

## Central Valley Angel Group 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.

**This form must be submitted in word or pdf format. Do not submit this information in power point or any presentation format.**

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 following points:

1. **Elevator pitch.** Explain your company in 30 seconds or less.
2. **Market Problem and Size.** What problem are you solving? How big is the total market?
3. **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
4. **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.
5. 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?
6. **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?
7. **Traction.** What is the current status of your company/products? What metrics do you have to show your company can be successful?
  8. **Offering.** Describe the proposed terms of your offering and proposed valuation
  9. **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?
  10. **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.
  11. **Other.** Please use this section to briefly include any additional information you believe may be important for our Screening Committee to know.