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**Fast Forward 2025 Startup Accelerator Application**

**Please make a copy of this document to work on the questions (File > Download)**.

All applicants must complete the [Basics](#_fazfk0qo4vb) and [Details](#_2deccgqhivho) sections. You may optionally complete the [Founder Demographics](#_opyvdmk3twzg) section. Then, you will be directed to the application that best fits your organization and application history:

* [Regular Application](#_tknllvc3mu1i): If you've never applied before, or if you've made major updates since your last application, use this version to provide comprehensive information. It includes all sections.
* [Shortened Application](#_3w1gyweq0xo3): If you applied to the 2024 cohort and have not made major updates to your product or service since then, use this version to focus on your progress. It skips the "Your Solution" and "Your Team" sections.

[2025 Startup Application Form](https://docs.google.com/forms/d/e/1FAIpQLSe28ezA9kZQAuSaHKcVcepThDh6DMheYb0vksv4wW19xb036w/viewform?usp=sf_link)

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## **Basics**

SimPPL: 99-2383555

Fiscal Sponsor: One Fact Foundation 88-2145154

* 1. Full name of your primary contact person (200 character limit)
     + Swapneel Mehta
  2. Job title of your primary contact person (200 character limit)
     + Founder and Postdoc
  3. Phone number of your primary contact person (200 character limit)
     + +1 551 328 7074
  4. Is your organization a registered nonprofit? Please note, we do not accept for-profit companies, benefit corporations (B-Corps), or social enterprises. (select one)
     + Yes we have received our 501c3
     + We’ve applied for our 501c3 but have not yet been approved
     + We’re fiscally sponsored
     + We're a certified nonprofit in a non-U.S. country
     + Other (please specify)
  5. For 501c3's: What is your Employer Identification Number(EIN) Please write N/A if this question does not apply to you. (20 character limit)
  6. For fiscally sponsored organizations: Please provide your fiscal sponsor's organization name and Employer Identification Number (EIN) Please write N/A if this question does not apply to you. (100 character limit)
  7. For non-U.S. based nonprofits: What is your nonprofit registration numbers or tax ID Please write N/A if this question does not apply to you. (100 character limit)
  8. Organization name (200 character limit)
     + SimPPL
  9. Organization URL (URL only)
     + https://simppl.org
  10. Organization's one-liner (one line on what you do) (200 character limit)
      + SimPPL advances information integrity and rebuilds trust on the social internet.
  11. Where is your organization based? (200 character limit)
      + United States and India
  12. Where in the world does your organization currently have impact? (300 character limit)
      + USA, India, Mongolia, Bangladesh, Germany
  13. Organization's area(s) of focus (select all that apply):
      + Arts & Culture
      + Criminal Justice
      + Digital Inclusion/Data Divide
      + Economic Development & Poverty Alleviation
      + Education
      + Environment & Climate
      + Food & Agriculture
      + Health & Healthcare
      + Human Rights
      + Mental Health
      + Public Service & Civic Engagement
      + Racial Justice
      + Refugee Support
  14. What type of tech product are you building? (select all that apply):
      + AI
      + AR/VR
      + Hardware
      + ML
      + Mobile
      + Open Source/Open Data
      + SMS
      + Web
      + Other
  15. Describe the tech product you're building to address the problem. (500 character limit)
      + SimPPL builds cross-platform information networks monitoring systems to detect and mitigate threat actors and narratives resulting in online harms. Our systems have collected nearly half a billion posts across mainstream and fringe social platforms and we are serving nonprofits, newsrooms, and intergovernmental agencies to allow them to audit online information.
* Product stage: (select one)
  + - Launched
    - Beta
    - Minimal Viable Product (MVP)
    - Idea
    - Other
  1. Describe your product's current stage. (500 character limit)
     + We have been conducting primary market research to identify use-cases for platform trust and safety researchers that use our system to deploy online monitoring systems. We have received fellowships and smaller grants from Mozilla, Google, Wikimedia, and others that supported us in developing our current networked misinformation monitoring systems. We have built a related Whatsapp-based health literacy system that is being actively used by pilot users in Indian villages.
  2. If you aren't already deploying AI to serve beneficiaries, do you plan to do so in the future? (If you are currently deploying AI please skip.) (Y/N)
  3. Are you using AI for operational efficiency? (Y/N)
     + Y

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## **Details**

*Please note that the Accelerator is time-intensive, requiring significant commitment. It runs from mid-February to early-June 2025, with virtual meetings twice a week (Tuesdays and Thursdays from 9:00 am-noon Pacific Time) and additional 1:1 meetings. In-person attendance is required for specific dates at the beginning and end of the program. Participants that do not meet attendance requirements will not receive the full grant amount.*

1. Can you commit to at least one co-founder/leader attending every virtual session, with the co-founder/leader who will pitch at Demo Day attending every pitch practice (Tuesdays from 9:00 am - noon Pacific Time)? (Y/N)
2. Can you commit to the co-founder/leader who will pitch at Demo Day attending all in-person programming (late-February, late-May, early-June) (Y/N)
3. How did you learn about Fast Forward? (Multiple Choice)

* Fast Forward Alumni
* Fast Forward Staff
* Another Organization
* Newsletter
* Other

1. Please list the names of the people or organizations based on your selection(s) above. (500 character limit)
2. May Fast Forward share your application with ecosystem partners/funders? (Y/N)
3. Did you apply to the Fast Forward Accelerator last year? (Multiple Choice)
   * + - If you applied to the Startup Accelerator last year, we have created a [shortened application](https://docs.google.com/document/d/104ZIf5YJfu7v3ypAr8pZH9tP6Ab-ikXiXRb1tn-rlog/edit#heading=h.3w1gyweq0xo3) for you, focused on your progress in the last year. Please use this version of the application to save yourself time.
     + If you applied to the Startup Accelerator last year but have since made major updates to your product or service, or if you’ve never applied before, please continue with the [regular application](https://docs.google.com/document/d/104ZIf5YJfu7v3ypAr8pZH9tP6Ab-ikXiXRb1tn-rlog/edit#heading=h.tknllvc3mu1i).
4. Anything else you would like us to know? (1000 character limit)

## **Founder Demographics [Optional]**

*We encourage applications from founders of all backgrounds and prioritize those who are traditionally underrepresented in tech. Please share your leadership team's demographics below. This information helps us understand your team's unique strengths and experiences, allowing us to tailor our program to meet the diverse needs of all participants and foster a more inclusive environment. Your participation is entirely voluntary, and all data will be used solely for aggregate analysis to improve our program and support diversity and inclusion initiatives.*

*To learn more about our commitment to diversity, equity, and inclusion, please* [*read our DEI guidelines.*](https://www.ffwd.org/diversity-equity-and-inclusion/)

Please select all options that apply to each founder of your organization:

1. Gender Identity (For each founder, please select all that apply)

* Woman
* Man
* Gender non-conforming
* Genderqueer
* Non-Binary
* Transgender woman
* Transgender man
* Two-Spirit
* Non-Binary
* Other
* Prefer not to say

1. Race/Ethnicity (For each founder, please select all that apply)

* American Indian or Alaska Native
* Arab/SWANA
* Black, African-American, Caribbean, or African
* East Asian: Chinese, Japanese, Korean
* Hispanic or Latino
* Indigenous population not otherwise listed
* Native Hawaiian or Other Pacific Islander
* South Asian: Indian, Pakistani, Bangladeshi
* White
* Multiracial
* Prefer not to say

1. Age Range (For each founder, please select all that apply)

* Under 18
* 18-24
* 25-34
* 35-44
* 45-54
* 55-64
* 65 or older
* Prefer not to say

1. Disability Status (For each founder, please select all that apply)

* Yes, I have a disability
* No, I do not have a disability
* Prefer not to say

1. Is there anything else you would like to share about the diversity on your leadership team - including race, gender, sexual orientation, background, etc., that you're comfortable sharing. (1000 character limit)

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## **Regular Application**

Your Solution

* 1. Provide a short video (one minute!) of you (and co-founders, if any) explaining why the world needs your product or service. Production value is not important - we happily accept recorded Zoom calls or cell phone videos filmed in your kitchen. (Upload file)
  2. What problem do you aim to solve? (500 character limit)
  3. Who is your target user or beneficiary? (500 character limit)
  4. How do you plan to reach users/beneficiaries? (500 character limit)
  5. Why is your solution better than existing alternatives? (500 character limit)
  6. What impact milestone do you hope to achieve this year? (500 character limit)
  7. How much money did you raise in 2023? (50 character limit)
  8. How much money have you raised in 2024? (50 character limit)

Your Team

* 1. Please provide the full names of all founders (separated by commas): (300 character limit)
  2. Please provide the emails of all founders (separated by commas): (300 character limit)
  3. Please provide the LinkedIn URLs of all founders (separated by commas)
  4. If you have co-founders, how and when did you start working together? (400 character limit)
  5. If you have co-founders, who does what? (400 character limit)
  6. Why are you (and your co-founders) the right people to be working on this problem? (400 character limit)
  7. Does at least one co-founder have lived experience with the problem you’ve set out to solve? (Y/N)
  8. Who is working at your organization full time? (200 character limit)
  9. Do you have technical talent on your team, and are they full time? Or, have you hired out tech contractors and if so, what are they building? (500 character limit)
  10. For each founder, please tell us about a risk you've taken or challenge you've faced. How did you respond? What was the outcome? (500 character limit per founder)

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## **Shortened Application**

Progress Questions

1. Provide a short video (one minute!) of you (and co-founders, if any) explaining what has changed since you’ve last applied and why you’re applying again. Production value is not important - we happily accept recorded Zoom calls or cell phone videos filmed in your kitchen. Upload file
2. Please share a short update on the progress you’ve made over the past year. (500 character limit)
3. What might we have missed in your application last time? (500 character limit)
4. Why do you think this is the perfect moment for you to join this program? (500 character limit)
5. Please share any significant changes/updates you’ve made to your tech product in the past year. (500 character limit)
6. How much money have you raised in 2024? (50 character limit)
7. Who is working at your organization full time? (200 character limit)
8. Do you have technical talent on your team, and are they full time? Or, have you hired out tech contractors and if so, what are they building? (500 character limit)
9. What impact milestone(s) have you reached since you last applied in September 2023? (200 character limit)