



Marie Landry <marielandryceo@gmail.com>

Google for Startups Accelerator Application Form

Google Forms <forms-receipts-noreply@google.com>
To: marielandryceo@gmail.com

11 July 2024 at 04:58

Google Forms

Thanks for filling in [Google for Startups Accelerator Application Form](#)

Here's what was received.

Google for Startups Accelerator Application Form

To receive an auto-generated email of the questions on this application form, email accelerator-application-info@google.com with the subject line: "Application Questions Request"

Thank you for your interest in our accelerator program!

This application will help us assess your suitability for the program. Please ensure all links can be accessed by a representative from Google using an [@google.com](#) domain

Data collected in this form will be used to select startups to participate in a Google for Startups Accelerator program or notify contacts of open application cycles if you have registered your interest. You may also receive special offers, promotions, or other communications from Google if you opt-in to marketing emails.

Applicant data will be shared with relevant internal parties and external vendors that are necessary to make an informed decision about the program participants and/or conduct program. External vendors who process your data will do so based on our instructions and in compliance with our Privacy Policy and other appropriate confidentiality and security measures.

Data from non-accepted applicants will be kept for a maximum of 2 years unless a user requests for deletion prior to data expiration.

You can request rectification or deletion of any personal data held by Google in connection with the Accelerator program by writing to Google at the following email address: accelerator-application-info@google.com. Please allow up to 14 days for us to process your request.

Accepted applicants who then continue to participate and graduate from the Google for Startups Accelerator program will have application data stored for 7 years in archive after removal of personally identifiable information (i.e. names, contact information) and any uploaded documents. If accepted, you may consent to having some company data stored longer than 7 years as a Google for Startups Accelerator alumni for tracking long-term impact of our program.

All data is subject to Google's Privacy Policy (<http://www.google.com/policies/privacy/>)
Protect your privacy! Please do not include any sensitive personally identifiable information in your response.

Email *

marielandryceo@gmail.com

Untitled Section

Please select the Google for Startups Accelerator program you wish to apply to: *

Canada ▼

Google for Startups Accelerator Application Form

Program Selection

*

Canada ▼

Applicant Contact Information

What is your full name (first and surname)? *

Marie Landry

Your Business/Company Email Address *

Please avoid using a personal email address here.

marielandryceo@gmail.com

What is your role? *

CEO

Preferred Contact Number *

5065882787

Contact Number Type *



Mobile



WhatsApp



Office



Other:

Company Information

Company Name *

SearchForOrganics.com

Legal Name of Company *

SearchForOrganics.com

Website Link *

<https://www.searchfororganics.com>

When was your startup founded? *

Please provide response in MM/YYYY format.

09/2023

In what city is your startup headquartered? *

Moncton

In what country/location is your startup headquartered? *

Canada

What is the mailing address of your legal entity? *

Please include full address, including City, Province/State, Country, Postal/Zip Code

29 Connaught #1, Moncton,NB, E1C 3N7

What is your business model? *

If you have more than one business model, please check them.

- ☒ B2B
- ☒ B2C
- ☐ B2B2C
- ☐ B2G
- ☐ D2C
- ☐ C2C
- ☐ Social Commerce

Which industry is your company in? *

Retail Trade ▼

What vertical(s) is most applicable to your company? *

You may select up to three of the following, as applicable.

- ☐ Adtech
- ☐ Advanced manufacturing
- ☐ Agtech
- ☐ Artificial intelligence and machine learning (AI/ML)
- ☐ Audiotech
- ☐ Augmented reality (AR)
- ☐ Autonomous cars
- ☐ B2B payments
- ☐ Beauty
- ☐ Big Data

- ☐ Cannabis
- ☐ Carsharing
- ☐ Cleantech
- ☒ Climate tech
- ☐ Cloudtech and DevOps
- ☐ Construction technology
- ☐ Cryptocurrency and blockchain
- ☐ Cybersecurity
- ☐ Digital health
- ☐ Ecommerce
- ☐ Edtech
- ☐ Ephemeral content
- ☐ eSports
- ☐ Femtech
- ☐ Fintech
- ☒ Foodtech
- ☐ Gaming
- ☐ Healthtech
- ☐ HRtech
- ☐ Impact investing
- ☐ Industrials
- ☐ Infrastructure
- ☐ Insurtech

- ☐ Internet of Things (IoT)
- ☐ Legal tech
- ☐ Life sciences
- ☒ Lifestyles of Health and Sustainability (LOHAS) and wellness
- ☐ Manufacturing
- ☐ Marketing tech
- ☐ Micro-mobility
- ☐ Mobile
- ☐ Mobile commerce
- ☐ Mobility tech
- ☐ Mortgage tech
- ☐ Nanotechnology
- ☐ Oil and gas
- ☐ Oncology
- ☐ Pet tech
- ☐ Real estate tech
- ☐ Restaurant tech
- ☐ Ridesharing
- ☐ Robotics and drones
- ☐ Software as a service (SaaS)
- ☐ Space tech
- ☐ Supply chain technology
- ☐ Technology, media and telecommunications (TMT)

☐ Virtual reality (VR)☐ Wearables and quantified self☐ 3D printing☐ Other:

Please upload a pitch deck for your startup. *

If applicable, links referenced in your deck should be **open access** and should not require downloading to view.

Submitted files



GOOGLE ORGANICS WITH [SEARCHFORORGANICS.COM](https://searchfororganics.com) - Marie Landry (Marie Landry's Spy Shop).pdf

Please provide link(s) to your company page on Pitchbook/Crunchbase/Tracxn, if available:

.....

Team

How many C-level and/or founding team members are full-time? *

1

Please share the name of your founder(s) and a short bio for each person. *

Marie Seshat Landry - Human Intelligence, Business Intelligence, Open Source Intelligence.
Organic Intelligence, Organic SEO, NLP, AI, Organic Computing

How long have they been working as a team? *

I have been working solo

Please share e-mail addresses of your co-founders: *

This is used for contact purposes if the primary applicant cannot be reached.

There are none

What roles are you looking to hire in the next 6 months? *

organic seo

How many people does your company currently employ full-time? *

1

Business Description

Provide 1-2 sentence description of your company (in English) *

If accepted, this will be the description used on blogs, announcements, etc.

SearchForOrganics.com is the first certified organic search engine, powered by Google. It serves as a comprehensive resource for finding organic products and information, promoting sustainability, health, and ethical consumerism.

What is the problem that you are solving? *

SearchForOrganics.com (SFO) aims to solve the problem of connecting consumers with certified organic products in a digital marketplace that often lacks clear distinctions between organic and non-organic goods. Here's a breakdown based on the sources:

* **Lack of a Centralized Organic Platform:** The sources indicate a gap in the market for a dedicated platform that caters specifically to the needs of organic consumers and businesses.

SFO aims to bridge this gap by creating a centralized hub for all things organic, going beyond a typical search engine to offer a marketplace, educational content, and community features.

*****Difficulty Finding Certified Organic Products:**** The sources highlight the challenge consumers face in identifying and purchasing genuinely certified organic products online. With the rise of "greenwashing" and varying certification standards, it can be difficult for consumers to trust product claims. SFO addresses this problem by focusing exclusively on certified organic products, partnering with reputable certification bodies, and ensuring transparency in product sourcing and labeling.

*****Limited Access to Organic Information:**** Consumers often lack access to reliable information about organic products, farming practices, and the benefits of organic living. SFO tackles this challenge by providing educational content, resources, and a platform for community engagement, fostering a deeper understanding of the organic movement. In essence, SFO seeks to streamline and simplify the process of finding, purchasing, and learning about certified organic products. By leveraging technology and building a community around shared values, the platform strives to make organic living more accessible, transparent, and trustworthy for consumers worldwide.

What is your solution to this problem? *

Adding the keyword +organic to all queries by default on a programmable google search engine.

Who are your competitor(s) and how is your solution different from them? *

SearchForOrganics.com (SFO) operates within a competitive landscape of established companies and specialised organic platforms. The sources identify key competitors, primarily multinational corporations like Danone S.A., The Hain Celestial Group, Inc., and General Mills, Inc., alongside other significant players such as United Natural Foods, Inc., SpartanNash Company, and Amy's Kitchen, Inc. These competitors represent a mix of companies offering a diverse range of products, from specific organic categories to broader organic lines encompassing personal care and household items.

While these competitors have a strong market presence, SFO distinguishes itself through a distinct focus on certified organic products and a technology-driven approach. Unlike many competitors who may offer a mix of organic and non-organic products, SFO exclusively features certified organic goods. This commitment to certification ensures product authenticity and builds trust with consumers concerned about "greenwashing" and varying standards in the organic market.

Furthermore, SFO leverages technology to create a more streamlined and user-friendly experience. The platform employs a Google-powered custom organic search engine, advanced search algorithms, and plans to integrate AI for personalised recommendations. This focus on technology sets SFO apart from traditional retailers and allows for greater personalisation and efficiency in connecting consumers with the specific organic products they seek.

In essence, SFO's approach goes beyond simply offering organic products. The platform combines the convenience of a specialised search engine with the trust of certified organic goods and the engagement of educational content and community features. This multifaceted

approach seeks to address the limitations of existing solutions and cater to the evolving needs of today's organic consumer.

What are your major product milestones for the next 6 months? *

The most important product milestones for SearchForOrganics.com in the next six months centre around the **launch of the website and establishing a strong online presence**. According to the "Implementation Roadmap", the "Kick-off Phase" (0-6 months) prioritises launching the website with a robust SEO (Search Engine Optimisation) foundation and conducting comprehensive market research focused on sustainability. This suggests that within the first six months, the key focus is on making the platform accessible to users and establishing its visibility within the digital landscape. Additionally, this phase will involve building a "vibrant community of organic enthusiasts", integrating educational content on sustainable lifestyles. This implies that alongside the technical launch, efforts will be made to populate the website with content that aligns with the platform's mission of promoting organic living and attracting a targeted audience.

What are your primary and secondary target countries, if applicable? *

Canada, US

If applicable, how many clients/customers did you have 6 months ago?

*

Please provide a numerical value or 0 if not applicable.

0

If applicable, how many clients/customers do you have now?

*

Please provide a numerical value or 0 if not applicable.

0

Are there any intellectual property or licensing challenges/legal issues currently associated with your business or its founders/executives? *

No

Social Media and Marketing

What is your company X handle?

Please provide a url, if available.

<https://x.com/Search4Organics>

What is your company LinkedIn handle?

Please provide a url, if available.

<https://www.linkedin.com/company/search-for-organics/>

Finance

Since founded, how much funding has your startup raised in USD? *

Please provide response in USD using numbers only. (Do not convert to millions. i.e. 1 .5 Million = 1500000)

2000

If you've raised funding who are your investors? *

Write N/A if not applicable.

N/A

What is your company's monthly recurring revenue (MRR)? *

Please provide response in USD using numbers only. (Do not convert to millions. i.e. 50,000 = 50000)

0

Looking back at the last 6 months, what was the primary revenue source for the company? *

N/A

What is your startup's monthly burn rate? *

Please provide response in USD using numbers only. (Do not convert to millions. i.e. 50,000 = 50000)

10

Product

Please provide a short, 1 sentence summary of app / product. *

Google Organics

What is the stage of your product?

*

☐

Ideation

☐

Minimal Viable Product (MVP)

☒

Fully Launched

☐

Other:

Who would be a typical user/customer? *

A typical user of SearchForOrganics.com is characterised as environmentally conscious and health-conscious, seeking out organic products as part of a sustainable lifestyle. They are likely to be interested in organic food, personal care products, and household items. These individuals place a high value on transparency and ethical sourcing, and are willing to pay a premium for products that align with their values. Several sources paint a picture of the typical user base: * **Health-conscious individuals:** They believe organic food is healthier, particularly due to the absence of artificial pesticides and herbicides. * **Supporters of organic farming:** They advocate for sustainable and environmentally friendly farming practices. * **Environmental sustainability advocates:** They prefer products with a smaller carbon footprint and support local, minimally damaging farming methods. * **People with allergies or food sensitivities:** This segment is attracted to organic food due to its perceived purity. * **Seekers of natural and organic alternatives:** This group looks beyond food to include organic cosmetics, clothing, and cleaning products. The sources highlight that the typical user is becoming increasingly informed about the impact of their purchasing decisions, demonstrating a preference for supporting local businesses and those committed to sustainability. This growing awareness and demand for transparency in product sourcing, sustainability practices, and ingredient integrity shapes the user's interaction with SearchForOrganics.com. They are drawn to the platform's mission of providing certified organic products and educational content that aligns with their values. The sources indicate that SearchForOrganics.com caters to a community, fostering engagement and collaboration through features like user reviews, recommendations, and social media interaction.

Do you use artificial intelligence or machine learning (AI/ML) today? If so, how? *

Please describe your current use cases and how it is incorporated into your product. If planning to utilize AI/ML, please indicate the phase of implementation and describe how it would be used.

If no current or planned AI/ML use, please write N/A.

Yes, multiple AI models are used in our workflows, including customer support for SearchForOrganics.com

Please describe the main components in your system architecture. *

SearchForOrganics.com is a programmable search engine hosted on Blogger and operates on the super affiliate blogger model developed by MarieLandryCEO.com. The platform prioritises certified organic products and aims to connect consumers with such products locally and globally.

Here is a breakdown of how the sources describe these components:

* **Programmable Search Engine:** SearchForOrganics.com utilises Google's Programmable Search Engine to power its search functionality. This integration allows users to conduct precise searches for certified organic products and information. Google's technology ensures the accuracy and reliability of search results, making it a trusted resource for organic searches. The search engine is specifically optimised for organic products, ensuring that searches yield relevant, high-quality results. The platform employs organic SEO techniques and advanced

filtering to prioritise organic content.

****Hosted on Blogger:**** SearchForOrganics.com uses Google's Blogger service for hosting and content management. This integration offers benefits like reliability, scalability, and user engagement.

****Super Affiliate Blogger Model:**** The platform follows a super affiliate business blogger model. This model focuses on promoting certified organic products and sustainable living practices through affiliate marketing and authoritative content. The affiliate marketplace blog acts as a hub for education, providing information on organic products, tips for a healthier lifestyle, and updates on organic living trends. The blog features product reviews and recommendations, guiding consumers while supporting organic businesses. The platform also utilises affiliate programs and Google AdSense for revenue generation.

The sources emphasise SearchForOrganics.com's commitment to sustainability, ethical practices, and promoting organic living. The platform achieves this through its curated selection of organic products, educational content, and community engagement initiatives.

During the program, startups will identify a specific product or tech problem that they wish to solve. What problem would you be looking to solve during the accelerator? *

flagging system for non-organic products

If available, share a demo URL, video link, or screen recording of your product. *

Please write N/A if not available.

<https://www.youtube.com/shorts/O4kQhKMSQnI>

If available, share a link to your app on the Google Play Store.

If available, share a link to your app on the App Store.

Which Google products are you using? *

- ☐ Android
- ☐ Angular
- ☐ AppSheet (Google Cloud)
- ☐ Assistant
- ☐ Dart
- ☐ Dialogflow
- ☐ Firebase
- ☐ Flutter
- ☐ Gemini API
- ☐ Gemma
- ☐ Go
- ☒ Google Ads / Google Marketing Platform
- ☐ Google Cloud Platform (GCP)
- ☐ Other GCP Data products
- ☐ GPay
- ☒ GSuite / Google Workspace
- ☐ Open Health Stack
- ☐ Internet of Things
- ☐ Identity
- ☐ Kotlin
- ☒ Maps
- ☐ Machine Learning on Google Cloud Platform
- ☐ Med-PaLM

- ☐ Tensorflow
- ☐ PaLM API
- ☐ Payments
- ☐ Play Store
- ☐ Policy
- ☒ Web/Chrome
- ☒ YouTube
- ☐ Other:

What is your current primary cloud platform?

*

Mark N/A if not applicable.

- ☐ Google Cloud
- ☐ Microsoft Azure
- ☐ Amazon Web Services (AWS)
- ☐ Alibaba
- ☐ IBM
- ☐ Cloudways
- ☐ DigitalOcean
- ☐ Oracle
- ☐ OVHcloud
- ☐ Heroku
- ☐ Linode
- ☐ Rackspace

- ☐ Red Hat
- ☐ SalesForce
- ☐ Tencent
- ☒ Not yet using cloud services
- ☐ N/A
- ☐ Other:

If applicable, please provide the Google Cloud Platform (GCP) Billing ID(s) associated with your startup:

This information helps us determine benefit eligibility and program impact, if accepted. Indicate N/A if not applicable.

.....

Company Demographic Survey

Unless otherwise indicated, completion of these demographic questions is optional and will not affect your application or participation in the program. We use them only for statistical purposes, to track trends and improve our programs. By answering any of these questions, you are consenting to our processing of that information for such analysis (for example, determining what percentage of respondents identify as a certain gender). If you do not wish us to process this data, please select "Prefer not to answer" or skip any or all of the demographic questions.

To withdraw your consent for us to process this data at any time, contact accelerator-application-info@google.com.

What percentage of your founding team identifies as women?

Please include any **founders** that self-identify as women.

50% or more



What percentage of your leadership team identifies as women?

Women leaders would include any **founders or C-level executives** that self-identify as women.

50% or more ▼

Company Demographic Survey - North America

Unless otherwise indicated, completion of these demographic questions is optional and will not affect your application or participation in the program. We use them only for statistical purposes, to track trends and improve our programs. By answering any of these questions, you are consenting to our processing of that information for such analysis (for example, determining what percentage of respondents identify as a certain gender). If you do not wish us to process this data, please select "Prefer not to answer" or skip any or all of the demographic questions.

To withdraw your consent for us to process this data at any time, contact accelerator-application-info@google.com.

What percentage of your founding team identifies as Black, Indigenous, or a Person of Color?

Please include any founders that self-identify as Black, Indigenous, or a Person of Color.

None ▼

Additional Assets - Video and Images

Please upload a 2-minute video introducing your co-founders and elevator pitch. *

Submitted files



Meet Marie Seshat Landry_ Organic Visionary - Marie Landry (Marie Landry's Spy Shop).mp4

Please share with us a high resolution photo(s) of the founder(s) and/or team from your startup. *

Submitted files



1719753165715 - Marie Landry (Marie Landry's Spy Shop).jfif

Please share with us a high resolution logo. *

Submitted files



437148230_275708608945459_3428370861797191783_n (1) - Marie Landry (Marie Landry's Spy Shop).jpg

*Please confirm your program selection to continue: **

Please do not alter any pre-selected choice. This choice MUST match your initial selection.

Canada ▼

Additional Information

Why are you interested in joining this program? How can Google help? *

****Why SearchForOrganics.com is Interested in Joining the Google for Startups Accelerator Program:****

*** **Alignment with Google's Mission:**** SearchForOrganics.com's mission to promote organic living and sustainability aligns strongly with Google's commitment to using technology for good and promoting sustainable practices. This shared vision creates a strong foundation for a mutually beneficial partnership.

*** **Enhancing Search Capabilities:**** As a platform powered by Google's search technology, SearchForOrganics.com recognises the immense value of leveraging Google's expertise to further enhance its search capabilities. Participation in the accelerator program would provide access to cutting-edge search technologies, insights from Google's engineers, and the opportunity to collaborate on developing even more innovative search solutions tailored for the organic products market.

*** **Scaling for Global Impact:**** SearchForOrganics.com aspires to expand its reach globally, making organic products accessible to a wider audience and driving a larger-scale shift toward sustainable living. Google, with its global presence and expertise in scaling businesses, can provide invaluable guidance, resources, and mentorship to help SearchForOrganics.com navigate the complexities of international expansion.

*** **Data-Driven Growth and AI Integration:**** SearchForOrganics.com is committed to leveraging data and AI to improve user experience, personalize recommendations, and drive growth. Google's expertise in AI, machine learning, and data analytics would be instrumental in helping SearchForOrganics.com implement these technologies effectively and develop its platform into a truly intelligent and personalized search destination for organic products.

****How Google Can Help SearchForOrganics.com:****

*** **Technical Guidance and Mentorship:**** Access to Google's engineers and experts in search,

AI, and machine learning would provide SearchForOrganics.com with unparalleled technical guidance and mentorship, enabling the platform to overcome technical challenges, implement advanced features, and optimize its search algorithm for improved performance and relevance.

*****Scaling Support and Infrastructure:**** Google's expertise in scaling businesses and its robust cloud infrastructure would be invaluable to SearchForOrganics.com as it expands its operations and user base globally. Google Cloud solutions can ensure the platform's scalability, reliability, and security, enabling SearchForOrganics.com to handle increasing traffic and demand seamlessly.

*****Marketing and User Acquisition:**** Google's vast marketing and advertising network can assist SearchForOrganics.com in reaching its target audience more effectively. Google Ads campaigns, combined with strategic guidance from Google's marketing experts, can significantly enhance SearchForOrganics.com's brand visibility, attract new users, and expand its market penetration.

*****Access to Google's Network:**** Participation in the accelerator program would provide SearchForOrganics.com with access to Google's vast network of investors, mentors, and potential partners. This exposure can lead to valuable connections, collaborations, and funding opportunities that can further accelerate the growth and impact of SearchForOrganics.com.

How did you hear about this program? *

discord developer community

If selected, are you interested in participating in possible interviews with local press outlets, as requested? *

☒ Yes

☐ No

Please list any past accelerator or startup program participation.

n/a

Please list links to any press coverage, awards or nominations and dates received given to your startup or founding team.

n/a

Anything else you'd like to share?

I cracked Google Organics, and Bing Organics is next.

Do you want to receive updates or communication from the Accelerator program about other programs within Google, which could include communication, updates and special offers? *

☒ Yes

☐ No

Do you agree to the terms below and wish to submit your application? *

1. Privacy

1.1. You acknowledge that Google may collect, store, share and otherwise use personal data provided during application for the Accelerator program for the purpose of administering the Accelerator program in accordance with Google's Privacy Policy (<http://www.google.com/policies/privacy/>). You also agree to receive further emails about the Accelerator program.

1.2. You can request review, rectification or deletion of any personal data held by Google in connection with the Accelerator program by writing to Google at the following email address: accelerator-application-info@google.com

☒ Yes

Create your own Google Form