



HUMANE SOCIETY INTERNATIONAL

INDIA

About HSI

Humane Society International/ India (HSI/India) a registered not-for-profit Indian animal protection organization which works through education, policy change and hands on programs. HSI/India is an affiliate of Humane Society International (HSI), which, along with Humane Society of the United States, forms the world's largest animal protection organization with presence in over 50 countries, Humane Society International is one of the few global animal protection organizations working to help all animals—including animals in laboratories, animals on farms, companion animals and wildlife.

About the Humane Entrepreneurship Program

One of HSI/India's main goals is to protect farm animals and reducing the consumption of animal-based products through creation of viable alternatives is one such way. We believe supporting humane entrepreneurs is essential to achieving this goal. **The Humane Entrepreneurship Program** hopes to enable these entrepreneurs to move their products from the margin to the mainstream by providing an ecosystem of mentors, experts, advisors and investors to aid in transforming businesses. Through this program, HSI/India is looking enable these entrepreneurs to scale humane businesses in the Indian start-up ecosystem, and aid in the creation of viable market alternatives for animal-based products.

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

Name of the Organization/Business	
Name of the Entrepreneur	
Stage (Ideation, Validation, Scale, Established)	
Phone number	
Email Address	
LinkedIn Profile	
Website	
Sector (Food/Fibre/Scientific Research)	

Production	
Marketing	
Sales and Customer Service	
Others	

Key Resources	Details
Physical Resources:	
Intellectual Resources:	
Human Resources	
Financial Resources	

2. What are your main cost drivers? (Eg. Raw material/R&D/Advertising etc.)

3. How are you currently generating revenues? What has been your sales strategy up till this point? (Eg: Through online stores, physical retail stores, businesses etc.)

4. Who is your target customer? Describe your target market. (Eg: Vegans, flexitarians, environmentally conscious)

5. How are you reaching your customers? How are you distributing our product?
6. 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? Are you being consulted by experts?
2. List top 3 competitors
3. How do you expect your product/service to stand out amongst the competition?

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. Is there anything else you would like to share with us about you or your company?

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