



Main Street 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. What is the customer problem you are solving? Who has the problem? Why is it important for them to solve it?
9. What is your solution (product/service) and how does it address the problem?
10. Who will your early customers be and why will they buy?
11. Who will your competitors be? How will you compete successfully with them?
12. How will your business generate revenue?
13. What is your go-to-market strategy?

Financing and Financial Projections

14. How much revenue do you expect to generate in each of your first three years? When do you expect to reach cash flow breakeven?
15. How much do you think it will cost to launch your business, and when do you expect to reach cash flow breakeven?
16. How much money will you need to get to the market or to your next stage of development?
17. What sources of financing do you intend to use to fund your business? Include personal funds, friends and family, borrowing sources, and investors.
18. How will these funds be used?

19. How much money have you raised or invested so far? Include personal funds, family and friends' contributions, etc.

Accomplishments and Milestones

20. What have you accomplished so far in the development of your company?

21. What are the key milestones (with approx. dates) you need to achieve to start your business?