|  |  |  |  |
| --- | --- | --- | --- |
| **Investment Amount** | *Max. USD $250,000* | **Location of Operations** | *City and Country(ies)* |

|  |  |
| --- | --- |
| Name of Company |  |
| Name of Lead Point of Contact |  |
| Email of Lead Point of Contact |  |
| Company Website |  |

Briefly answer the below questions. (Bullet points are encouraged; 5 pages max.)

1. **What is your innovative, investable idea that is positively impacting and improving the lives of women?**
2. **What problem are you solving for the community/your customer?**
3. **How does your product/service solve the problem? How does it work? Be specific.**
4. **Who is your target customer? What is their quality of life if your service/product doesn’t exist?**
5. **What is your revenue model? How do you make money?** (Clearly articulate your revenue source(s), the value you offer your *paying* customers, the price they pay, and why they will buy from you.)
6. **What specific benefits will women/girls derive from your product/service?** (How is impacting women/girls core to your business model?)
7. **Video: The Person Behind the Idea—Briefly tell us what motivated you to start this company and what qualifies you lead it.** (If you have multiple people on your team, please include their names and roles.)
8. **What is your progress to date?**(Must include the following: what have you tested/piloted about your model? What lessons have you learned and how have you pivoted/refined anything in your model based upon these pilots? Share relevant indicators such as number of paying customers, number of customers onboarded every quarter, average monthly revenue, total revenue to date, number of app downloads, number of partners, percentage of current stakeholders who are women etc., for us to obtain a better understanding of your model. What awards or grants have your received?)
9. **Have you obtained any funding to date?** (Complete the below table and insert your cap table)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Name of the organization/ foundation/ investor** | **Type of funding/ capital** | **Amount** | **Terms** |
|  |  |  |  |  |
|  |  |  |  |  |

**Cap Table-**

1. **Who is your competition, and why are you better?** (Also consider similar models in different markets/locations.)
2. **What is the potential market size for your product/service?** (Consider scalability)
3. **What are your top barriers to market entry/gaining traction, and how will you overcome them?**
4. **What are your 2-3 most needed areas for strategic support?** (Consider barriers, challenges, current gaps in expertise and networks; what do you need to help you grow and be successful?)
5. **What are your marketing, distribution, and retention strategies? What is your customer engagement strategy?**
6. **In what ways will performance metrics be measured on a monthly basis? How will you know if you’re successful or when to pivot?**
7. **What is the timeline for the next 1-2 years?** (Indicate by month and milestones you plan to achieve; help us visualize your progress and growth over the coming 1-2 years. Feel free to use the table below.)

|  |  |
| --- | --- |
| Month(s) | Milestones |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

1. **How will the funds be used?** (Indicate no more than 5 buckets, please.)

|  |  |
| --- | --- |
| Bucket/Expense | Estimated Budget (USD) |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

1. **What are your projected financial milestones?** (Help set our expectations for your venture’s growth, break-even point, and revenue. These should match and be supported by the financial documentation you also submit. All the financial information submitted must be in USD and supporting documents must be shared as excel files.)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 2019 | 2020To-Date / Projected | 2021 | 2022 | 2023 | 2024 | 2025 |
| Revenue |  |  |  |  |  |  |  |
| Expenses |  |  |  |  |  |  |  |
| Net Income |  |  |  |  |  |  |  |

1. **What is your exit plan?** (What is the likely exit, when do you see the exit happening?)
2. **How did you hear about coLABS? Did someone or an organization refer you to apply?**
3. **What haven’t we asked?**