



L'ACCELERATOR

Application Questions - 2026 Edition

How to use this document

This document is to inform potential applicants about the material needed to apply for L'AcceleratOR program call for application.

Please do not submit applications via email as they will not be accepted. Use the Survey Monkey portal at this address:

https://cambridge.smapply.org/prog/laccelerator_cohort_2

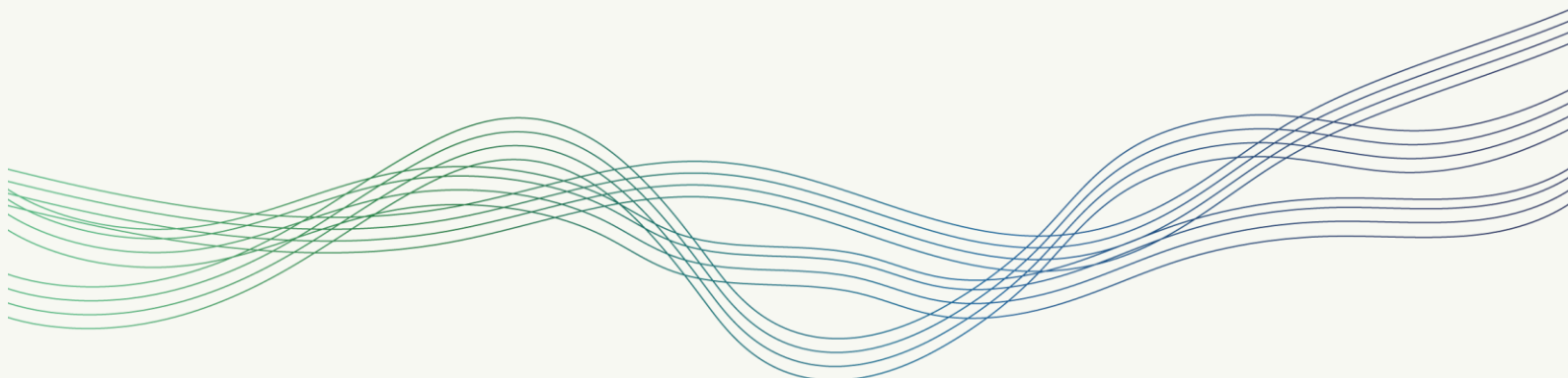
The estimated time to complete one application online is 2 hours.

Upon applying, you will receive a unique application code, which will be used to anonymise your submission during the panel review process.

Only the primary user who created the application will be able to submit the final application form.

Collaborators cannot submit the application if they have not created it.

L'AcceleratOR supports businesses.
NGOs and charities are not eligible at this time.



Section 1: Basic Information

1.1 Company Information:

1.1.1 Company Name:

- 1.1.2 Founder(s) Name(s):
- 1.1.3 Headquarters Location:
- 1.1.4 Website:
- 1.1.5 Founding Date:
- 1.1.6 Number of Employees:

1.2 Contact Information:

- 1.2.1 Full Name of Main Contact:
- 1.2.2 Position/Title:
- 1.2.3 Email Address:
- 1.2.4 “I agree to be contacted by email”
- 1.2.5 Phone Number (incl. country code) (optional):
- 1.2.6 I agree to be contact by phone”

Section 2: Innovative Solution

2.1 Solution Overview:

- 2.1.1 Key Area(s)
Please select the area your solution addresses.
- 2.1.2 Briefly describe your solution (max. 300 words):
- 2.1.3 Describe the potential environmental and/or social impact of your solution. Include quantitative and qualitative metrics where possible, and describe any Life Cycle Assessment (LCA) undertaken, including the methodology used and key results (where available) (max 300 words)
- 2.1.4 Why it’s both innovative and answering environmental or social issues related to L’Oréal’s activities (max 300 words)?

2.2 Technology Readiness Level (TRL):

- 2.2.1 Current TRL (6-9):
- 2.2.2 Justification for TRL Classification (max. 150 words):
- 2.2.3 Do you have any intellectual property (IP) protection (e.g., patents, trademarks)?
- 2.2.4 If yes, please describe.
- 2.2.5 How does your IP contribute to your uniqueness in the market?

- 2.2.6 Is your solution/technology commercially available?
- 2.2.7 In which geographies are your technology/solution available?
- 2.2.8 Is the technology already implemented for cosmetic industry application?
- 2.2.9 Do you have an understanding of the cosmetic industry requirement regarding your technology?
- 2.2.10 Please describe your understanding or past experience of the cosmetic industry?

2.3 Pilot Potential:

- 2.3.1 if no to 2.2.6 Are you currently piloting your technology/solution?
- 2.3.2 What pilot scope would you propose for testing your technology with L'Oréal? (Max 250 words).
- 2.3.4 Specific requirements for ensuring the above outcomes are achieved? (max. 250 words)
- 2.3.3 Key outcomes or metrics expected
- 2.3.5 Please specify your estimated pilot timing and budget. Please specify if this is based on experience (max. 100 words)

Section 3: Business & Financial

3.1 Business Model:

- 3.1.1 What is your current revenue model?
- 3.1.2 Turnover for 2025
- 3.1.3 2026 (estimate)
- 3.1.4 2027 and 2028 (estimate)
- 3.1.5 Key customers or partners_

Please note, we may ask for references from your key customers and partners in final evaluation stage

- 3.1.6 Funding stage (e.g., Seed, Series A, etc.) and total capital raised so far?
- 3.1.7 Please provide details of any equity fundraising, including the dates and the funding bodies involved (do not include any revenue in this answer).
- 3.1.8 Please provide details of any public or grant funding your company has secured, including the dates and the funding bodies involved (do not include any revenue in this answer)
- 3.1.9 What are the main cost components of your solution (e.g., production, distribution, maintenance)?
- 3.1.10 How do your costs compare to existing alternatives in the market?

3.2 Team and Expertise:

- 3.2.1 Please provide information on key team members, including founder(s) and their background/expertise. (Max. 200 words)
- 3.2.2 Please provide information on employee company ownership (percentage) (Max. 100 words)

3.3 Milestones and Challenges

- 3.3.1 What was your last significant milestone, and when was it reached?
- 3.3.2 What were the biggest challenges so far, and how did you solve them?
- 3.3.3 What significant challenges are you currently working on to solve?

Section 4: Other information

4.1 Additional Information:

- 4.1.1 Has your business participated in any other accelerator or pilot programme?
- 4.1.2 If yes, provide details and dates of the programme(s)
- 4.1.3 Did you apply for the L'AcceleratOR programme last year
- 4.1.4 If yes, how has your startup progressed since last year?

4.2 Application documents:

- 4.2.1 Submit a Pitch Deck (PDF, max. 20 slides, mandatory)
- 4.2.2 Submit a Video Pitch_or a technology/company video (max. 2min, mandatory)
- 4.2.3 You can add any supporting documents, including any Life Cycle Assessment (LCA) documents available (optional)

4.3 Interaction with L'Oreal

- 4.3.1 Have you OR any of your team ever worked or been in touch with L'Oréal teams before?
- 4.3.2 Please provide more details:
 - What is / what has been the nature of your interaction/collaboration?
 - When was your last interaction?
 - Who in L'Oréal is/was your key contact person (please specify name/surname or email address)

Section 5. Declarations

5.1 Declaration:

I confirm that neither I nor my organisation is involved in any of the activities listed below:

- * Illegal economic activities;
- * Forced labour or child labour or animal testing;
- * Activities in breach of environmental regulations as provided in international treaties.
- * The production or sale of products and commodities or performance of services subject to embargo or any other international economic sanction as defined in the European Union, France and USA or any other sovereign state regulations.
- * Projects which have the effect of limiting people's individual rights and freedoms or violating their human rights as defined in international treaties;

Declaration: I confirm that the information provided is accurate and that I have the authority to apply on behalf of the business named above.

- Signature:
- Date:

For any queries regarding the application process, please contact: sustainableinnovationaccelerator@cisl.cam.ac.uk

The University of Cambridge will store your personal information to liaise with you as a consequence of your interest in our work, and (with your consent) keep you up to date with University of Cambridge Institute for Sustainability Leadership (CISL) news and let you know of future programmes and events.

By completing this form you are agreeing that you are happy to be contacted by us about L'AcceleratOR. We do not share your personal information with any third parties outside the University of Cambridge and L'Oréal or parties responsible for delivering all or part of a group, initiative, or event, except with your explicit permission. At times, personal data may be sent, including internationally, via email and other platforms for the purposes of efficiency.

For further information on the use of your personal data, see

<https://www.information-compliance.admin.cam.ac.uk/data-protection/general-data>.

How L'Oréal uses your personal data

By submitting this questionnaire, I agree that personal data collected directly through this application form, such as name(s), surname(s), phone number, email address, position and title, image and/or video, may be used in the context of the processing of my application for L'AcceleratOR programme by L'Oréal SA whose head office is located at 14 rue Royale 75008 PARIS.

The processing is carried out based on your consent for the purpose(s) of evaluating and processing your application. Failure to provide this data will make it impossible to manage your application.

Your personal data is kept for 5 years from the moment of the collection and is only accessed by concerned L'Oréal employees and sub-contractors such as Cambridge Institute for Sustainable Leadership on a need-to-know basis to be able to do their job. Your personal data may be transferred to other L'Oréal entities for evaluating and processing of your application. Any such transfer is framed in accordance to with applicable law. If you have any questions or concerns about how we process and use your personal data, or would like to exercise any of your rights (right of access, modification and deletion of your personal data, or limitation of processing) you can do so at any time, by contacting our Data Protection Officer at dpo@loreal.com.

If you are not satisfied with the way in which L'Oréal S.A. processes your personal data, you can submit a complaint to the competent data protection authority, the CNIL.

For more information, please see our link to Privacy Policies:

[L'Oréal Groupe :Privacy Policy for our Business Partners](#)

[L'Oréal Groupe: Privacy Policy for Consumers](#)

Where did you hear about the programme?

- L'Oréal website
- L'AcceleratOR website
- L'Oréal social media
- L'Oréal network
- L'Oréal employees
- CISL Webpage
- CISL Social media
- CISL alumni referral (who)
- CISL staff recruitment (who)
- CISL Webinar
- L'AcceleratOR cohort members
- Other social media
- Network event/Tradeshaw/conference
- ChangeNow conference
- Web search
- Ambassador referral (who)
- Non-Governmental Organisation's
- Other (please specify)

Keeping CISL in touch with you We'd like to keep in touch with you to keep you informed about our activities/invite you to future programmes and events. You can do this by following the link [here](#).