



Syli MVP Fund. Open until 11:59pm GMT, December 4, 2026.

Who are you, and what are you building?

Organisation name *

Organisation website *

Lead applicant's name *

First and last name

Lead applicant's email *

Team names and roles *

Where is your organisation registered? *

What is the funding status of your organisation? *

Does your organisation have a social mission? *

What is your organisation's social mission? *

One sentence is enough. What is the biggest change your organisation wants to make in the world?



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Are you building this product with another organisation? *

If yes, name them and tell us who does what, and whether they're putting in funding, time, or both.

What is the product called? *

What is the product, in one line? [25 words max] *

Be precise. For example: a tracker, database, a dashboard, a marketplace, a verification system, a game.

Where will the product launch first? *

How much are you asking for? *

GBP

Minimum grant: GBP £5000, maximum grant: GBP £20,000

Your product pitch

Helpful hint:

Cover five things in your own words. Who are you? What mission are you on? What is the problem? What is your product, and what will your user be able to do with it that they can't do today? And why is this important in the world right now? Be clear and focused.



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Pitch us your product. Imagine you have one minute with us and this is your only chance. We want to be able to picture your product and the person using it by the time we finish reading. [200 words max]

*

The problem it fixes

We fund products that solve a real social, climate related, problem in the world. Start with yours.

Helpful hints:

Do we need to know exactly who the user is?

Yes. It's one of the most important things in the whole application. "Everyone" or "the public" isn't a good enough answer. Name the kind of person or organisation who'll use your product and where they are.

What do we mean by "how have people been trying to solve this"?

Whatever they're doing to solve this problem in the absence of your product. A spreadsheet. Three phone calls. One colleague they always ask. Or nothing, and the problem just sits there. Tell us what that costs them in time, money or emotional cost while your product doesn't exist yet.

What counts as evidence?

Verified and checked information and sources. Every claim throughout your application needs something behind it: who told you, where, when, or where you read it. A claim with nothing behind it scores nothing, however true it is. You don't need to have conducted formal market research. But you will need to be able to show why you believe the problem is real and people want a product that can fix it. This could be conversations with users, people already using an early version, requests you've had, a pilot, research, or a specific behaviour you've watched. Try to be as specific as you can: a name or a role, when you spoke to these people, and what they said they'd do with it.

What is the problem you're trying to solve with your product? [50 words max] *

Describe what isn't working, and how is this causing problems for people?

How do you know the problem is real? [50 words max] *

Your own first-hand experience counts, and so does research by others. Tell us what you've seen, heard, found or tried, and when. If you can say how big the problem is, or how many people it affects, even better.



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Why does this problem need solving now? [50 words max] *

Tell us what is being lost or harmed, for people or the planet, while the problem stays unsolved.

Who struggles most with this problem in the world? [50 words max] *

Name the person, role or organisation, and where they are, not just the sector they work in.

How have people been trying to solve this problem without your product? [50 words max] *

Tell us what do they do today: their own research, make phone calls, ask someone they trust, outsource, or nothing at all. If what they do now costs them time or money, say roughly how much.

Who will be the main user of your product? [25 words max] *

Sometimes the user isn't the person with the problem. Tell us who uses your product.

The product you're working on

The solution to the user's problem.



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Helpful hints:

What's the "smallest version"?

The least you could make that would still be useful to your user. Everything else waits. The MVP you're pitching should be this smallest version.

Why do you want to know what we left out?

Because it shows you've made choices. Someone who tells us the first version won't have logins or a mobile app has thought harder than someone promising all of it in four months.

In one sentence, what does your user do with your product? [25 words max] *

One person, one action. Describe how the user interacts with this product.

Why does this need to be a product, and not just content e.g an article, a report or a podcast? [50 words max] *

What can your user do with it that they can't do by simply watching, reading or listening?

What other ways of solving this problem have you thought about, and what convinced you they weren't enough? [50 words max] *

What is the smallest version of your product that would still be useful to your user? [50 words max] *

Tell us what you've decided to leave in and take out for now, say why.



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Where will your user use your product, and how will it reach them? [50 words max] *

For example, in their inbox, on your website, or inside a tool they already use.

The demand for your product

Show us that people want this. "Sounds interesting" and "I need this" are different demand signals.

Helpful hint:

Go speak to some users

If you haven't already and you can before you submit the application, go and talk to a few users. It is essential you know who your user is, what their motivations are, what they look for - think psychographic not demographic.

Who have you pitched this product to before now? [50 words max] *

Be as specific as you can be about who and when.

What was their reaction, and who said they'd definitely use it? [50 words max] *

Tell us what they said they'd do with it, and name anyone who meant it.

Did anyone say no, and what did you learn from that? [50 words max] *

An honest no counts in your favour. It shows you've tested the idea on real people.



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What sector does your product sit in, and are there any similar products already available in it? [50 words max] *

What do people there use today instead, and who else is trying to help them?

The money needed to make it

This isn't a test of whether your product can generate revenue. We want a believable idea of how your product keeps going after the award money is used up.

Helpful hints:

What if the person who uses it isn't the person who pays?

That's normal. This setup is common for government, philanthropy and business-to-business products. The person who uses your product, the organisation that buys it, and whoever pays for it can all be different.

Do users have to pay for it?

No. The money to keep a product going can come from sales, contracts with institutions, grants, philanthropy, licensing, being bought by a bigger organisation, or a mix. We are interested in what is a believable revenue path to keep the product alive.

What should the budget look like?

Each cost on its own line, not one total figure. The grant can pay for whatever the MVP needs: people, data, tools, research. It shouldn't mainly cover staff costs, though. If part of the grant pays for a role you're missing, show that as its own line, and say so in the team section too.

How could you sustain this product after the grant money is used? *

- ☐ Subscriptions or memberships
- ☐ Charging others to use it (licensing)
- ☐ Selling it to an organisation that needs it
- ☐ Grants
- ☐ A loan
- ☐ A mix
- ☐ We don't know yet



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Tell us which of these you would try first, and why. [25 words max] *

Who would pay for your product? [50 words max] *

The person who pays doesn't have to be the person who uses it. If you know the closest example of someone paying for something like this, name it.

Have you asked any other organisations about funding your product, and what did they say? [50 words max] *

Include any funding you already have for it, from anyone.

Twelve months after the grant ends, what keeps this product running, and roughly what does it cost to run? [50 words max] *

Attach your budget for the MVP *



sample.pdf

List each cost on its own line, not one total figure. Show us what the grant pays for: people, data, tools, research, anything else. If part of the grant pays for a role you're missing, show that as its own line.

The team behind the product

Syli is interested in teams as much as products. Tell us who's making this, and be honest about any gaps: helping to fill them is part of what the fund is for.



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Helpful hint:

Does the team have a gap?

Say what it is and what it would cost to fill. The fund and the mentorship helps to support these gaps.

Who is on your team, who does what, and how many days a week can each person work on this product? [50 words max] *

What have you built or launched before, either together or on your own? [50 words max] *

Any project counts: a podcast, a newsletter, a service, a business. Tell us if it's still in use.

Can you finish and launch this MVP with your current team? *

If no, tell us which roles or skills, and show the cost in your budget. [25 words max] *

Which part of making this product worries you most? [50 words max] *

A data problem, a design problem, a skill you're missing, the time. Honest answers help us plan the mentoring.



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What kind of mentoring would help you most alongside the financial award? [25 words max] *

Impact: will your product make a positive difference in the world?

Please tell us what you think will change in the world once your product launches. You don't need a complicated theory or a detailed measurement plan to answer this well. If we fund you, we'll work on those with you. Short and specific is best.

Helpful hints:

What do we mean by impact?

What changes in the world because your product exists. Not what your product does, and not how many people saw it: what's different afterwards.

Which kind of change do you mean?

The form asks you to choose. Will your product change the way journalists and creators do climate journalism, change what the public understands or does about climate, or both? Choose what is relevant and realistic for this MVP, then describe that change.

We don't have a theory of change or an impact measurement plan.

You don't need either to apply, and this section isn't a test of impact expertise. If we fund you, we'll work on those with you.

Will this product change the way journalists and creators do climate journalism, change what the public understands or does about climate, or both? *

Describe the change you've chosen. Tell us what changes in the world, not what your product does. [50 words max] *



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Six months after your product is live, what change would you expect to see? [50 words max] *

For example, how are the people using it thinking, feeling, or acting differently towards climate change?

Three to five years after launch, what's the biggest thing you can imagine changing in the world as a result of your product? [50 words max] *

How is your product responsible for that change?

A few other things we need

Helpful hint:

What do we want in the two-minute video?

We want to meet the founders and team pitching your product, in your own voices. Who you are, what you're making, why it matters. A video made on your phone is fine. But show us your team passion.

When could you start working on the MVP? *

MMM-yyyy

All work must begin by February 2027

Can you finish the MVP within the programme dates? *

All work must end by November 30, 2027

Upload a two-minute video of your team pitching your product. *



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Tell us who you are, what you're building, and why it matters, in your own voices.



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Is there anything else you'd like to tell us?

Where did you hear about the Syli MVP Fund? *

Syli have a commitment to upholding ethical, sustainable and governance standards. This is our Code of Conduct:

Environmental Commitment: Have an environmental policy that includes actively reducing emissions and other adverse effects from operations on community, environment, and natural resources, whilst safeguarding health and safety.

Ethical Commitment: Conduct business in accordance with applicable laws and regulations and with a commitment to attaining the highest standards of ethical behaviour.

Workforce Rights and Practices Commitment: Ensure workforce rights are upheld and protected and that workplace practices are ethical.

Health and Safety Commitment: Minimise injury and illness to achieve a safe and healthy work environment and workers will be encouraged to raise any health and safety concerns without being disciplined or subject to any form of retaliation.

If you progress to the next stage successfully, we will ask that you join us in committing to this Code of Conduct.

Thank you for your application.

We look forward to reviewing your application.
Team Syli