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| --- | --- | --- | --- | --- | --- | --- |
| Market Readiness Co-Investment Fund   |  |  | | --- | --- | | **APPLICATION DATA** | | | Company Name | Click here to enter text. | | Application Number | Click here to enter text. | |

These instructions give advice and guidelines on how to complete this application form.

1. Executive Summary (1-2 pages)

|  |  |
| --- | --- |
| Key Business Products and Service Offerings of the Company | Click here to enter text. |
| Financial Overview – Revenue, EBITDA Margins | Click here to enter text. |
| Cash Flow, profitability | Click here to enter text. |
| The Nature of the Transaction | Click here to enter text. |

1. Overview:  
   Company overview, story, history and background.

Click here to enter text.

1. Problem & Solution:   
   A simple declarative statement outlining the pain or problem in the market and the company’s solution that addresses the need; company’s value proposition, key differentiator and competitive/unique advantage.

Click here to enter text.

1. **Product/Technology:**Product/Technology description; stage of development (Alpha, Beta, etc); product roadmap; cost of development; technical barriers; issues that keep management team awake at night.

Click here to enter text.

1. **IP ownership & strategy:**Intellectual property type; chain of title; status of filings; jurisdiction of application; clearance to operate; regulatory strategy and issues; assignments of patents by founders to Company.

Click here to enter text.

1. Market:  
   Market size; market trends and driving factors; target market; go to market strategy; sales pipeline (direct and channel sales model and distribution plan); major customers; channels and partners; sales cycle.

Click here to enter text.

1. **Competition:**Competitive landscape; direct/major competitors; competitive analysis; comparison chart; strategy canvas; competitive matrix; basis of competition (e.g. price, service, technology, distribution, etc)

Click here to enter text.

1. **Traction**Market validation; pilots; letter of intents; contracts; partnerships; sales.

Click here to enter text.

1. **Business Model & Financials:**Revenue model; revenue metrics; financial status (burn rate, ARR, MRR, runway) and projections (cash flow projections, next round financing, breakeven timing and profitability forecast); current round details (structure, terms, amounts, lead investor, syndicate partners and etc); money raised to date; cap table (existing investors, classes of stocks); proposed use of proceeds.

Click here to enter text.

1. **Next Milestones:**Technical, business, operational, product, fundraising, human resources milestones; Gantt chart; steps required to achieve the desired outcomes.

Click here to enter text.

1. Team:  
   Organization structure; founders; management team roles and responsibilities (include name, title, subject matter expertise, entrepreneurial experience, time commitment with the company – FT or PT,); business advisory board; board of directors.

Click here to enter text.

1. **Exit Strategy:**Exit scenarios; likely acquirers and comparables.

Click here to enter text.

1. **Other Legal and Related Matters:**Any claims; threatened or pending claims or litigation; lawsuits against the Company; lawsuits initiated by the Company.

Click here to enter text.