Q: WHAT QUALIFIES AS A “LAUNCH TECHNOLOGY”?  
A: Launch accepts projects that have strong commercial potential. We are looking for technologies that are close to the market and could have real market impacts with 4 months of support.

Q: HOW DO YOU SELECT WHICH TECHNOLOGIES ARE ACCEPTED INTO THE PROGRAM?  
A: We will choose technologies that solve real problems. As we review your application we will focus on the following questions:

- Who are the team members and their qualifications?
- Is this an innovative idea with potential for impact?
- How novel is your technology, relative to competing technologies?
- Does the commercialization model seem viable? How will you make money?
- How big is your market?
- Who would be a potential user/buyer of this technology?
- Can you complete a prototype, beta, or market-ready product within four months?

Q: WHAT IS LAUNCH LOOKING FOR IN TEAM/APPLICANT(S)?  
A: Experienced inventors and early-stage startup founders are critically important; however, we also consider people with significant domain knowledge and relevant technical expertise. We look for teams that have a first iteration of a technology and are tackling hard problems with disruptive solutions. We also want teams with a passion for starting a new company.

Q: HOW DO I APPLY?  
A: Create a profile on “PitchBurner,” our program management tool, and submit your application and link to your elevator pitch video. Be concise and specific with your application. Please contact us if you need further assistance.
Q: WHAT IS EXPECTED IN THE ELEVATOR PITCH VIDEO?
A: In the 60-second video, please introduce yourselves, explain what you are doing and why, and tell us anything else you want to about the project. Upload the video to YouTube. Contact us if you need help on videotaping your pitch. Here are some examples to start with: http://projects.wsj.com/soty/week/16/task-4-assignment-the-elevator-pitch

Q: IF I APPLY, SHOULD I WORRY ABOUT PROTECTING MY INTELLECTUAL PROPERTY?
A: The information is kept confidential and we understand that it may not be reproduced in whole or part.

Q: HOW MUCH FUNDING DO PROGRAM PARTICIPANTS RECEIVE FROM LAUNCH? WHAT PERCENTAGE OF EQUITY WILL LAUNCH TAKE IN RETURN?
A: Those selected to participate receive $5,000 of kick-off funding, with the opportunity to win $25,000 of seed funding. In return, we will receive 5% passive equity stake in your company. Please refer to Launch terms and conditions for more details on our equity policies.