**Business Overview**

Business Structure:

Please provide a brief summary of your business:

What is the product or service you offer?

What is the core problem your product/service solves?

Revenue model:

*Discuss the sources of revenue, the revenue model, the pricing structure/rational and cost of goods.*

**Current Status:**

Do you have paying customers?

Do you have non-paying customers?

What were your gross revenues in CY 2022?

What are your anticipated gross revenues in CY 2023?

Distribution Channels:

*Tell us how you plan to either 1) go-to market with your product/service, or 2) strategically expand distribution or awareness of your product/service (develop early-stage traction).*

**Market Analysis**

Describe your target customer:

What is the size of your target market?

Who are your competitors? Please list at least three.

How do you differentiate your product/service? What makes you special?

**Other Funding Sources**

Have you ever participated in an accelerator program for this business?

If yes, please list all accelerators and the years you participated:

Have you ever received venture capital funding for this business?

If yes…

* Who were your lead investors?
* How much did you raise?
* When did you close the round?

Have you ever received state or federal funding for this business?

If yes, please share with us the dollar amount and the year in which you were awarded:

Have you ever organized a successful crowd funding campaign for this business?

If yes, please share with us when you led the campaign, and how much you raised:

**Personnel Information**

Key Management:

|  |  |  |
| --- | --- | --- |
| Full Name | Title | Commitment (e.g. Full-Time, Part-Time) |
|  |  |  |
|  |  |  |
|  |  |  |

Are any of the above team members working for another company/startup?

Leadership bios:

*Tell us the background/experience that each founder brings to your leadership team. What, if any, personal connections do you have to the core mission of this company?*

**Use of Funds**

How will this funding propel the growth of your business?

What is your long-term (5-10 year) vision or strategy?

*Discuss the longer-term goals for the business – whether the primary goal is to build a sustainable operating entity, lifestyle business or is to eventually exit via merger or acquisition.*

**Supplemental Information**

[OPTIONAL] You are welcome to use this field to upload screenshots, photos or any other supplementary visual aids that might help our team better understand and visualize your offering.

[OPTIONAL] You may paste a YouTube link into this field to showcase a demo of your product or service.

[OPTIONAL] Anything else we should know?