



A Charitable Initiative

By Slingshot





We're excited you chose to apply!

What is LAUNCH?

Launch is a charitable initiative by **Slingshot** to donate our time and expertise to build a mobile app for one non-profit organization. For over a decade, Slingshot has been blessed with opportunities to work for amazing organizations in the greater Louisville community. We've given our heart and passion to our work and witnessed extraordinary change as a result.

We know there are many non-profit organizations in our community that could further drive their mission through innovative technology initiatives. With tight budgets and growing needs, it's difficult for them to find the resources to do so. Technology innovation is often needed most in these situations, yet is the hardest to access. We want to give that opportunity to a deserving non-profit organization that wouldn't otherwise have access to a team like ours. We want to give back.

slingshot

We are a product development company specializing in understanding the vision for innovative technology products and taking them from inception through design, testing, implementation, and launch. We deploy a unique and bold process to deliver amazing value in what we build. You can learn more about us at www.yslingshot.com.

Who is this for?

This program is for 501(c)(3) organizations serving the Greater Louisville Area who feel a mobile app could greatly boost their mission and overall impact on the community. The non-profit who submits for this initiative should bring a bold vision to the table and be prepared to collaborate with our designers and builders.





Application Process

Application Requirements & Selection Process

All organizations that apply must be a 501(c)(3) and must serve parties in the Greater Louisville Area. This application is due by **Friday, October 5th, 2018**. Our Slingshot team will select a group of semi-finalists and connect to better understand your vision for a mobile app. From there, we will choose five organizations for an in-person presentation to share your vision with a panel of non-profit community leaders who will help us ultimately choose a winner. The recipient will be selected in the first quarter of 2019. The value of this giveaway is estimated to be \$75,000.

Sustainability

Slingshot will design, test, and launch a mobile app for the winner. However, the winner should have funds to be able to host and sustain the app post launch. If you have questions about what it would take to host a mobile app please send us an inquiry to [**launch@yslingshot.com**](mailto:launch@yslingshot.com).

How to Submit Your Application?

We will accept either typed or handwritten application responses.

To submit online: Save your application as a PDF. Be sure to also attach the additional documents detailed on the last page of this application, including a copy of the IRS letter confirming your organization's 501(c)(3) status. Emailed applications must be received by Friday, October 5th, 2018 to be considered.

Email your PDF to: [**launch@yslingshot.com**](mailto:launch@yslingshot.com)

To submit a hard copy: Print your application along with any additional documents detailed on the last page, including a cover letter and a copy of the IRS letter confirming your organization's 501(c)(3) status. Applications must be postmarked by Friday, October 5th, 2018 to be considered. Send your application in one large mailing envelope to:

Slingshot

700 N Hurstbourne Pkwy | Suite #120 | Louisville, KY 40222

Attn: Launch Initiative

What If I have Questions?

Email us at launch@yslingshot.com. We are happy to answer all application-related or initiative-related questions. However, in order to ensure a fair process, we cannot review drafts or give advice on written applications.





Tell us about yourself

Name of your Organization:

Address:

Phone Number :

Website URL (if applicable) :

Facebook URL (if applicable):

Twitter URL (if applicable):

Instagram URL (if applicable):

Primary Contact Name:

Primary Contact Title:

Phone Number:

Email:

Organization's Executive Director:

Phone Number:

Email:

Organization's Current Board President

Full Time Staff

Part Time Staff

of Volunteers





Now lets get to know you a little better

What's your organization's mission statement or purpose?

Tell us about the people (or animals, natural resources, etc) you're trying to help, and some of the struggles they're facing.

What are your organization's goals for the next 2-3 years?

Describe the problem you are trying to solve with this mobile app. What is the biggest challenge your organization is currently facing?





Ready to collaborate?

Imagine one year after the mobile app has been released and your idea is a wild success. What happened to make that success possible?

Why do you want/need this mobile app?

How is your organization prepared to market and drive adoption of the new mobile app?.

Are the stakeholders in your organization (staff, board & the people you serve) willing and able to devote the time necessary to collaborate on the design and feature set of the mobile app?

Yes

No

Are you willing to participate in media interviews and marketing opportunities throughout the process?

Yes

No

