East will typically be hosted on Tuesdays and Thursdays between 2:00 pm and 3:00 pm Sydney Time. Each division will offer a $25,000 People's Choice Award. All finalists, regardless of division, compete for the grand prize of $100,000. Smart challenge track awards are also independent from the choice of division and Smart Challenge Track winner(s) will receive a paid pilot by the host city.

Q: How do I know if my startup can benefit from AcceliCITY?
A: AcceliCITY is looking for startups with an innovative solution catered towards selling to state and/or local governments. The web-based curriculum and boot camp are both designed for startups who are just beginning to fundraise, market, and sell; or those looking to improve in those areas. Like most programs of this nature, a participant will only get out of the program what they are willing to put into it. So, as the evaluation proceeds over the course of the program, participation becomes a factor in whether a competitor moves on to the next round. It is our goal that the most innovative, most engaged, and most impacted solution providers will advance from one round to the next.

Q: My company is too established to be benefited by AcceliCITY. How can Leading Cities still support me?
A: Leading Cities invites all Smart City startups and companies to join LaunchPad11: the world's first virtual co-working space for Smart & Resilient City solution providers. LaunchPad 11 members connect with other companies and engage with clients (cities) and investors. Join here!

SEMI-FINALISTS:

Q: When will the semi-finalists be announced?
A: Semi-finalists are scheduled to be announced at the beginning of June.

Q: When does the web-based curriculum take place?
A: Semi-finalists will engage in web-based curriculum for the months of June, July, and August. Typically, the webinars are scheduled every Tuesday and Thursday with timing based on AcceliCITY Division (East or West), though to accommodate the schedules of global experts and influencers, some webinars may be scheduled outside of that typical schedule. The curriculum is generally a two hour per week commitment with a reasonable amount of 'homework' designed to produce a well-organized, well-developed data room for potential investors and others.

Q: What does the "web-based curriculum" include?
A: The curriculum is subject to changes each year, as it is, in part, customized to meet the needs of the cohort, but some sample topics are:

-Doing business with municipalities
-Developing corporate partnerships
-Smart city startup funding
-Building your investor data room
-Business development
-Executing go-to-market strategies
-Powering up your pitch

These topics are hosted by international business, civic, and academic leaders.

FINALISTS:

Q: How are semi-finalists judged to become finalists?
A: Semi-finalists will complete a secondary application to collect additional and more detailed information regarding your startup. This information is shared with a panel of global experts and Smart Challenge Track hosts to review and determine who will be selected as a finalist. Additionally, Smart Challenge Track hosts have the option to conduct online interviews with the semi-finalists in their sponsored track.

Q: How many startups are chosen as finalists?
A: Out of the fifty semi-finalists, between 10-15 will be chosen as finalists based on their secondary application.

Q: What does the Boot Camp look like?
A: The Boot Camp runs from October 3rd-7th. During this time, finalists will experience virtual workshops about the business-to-government pipeline, one-on-one mentoring, and collaboration with other finalists.

Q: Does Leading Cities take equity?
A: No, no applicants or winners of Leading Cities are required to provide equity.

OTHER:

Q: How will Leading Cities support my company after AcceliCITY?
A: All semi-finalists will be invited to join LaunchPad 11, a platform that connects startups to other startups, clients (government officials), and potential investors. All semi-finalists and finalists will be given free access to LaunchPad 11 until December 31st, 2022.

Q: What if I still have questions/concerns about AcceliCITY?
A: Contact us at accelicity@leadingcities.org to learn more information or to set up a call.