

CircuLead: Application Form

**CircuLead -** A *programme to empower women leaders in circular economy innovations.*

Hi there!

[CircuLead](https://www.nushunetwork.asia/circulead) is a 6-week hybrid programme designed to empower women entrepreneurs building innovative solutions in the Resource Efficiency (RE) or Circular Economy (CE) sectors. The programme aims to support women leaders, strengthen business models, deepen leadership skills and learn from peers through a hybrid, immersive learning experience. The EU-Resource Efficiency Initiative (EU-REI) is implementing this training programme with support from Nüshu Network, powered by Unlock Impact.

**About EU-REI:** [EU-REI](https://www.eu-rei.com/) is implemented on behalf of the European Union by a consortium led by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH with The Energy and Resources Institute (TERI), Confederation of the Indian Industry (CII) and [Adelphi](https://adelphi.de/en).

**Eligibility**

**Businesses with a circular economy or resource efficiency solution who:**

* Have at least 51% women ownership or are founded by a woman
* Have at least 1 or more women in senior leadership roles
* Are registered as a for-profit enterprise
* Are located anywhere in India
* Have at least a Minimum Viable Product (MVP); ideally with proof of concept and early traction
* Are interested in or already applying gender-smart practices in the value chain

*Please note that the curriculum will be delivered in English and comfort in the language is needed to benefit from the programme. Additionally, the programme will be facilitated online and will culminate in a 2-day in-person workshop so applicants must be willing to participate in these formats.*

The information collected here is confidential and will be used only for internal evaluation purposes.

| **How to apply for CircuLead?**  **Step 1**: Download this application form in Word format from the CircuLead website  **Step 2:** Please fill out the answers to the questions in the Word document  **Step 3:** Please make sure to add links to the documents in the application form and also attach it in the email  **Step 4:** Once you have filled up the form please email your completed application to [nushunetwork@unlockimpact.com](mailto:nushunetwork@unlockimpact.com)  **Please note:**   * Questions marked \* are compulsory to attempt. Not attempting the question may lead to rejection of the application.   In case you have any queries about the programme check out the [FAQs](https://www.nushunetwork.asia/circulead).  Still have questions? Please feel free to write to us with your queries at [nushunetwork@unlockimpact.com](mailto:nushunetwork@unlockimpact.com) |
| --- |

**CircuLead: Application Form**

\* Indicates required question

| **Section 1: Data Privacy** | | |
| --- | --- | --- |
| **The information provided by you in this form shall be used for the purposes of assessment and selection to the programme. Please note that this may be shared with mentors, experts, and judges as part of the process.\***  Check all that apply. | | |
|  | * Yes, I agree. | * No, I do not agree |
|  | **Your Name\*** |  |
|  | **Your Pronouns\***  *Please select one that is applicable* | * she/her * they/them * he/him * she/her/they/them |
|  | **Your Gender Identity\***  *Please select that is applicable* | * Assigned male at birth * Assigned female at birth * Transgender * Prefer not to say |
|  | **Your Contact Number\***  *We will be creating a WhatsApp group for the cohort using this information.* |  |
|  | **Your Position/ Designation in Enterprise\*** |  |
|  | **Your LinkedIn Profile\*** |  |
|  | **Enterprise Name\*** |  |
|  | **Enterprise Registration Type\***  *Please select one that is applicable* | * Corporation * Sole Proprietorship * Partnership * Cooperative * Association * Non-Profit |
|  | **Enterprise Location**  **Where is your company registered in India?\*** |  |
|  | **Which city are you currently located in?\*** |  |
|  | **Number of Years in Operation\*** | * Less than 1 year * 1 to 3 years * 3 to 5 years * 5 to 10 years * Over 10 years |
|  | **Enterprise Website\*** |  |
|  | **Enterprise's Facebook Page\*** |  |
|  | **Enterprise's Instagram Page\*** |  |
|  | **Enterprise's LinkedIn Page\*** |  |
| **Section 2: Description of Entrepreneur and Team**  *This section will help us understand your founder and team composition.* | | |
|  | **Name/s of Founders and Owners\***  Kindly indicate here their respective positions if possible. |  |
|  | **Gender Mix of the Founders and Owners\***  *Please select one that is applicable* | * 100% of the founders/owners are women * 100% of the founders/owners are men * Above 50% of the founders/owners are women * Less than 50% of the founders/ owners are women * We don’t collect sex/ gender disaggregated data yet. |
|  | **Age Range of the Founders and Owners\***  *Please select one that is applicable* | * <18 years old * 18 to 25 years old * 26 to 35 years old * 36 to 45 years old * 46 to 55 years old * 56 to 65 years old * >65 years old * Prefer not to say |

| 1. **Total Number of Team Members (including founders)\*** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Less than 10 (including founders)** | **10 to 25** | **26 to 50** | **51 to 100** | **101 to 200** | **More than 200** | **We have not collected this data yet.** |
| **Full-time** |  |  |  |  |  |  |  |
| **Part-time** |  |  |  |  |  |  |  |
| **Seasonal** |  |  |  |  |  |  |  |

| 1. **Gender Mix of Team Members\*** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | **100% of the team members are women** | **100% of the team members are men** | **Above 50% of the team members are women** | **Less than 50% of the team members are women** | **We don’t collect sex/ gender disaggregated data yet.** |
| **Full-time** |  |  |  |  |  |
| **Part-time** |  |  |  |  |  |
| **Seasonal** |  |  |  |  |  |

| **22. Number of Team Members who are PWDs, IPs, and/or IDPs\*** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | **None** | **1 to 5** | **6 to 10** | **11 to 20** | **More than 20** | **We have not collected this data yet.** |
| **PWDs (Persons with Disabilities)** |  |  |  |  |  |  |
| **IPs (Indigenous Peoples)** |  |  |  |  |  |  |
| **IDPs (Internally Displaced Persons)** |  |  |  |  |  |  |
| 23. | **Majority Age Range of Team Members\***   * <18 years old * 18 to 25 years old * 26 to 35 years old * 36 to 45 years old * 46 to 55 years old * 56 to 65 years old * >65 years old * Prefer not to say | | | | | |

| **Section 3: Description of Enterprise**  *This section will help us understand your business model and practise.* | | |
| --- | --- | --- |
| 24. | **Are you a business with a circular economy or resource efficiency solution?\***  *You can check out the* [*FAQs*](https://www.nushunetwork.asia/circulead) *to know if your business follows circular economy and resource efficiency principles.* | * Yes * No * Not sure |
| 25. | **My enterprise (choose the applicable option/s)\***  *Please select one that is applicable* | * Is at least 51% woman-owned * Is led by a woman entrepreneur/ has 1 or more women in leadership roles * Is registered as a for-profit enterprise * Is located anywhere in India * Has at least a Minimum Viable Product (MVP); ideally with proof of concept and early traction * Is interested in or already applies gender-smart practices in the value chain |
| 26. | **What stage is your business at?\***  *Please select one that is applicable* | * **Idea Stage:** Still developing the solution * **Prototype or MVP:** First version of the product/service ready * **Early traction:** Piloted or launched in the market with some customers * **Growth:** Products/services with recurring paying customers * **Mature:** Strong revenue streams, scaling the business |
| 27. | **Please explain the problem you are trying to solve with your business\*** |  |
| 28. | **Which sector within the circular economy and/or resource efficiency do you operate in?\*** |  |
| 29. | **Who is your target market?\*** |  |
| 30. | **What is your business model?\* Explain your key revenue streams** |  |
| 31. | **What products/services do you offer?\*** |  |
| 32. | **What are your plans for growth in the next 12 months?\*** |  |

| **Section 4: Your Impact**  *The questions is this section will allow us to provide insights into the startup's impact and their future sustainability aspirations.* | | |
| --- | --- | --- |
| 33. | **How does your business contribute to the Sustainable Development Goals?\***  *Read about SDGs* [*here*](https://sdgs.un.org/goals) |  |
| 34. | **Does your business impact women and girls positively through your products or services and/or your value chain activities?\***  *If yes, explain how.* |  |
| 35. | **Do you collect gender disaggregated data?\***  **If yes, what are your key metrics?** |  |

| **Section 5: Capital Needs** | | |
| --- | --- | --- |
| 36. | **What is your company's gross annual revenue in 2022?\***  *Please note figures mentioned are in INR. Please select one that is applicable* | * Less than 10 lakhs * Between 10 lakhs and 50 lakhs * Between 50 lakhs and 1 Crore * More than 1 Crore |
| 37. | **How much funding have you raised till date?\***  *Please note figures mentioned are in INR. Please select one that is applicable* | * Below 60 lakhs * 60 lakhs to 1 Crore * More than 1 Crore * I have never fundraised |
| 38. | **How much funding are you looking to raise in the next 12 months?**\*  *Please note figures mentioned are in INR. Please select one that is applicable* | * Below 60 lakhs * 60 lakhs to 1 Crore * More than 1 Crore * Not looking to raise capital |
| 39. | **Do you see any challenges to raising capital? If yes, explain.\*** |  |

| **Section 6: Other Details** | | |
| --- | --- | --- |
| 40. | **Please share a Google drive link your company registration certificate\***  *We use this to verify your business registration and business type.* |  |
| 41. | **Please share a Google drive link your pitch deck/ business profile\***  Please include the following in your presentation:   * The problem you are solving * Your solution (products / services) * Business model * Target market * Revenue model * Achievements so far * Future plans (product / service roadmap) * Core team   (Please ensure you upload the deck in **PDF or Presentation** format)  Also  **Please ensure you name the document the following way- <First Name> <Last Name>\_ <Startup Name>** |  |
| 42. | **Please share your short professional bio (the woman founder/co-founder of the company applying for the programme) in the third person.\*** |  |
| 43. | **Please share a Google drive link of your high resolution photo\*** |  |
| 44. | **I agree to allow the programme implementers to use my bio and photo in announcements and other publicity activities for the programme.\*** | * Yes, I agree. * No, don't use my bio and photo for publicity purposes. |
| 45. | **Please share a Google drive link of your company logo\*** |  |
| 46. | **Are you available for virtual and self paced assignments along with a 2-day in-person workshop in New Delhi on the 30th and 31st of October 2023?\*** | * Yes * No |
| 47. | **How did you hear about this programme?\*** | * Facebook * Instagram * LinkedIn * Unlock Impact Newsletter * Nüshu Network Newsletter * GIZ * Adelphi * Level Up * Others |
| 48. | **Are you interested in joining the Nüshu Network?\***  *Nüshu Network provides access to a peer community of women entrepreneurs serving, access to coaching through self-paced leadership curriculum and access to capital by providing connections to investors as well as investment readiness training. Read more about us* [*here*](https://www.nushunetwork.asia/)*.* | * Yes * No * I would like to [sign up](https://streak-link.com/BqjUlYMkJKNYglJPvAGVeLYP/http%3A%2F%2Fbit.ly%2FJoinNushuNetwork) |