

## **Boise Angel Alliance Application for Funding**

Thank you for applying to us for funding consideration. To begin the process, we would like a high level review of how you intend to make money.

Please submit a brief narrative (bullet points, tables, drawings, pictures, flow charts and other tabular and visual elements are welcome) not to exceed five pages in length that addresses the points listed below. Please email your completed application to [info@looncreekcapital.com](mailto:info@looncreekcapital.com).

1. **Contact Information**
  - Company name and address
  - CEO name, email, and phone number
2. **Elevator pitch.** Explain your company in one sentence.
3. **Market Problem and Size.** What problem are you solving? How big is the total market?
4. **Customer Segments and Value Propositions.**
  - **Customer Segments** are the different groups of people or organizations your business intends to serve.
    - List the customer segment(s) that have the problem you are addressing
    - Give the market size for each segment, if more than one.
  - **Value Propositions** are the bundle of products and services that create value for a specific customer segment by solving a problem and/or satisfying a need. For each customer segment listed above:
    - Describe the bundle of products and services, and
    - How this bundle creates value for the customer
5. **Distribution Channels.** Channels are how you will reach your customer to deliver your value proposition. For each customer segment, describe the channels you will use to reach them.
6. A **Revenue Stream** is the cash you will generate from each customer segment. For example, you may be selling a product that customers purchase, or you may be selling a subscription for a monthly fee. How will your customers pay you?
7. **Competition** consists of all organizations that compete for your customer segments' time and money to deliver your value proposition. This can be direct or indirect competition.

- Describe your competition.
  - Evaluate their strengths and weaknesses.
  - How is your product/service substantially different from your competition?
  - How difficult would it be for others to duplicate what you do?
8. **Traction.** Provide revenue projections for the first four quarters following receipt of funding. Support these projections based on one or more of the following as appropriate:
- Revenue from the past four quarters and anticipated growth
  - Market analysis
  - Sales, marketing, and channel capability
  - Supply capacity expansion
  - Other projection methods
- State your assumptions.
9. **Offering.** How much money are you raising? What is your pre-investment valuation?
10. **Finances.** What is your monthly cash burn and your current runway? How are you spending your cash?
11. **Funding.**
- What has been your method of funding to date?
  - How will you use the funds you are currently seeking?
  - How will investors get a return on their investment in your company?
12. **Team.** Give brief bios of your executive team as well as the Board of Directors and/or Advisory Board, if any. Please include URL's of LinkedIn profiles, if available.
13. **Other.** Please use this section to briefly include any additional information you believe may be important for our Screening Committee to know.