

Capital Application and Fact Sheet

Please limit your responses to no more than 500 characters for each section.

Company:	Presenter:
Address:	Title:
	Office Phone #:
	Cell Phone #:
Date Founded:	Email:
# of Full-Time:	Website:
# of Part-Time:	Today's Date:

Company Overview

Explain in no more than three sentences.

Problem/Opportunity

Explain the problem you solve and prove why your target audience will buy it.

Solution

Explain how to solve the problem, and how you solve it differently from others.

Business Model

Explain your revenue source, sales cycle, and price of products/services.

Traction

Traction is proven by contracts, patents, sales figures, etc. "Customer interest" is not traction.

Execution Plan

Explain your delivery of products/services to your customer step by step with specific dates.

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Market

Prove the 'addressable' market that is actually **reachable** by your company within the next 3-5 years.

Customers

Explain the characteristics of the buyer and the end-users.

Competition

Name at least three direct/indirect competitors.

Management Team

List name, title, and related experience that make your team qualified to run your company.

Board of Directors / Advisors

List names and backgrounds of Board of Directors and advisors.

Financial Projections

	2017 Actual	2018 Actual+Forecast	2019 Forecast	2020 Forecast	2021 Forecast
Revenue					
COGS					
Gross Profit					
Expenses					
EBITDA					

Current monthly burn rate:

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Investment Required

Pre-Money Valuation	
Asking Investment Range	
Amount You Seek	
Proposed Terms	

Funding history (Use the format below)

Series	Date	Source	\$ Amount	Class of equity	% of equity	# of shares outstanding	Post-money valuation

Use of Investment (Use the format below)

Category	Use	Amount
TOTAL		<u>\$0</u>

Exit Strategy

Provide a specific date, prepared liquidation price, and ROI.

Resources needed beyond capital

List any resources your company needs beyond capital: introductions, executive recruitment, etc.