
SalesSurge Incubation Application Form

Accomplish this form as best as you can. Brief and thoughtful sentences are encouraged. Answer all the fields with the **red asterisk *** this means it's required. Applications are reviewed on a rolling basis. Check our website www.agylebrands.com for the next program cohort.

[Submit your application here.](#)

PRIMARY CONTACT PERSON

The nominated contact person shall receive all communications regarding the application.

1. NAME*

2. EMAIL*

3. MOBILE*

4. LINKEDIN URL*

ABOUT THE BRAND

1. Brand Name*

2. Who came up with the idea for this brand/products?* Name

3. Is the brand registered as a trademark with the IPO?* YES IN PROGRESS NO

4. Please provide a brief overview of your brand idea or concept.*

5. What is your vision for your brand?*

6. Who do you want to serve? Who is your target customer?*

7. Fast forward 10 years from now, what would you want a 10-year loyal customer to say about your brand when interviewed by a reporter.*

8. Describe the products you currently offer.*

9. Describe the products you'd like to offer.*

10. Describe the brand growth opportunities you see.*

11. Describe the challenges or obstacles you are facing in developing your brand.*

12. What are your main goals for your brand in the next 12 months?*

13. What are you hoping to achieve by participating in the program?*

14. Is there anything else you'd like us to know about your brand aspirations?

MARKETING CHANNELS & ACTIVITIES

15. Provide the links/URL for social marketing channels the brand has been active on in the last six (6) months.* *Indicate N/A if not applicable.*

15.1 Facebook Page URL

15.2 Instagram URL

15.3 Tiktok URL

15.4 Facebook Group URL

15.5 Viber/WhatsApp Community URL

15.6 Other Social Media or Community URLs. *List if applicable.*

16. Mark all digital marketing channels and tactics you have used in the last six (6) months.*

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Email | <input type="checkbox"/> Influencers/KOLs | <input type="checkbox"/> PR | <input type="checkbox"/> Brand Partnerships |
| <input type="checkbox"/> SMS | <input type="checkbox"/> Affiliate Marketing | <input type="checkbox"/> Event Sponsorship | <input type="checkbox"/> Celebrity Endorser |
| <input type="checkbox"/> Loyalty Program | <input type="checkbox"/> Referral Program | <input type="checkbox"/> Blog Marketing | <input type="checkbox"/> Video Marketing |
| <input type="checkbox"/> Live Streaming Selling | <input type="checkbox"/> Social Media Content | <input type="checkbox"/> Other | |

17. Mark all paid advertising channels and tactics you have used in the last six (6) months.*

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Meta Ads | <input type="checkbox"/> Google Ads | <input type="checkbox"/> YouTube Ads | <input type="checkbox"/> Marketplace Ads (Discovery Ads, Search Ads, Shop Ads on Lazada, Shopee, etc) |
| <input type="checkbox"/> Tiktok Ads | <input type="checkbox"/> Other Digital Ads | <input type="checkbox"/> Radio, TV, Print | |
| <input type="checkbox"/> Marketplace Display Campaigns | <input type="checkbox"/> Other | | |

18. In the last 3 months, how much is your total advertising spend?*

Choose one only.

- | | | |
|--------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> No spend. | <input type="checkbox"/> below P60k | <input type="checkbox"/> P60k-P250k |
| <input type="checkbox"/> P250k-P500k | <input type="checkbox"/> P500k-P1M | <input type="checkbox"/> Above P1M |

If applicable.

- | |
|---|
| <input type="checkbox"/> 100% barter |
| <input type="checkbox"/> Partial barter |

19. Are there other marketing activities/channels you engage in that are not mentioned above?*

List them.

20. Of all channels & activities mentioned, which are the top 3 most effective?*

SALES CHANNELS

21. Provide the links/URL for sales channels that the brand has been selling on in the last six (6) months.* *Indicate N/A if not applicable.*

21.1 Own Website URL

21.2 Lazada URL

21.3 Tiktok Shop URL

21.4 Shopee URL

21.5 Zalora URL

21.6 Other eCommerce Sites URLs. *List if applicable.*

22. Do you sell in brick and mortar stores?* If yes, pls provide more info.

23. Have you participated in bazaars or pop-ups?* YES NO

24. Have you joined or are currently in a marketplace incubation program?* YES NO

25. Do you have any form of regular international business?* YES NO

BRAND PERFORMANCE

26. What is the average number of orders you've gotten in the last 6 months?*

Total all your online stores' orders and divide by 6.

27. What is the price range (in PHP) of your products.*

Lowest price - highest price for a single item. Bundles not included.

28. What is your best selling product?

Drop a product page URL.

DISTRIBUTION OPERATIONS

29. Do you have your own facility where all your orders are shipped from?* YES NO

30. If yes, what city is the facility in?*

31. If yes, How many full time people operate this facility and ship out all your orders?*

32. If no, it's not your own facility, who handles your warehousing and shipments?*

BUSINESS BASICS

33. Is the business registered?* Choose 1

No Sole Partnership One Person Corporation
 Proprietorship Corporation

34. If yes, What is the legal name of the business?*

35. If yes, What is the registered business address?*

36. How many people own the business (or shareholders)?*

BRAND TEAM

37. Are there other people leading this brand with you?*

If yes, add their names and LinkedIn URL below. If none, indicate NOT APPLICABLE.

We recommend ensuring all your team's LinkedIn Profiles are current. It's part of the evaluation.

Name	Role/Responsibility	LinkedIn URL

38. How many employees does the business currently have?*

39. Are you currently hiring? If yes, for how many roles?

REFERENCE PERSON

Nominate one person who can speak to the team leader or team's entrepreneurial potential. No family members please. Please inform the reference person that they will be contacted.

40. NAME*

41. EMAIL*

42. MOBILE*

43. Which of the team members is this person connected to? Give name/s.

44. How are they connected?

CUSTOMER REFERENCE

Nominate one customer advocate who can share their experience with your brand and products. No family members please. Please inform the reference person that they will be contacted.

45. NAME*

46. EMAIL*

47. MOBILE*

48. Customer Since, Year*

AGYLE BRANDS OPPORTUNITY GRANT

49. We are applying for the Opportunity Grant.* YES NO

50. Why do you believe you should be selected for the grant?

[Submit your application here.](#)

APPLICATION QUESTIONS

To simplify our process and allow us to respond to your queries soonest, please contact us on applications@agylebrands.com through your primary contact's email.