



Social Venture Division Application Form Questions

Background Questions

1. Will your Business be located in the United States [Yes/No response]
2. Will your business be located in Monterey, San Benito, or Santa Cruz County? [Yes/No response]
3. Has your company been in operation for more than 2 years? [Yes/No response]
4. Company Website URL
5. Do you have any additional team members? If so, provide their name(s) and email(s).
6. How did you hear about the Startup Challenge?

Your Business Model

7. Provide a brief description of your company, including the product/service you sell.
8. Is this a For-Profit or a Not-For-Profit business?
9. What is the social mission of your business?
10. Who is your ideal customer/client?
11. What is the customer/client problem you are solving? Why is it important to the client and to society to solve the problem?
12. What is your solution (product/service) and how does it address the problem?
13. Who will your early customers be and why will they buy?
14. Who else is targeting the problem you're solving? What differentiates your products or services you will provide from others in the market?

Financing and Financial Projections

15. How will your business/organization generate revenue or obtain operating funding?
16. What is your go to market strategy? How will you recruit and serve clients? If you are a not-for-profit, how will you recruit donors/funding?
17. What have you accomplished so far in the development of your company?
18. How much money will you need to start your business?

19. What sources of financing do you intend to use to fund your business? Include personal funds, friends and family, borrowing sources, and investors.
20. How will these funds be used?

Team, Accomplishments & Milestones

21. Who are the key members of your team and what does each of them bring in expertise and experience?
22. What have you accomplished so far in the development of your company?
23. What are the key milestones (with approx. dates) you need to achieve to start your business?