



Next Wave Fund

KICKSTARTER × Google

Thank you for your interest in the Google x Kickstarter Next Wave Fund.

Next Wave Fund Application & Agreement

To be eligible:

- ✓ You are an entrepreneur or small business with fewer than 20 full-time employees
- ✓ Your project is focused on technology or digital gaming. For this fund, we define a technology project as one that incorporates hardware, software, new materials, or innovative functionality in the product being developed. Gaming projects should incorporate software or hardware.
- ✓ At least one member of your team is a citizen, resident, or O-1 visa holder in the United States
- ✓ The primary contact person for your project must be at least 18 years old
- ✓ The bank account for the project is located in the United States
- ✓ The project is a fit for all of [Kickstarter's rules](#)
- ✓ You agree to the terms of participation
- ✓ If selected, you will be required to agree to terms of condition laid out at the bottom of this application and agreement

Your Project

What is the working title for your project?

Briefly describe your project (1-2 sentences)

What category best fits your project?

- | | | |
|---|---------------------------------------|---|
| <input type="radio"/> 3D Printing | <input type="radio"/> Gadgets | <input type="radio"/> Sound |
| <input type="radio"/> Apps | <input type="radio"/> Gaming Hardware | <input type="radio"/> Space Exploration |
| <input type="radio"/> Camera Equipment | <input type="radio"/> Hardware | <input type="radio"/> Video Games |
| <input type="radio"/> DIY Electronics | <input type="radio"/> Maker spaces | <input type="radio"/> Wearables |
| <input type="radio"/> Fabrication Tools | <input type="radio"/> Robots | <input type="radio"/> Web |
| <input type="radio"/> Flight | <input type="radio"/> Software | |

What is the minimum amount of money (in USD) that you need to bring your project to life? (Please see Kickstarter's Creator Handbook for advice on estimating your funding needs, if you haven't done so already.)

- | | |
|---|---|
| <input type="radio"/> Less than \$1,000 | <input type="radio"/> \$100,000-\$499,999 |
| <input type="radio"/> \$1,000-\$4,999 | <input type="radio"/> \$500,000-\$2,499,999 |
| <input type="radio"/> \$5,000-\$24,999 | <input type="radio"/> \$2,500,000 or more |
| <input type="radio"/> \$25,000-\$99,999 | |

What is the ideal amount that you are looking to raise?

- | | |
|---|---|
| <input type="radio"/> Less than \$1,000 | <input type="radio"/> \$100,000-\$499,999 |
| <input type="radio"/> \$1,000-\$4,999 | <input type="radio"/> \$500,000-\$2,499,999 |
| <input type="radio"/> \$5,000-\$24,999 | <input type="radio"/> \$2,500,000 or more |
| <input type="radio"/> \$25,000-\$99,999 | |

When do you plan to launch your Kickstarter campaign for this idea?

Please share the preview link to your draft Kickstarter campaign page, if you have one

In no more than a few sentences, tell us why your project should receive this funding

How did you hear about this opportunity? If you saw it in a newsletter or on social media, let us know who shared it.

Your Team

Next, share a bit about yourself and your team

How many people, including yourself, are on your core team? (Enter a number)

Please provide a personal or team bio. Include information about any past projects that may be relevant to the Fund.

Who are the core team members, and what relevant expertise do they bring to the project?

Are you already in touch with someone at Kickstarter?

- Yes
 No

Who are you in contact with at Kickstarter?

Marketing Plans

How many unique email addresses have you collected for your mailing list for this project?

- 0–99
- 100–499
- 500–999
- 1000–2999
- 3000 or more

Please describe any outside consultants, partners, or marketing service providers you are working with

Please describe your marketing plans

Are you interested in digital marketing services for your project?

- Yes
- No
- I don't know

Objectives & Milestones

Have you launched a Kickstarter campaign before?

- Yes
- No

If yes, did you reach your funding goal?

- Yes
- No

What are the main goals of your crowdfunding efforts? (Select all that apply)

- Raising money
- Building a community
- Market validation
- Other (Please describe)

How long have you been working on this project?

- 0–6 months
- 7–12 months
- More than 1 year, but 2 years or less
- More than 2 years, but 5 years or less
- More than 5 years

For this project, have you gone through an accelerator, incubator, or any similar program?

- Yes
- No

Please list all accelerators, incubators, or similar programs that you have used

Which of the following types of prototypes have you completed for this project, if any? (Select all that apply)

- Design prototype
- Functional prototype
- Pre-production prototype
- Production sample
- None of the above
- Other (Please describe)

Which of the following milestones have you completed, if any? (Select all that apply)

- I have demos of prototypes
- I have a clear Bill of Materials (BOM)
- I have fully sourced materials
- I have selected a manufacturing partner
- None of the above

If you reach your funding goal, will you have sufficient funds to manufacture, package, and deliver your rewards?

- Yes
- No

Have you raised funding via other channels for this project?

- Yes
- No

Please list other sources of funding for this project

What is the price (in USD) of your main reward? (Enter a number)

How many days are you planning to have your campaign live on Kickstarter? (Enter a number, up to 60)

What potential risks could interfere with your project being completed, and what contingency plans have you identified in case something goes wrong?

Contact Info

Please provide the following information about the main contact person on your team. This person must be 18 years or older.

First Name

Last Name

Link to your Kickstarter profile (if you have one)

Please enter the preferred email address for our team to contact you.

In which country does your core team currently reside?

By submitting your application and agreeing to the terms of the Application and the Agreement, you agree to share your information with Kickstarter and Google for the purposes of evaluating your application for the Next Wave Fund grant program. All information shared in this application shall be used by Google and Kickstarter for the purposes of evaluating projects and shall not be shared publicly unless applicant is chosen as a recipient. Applicants acknowledge that there may be similar projects suggested by other applicants. Applicants who are not chosen to receive funding may exploit their projects as they choose. All information shared in this application will be treated in accordance with Kickstarter and Google's Terms of Use and Privacy Policies, which can be found here:

[Kickstarter Terms of Use](#)

[Kickstarter Privacy Policy](#)

[Google Privacy Policy](#)

I agree to share my information for these purposes.

By submitting an application, you're confirming that if selected as a recipient, you agree to the following terms and conditions of receiving funding:

- Agree to the grant terms and conditions.
- Commit to launching your project page exclusively on Kickstarter within six months of your application submission.
- Agree to allow Kickstarter and the program's sponsors to use your headshot and other images and information about your project, including biographical information about you, your collaborators, and your project, for promotional purposes.
- Agree to standard news embargo periods and other confidentiality obligations pending announcement of the grant reward.
- Agree to Kickstarter's standard Terms of Use, Privacy Policy and Google's Privacy Policy.
- Agree to certain marketing obligations in alignment with Kickstarter's requirements which shall include coordinated social and content promotion of your participation in the fund.
- Recipient agrees to use their best efforts to diligently work towards a successful project.
- Recipient agrees to license their image and name to both Kickstarter and Google for use in the marketing and publicizing of their participation in the grant program.
- Recipient agrees to receive marketing material from Google with respect to Google's products and/or services.
- Recipient agrees not to disparage either Kickstarter or Google at any time during or after the conclusion of their campaign.
- Recipient agrees that participation in the project does not guarantee that your project will successfully reach its funding goal. If your project is successful, grant funds will be aggregated with other backer support and are subject to Kickstarter's 5% platform fee. If your project is not successful, the grant funds will be treated like other pledges made to your project and will not be disbursed to you.

I agree to the grant terms and conditions above of the Application form and Agreement.

I agree

Submit